

Subject: APEX Performance, Inc. October Newsletter

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APEX Performance, Inc. October Newsletter

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APEX Performance's Partnership with The Wounded Warrior Project Featured in Article.

The Wounded Warrior Project is a non-profit organization based in Jacksonville, FL with the mission to honor and empower wounded warriors. The Wounded Warrior Project strives towards its mission by raising veteran awareness and enlisting the public's support and aid in helping severely injured service members transition to become successful and productive citizens by providing unique, direct programs and services to meet the needs of wounded warriors.

The TRACK program, one of thirteen programs offered through the Wounded Warrior Project, offers a holistic approach to education and vocational training. In addition to attending The Florida State College of Jacksonville, each warrior receives vocational training through an externship with companies in the community during the last phase of the program. In the year long program, each warrior also participates in peak performance mental skills training provided through a partnership with APEX Performance, Inc. based out of Charlotte, NC

The attached article showcases the program by providing examples of successful TRACK students participating in peak performance training. This training teaches the warriors to perform at their best by learning to control their emotional, mental and physiological responses to stress and pressure. The

warriors learn how to gain control and self-regulate by practicing and then applying these specific mental skills techniques in every aspect of their daily lives. In the end, these skills become life skills and become a part of everything the warriors do including school, work and personal relationships.

When warriors get injured and sustain a Traumatic Brain injury (TBI) or Post Traumatic Stress Disorder (PTSD), there are several symptoms commonly displayed. These behavioral changes include having quick emotional reactions, a decreased filter when speaking, increased anger or frustration, and decreased attention control or memory recall. Working memory is often impaired. Depending on the severity of the injury, these symptoms can present immediately after the injury has occurred, or many months later. Many warriors describe a sense of being lost, of loss of control of their own thoughts and emotions, feeling at the mercy of their injury.

Many of the behavioral results of these symptoms can be ameliorated and performance enhanced through peak performance mental skills training. For example, changing the way you think through repetitive self-talk exercises literally changes neuronal connections that alter the structure of the brain. By learning control techniques and the use of deep breathing before responding, these warriors learn to regain control over their mental and emotional reactions to stressful and pressure situations. They learn to approach challenges differently by using these Adaptive Thinking skills that help interpret and perceive events in a more positive and productive way. In developing Stress-Energy Management skills, the warriors use biofeedback to gain psycho-physiological control during stressful situations. Having control over their mental, emotional and physiological responses to negative and stressful events gives the warriors a level of confidence and self-control which they feel has been lost after sustaining their injuries.

Please see the links below to read more on this topic and see a short video of a student using biofeedback during training.

[Article and Video](#)

[Video Only](#)

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About Apex Performance

Apex Performance provides performance improvement services to military units, police forces, pro and college athletes and senior executives who need to build mental agility and mental toughness. APEX Performance offers training to deliver results on the core of leadership - self awareness, confidence, mental agility, and composure. Utilizing a combination of personalized development programs, follow-up coaching, and advanced sensory technology, APEX provides the tools and learning required to achieve sustainable peak performance. Apex Performance is headquartered in Charlotte, NC.

Website: www.apexperform.com Phone: 704-831-5614

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