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Charlotte, N.C. – Here is a great story about Billy Cundiff, place kicker for the Baltimore Ravens, making a remarkable turnaround in his football career by using mental training alongside his physical training. After working with the Charlotte-based company, Apex Performance, NFL kicker makes triumphant return to NFL breaking records and, according to Adam Scheffer of ESPN, signing a five-year fifteen million dollar deal with the Baltimore Ravens.

Billy's NFL career took him to eight teams in seven years before he arrived in Baltimore in 2009. One season later, Cundiff's travels have brought him to the upcoming Pro Bowl. When Billy began working with Dr Csoka from Apex Performance, he was out of the league. At the time, Billy said his goals were *"to increase my accuracy on field goals. I felt that my kicking needed more focus, and I was looking to acquire the skills necessary to perform at a higher level."* Since then, Billy has set a number of high goals that gave him the clear focus, direction and determination he needed to raise his kicking to a new level.

Cundiff's ascension from a journeyman kicker to a Pro Bowl player was significantly impacted by working with Dr. Csoka on a systematic and deliberate approach to developing his mental skills essential for performing at his best. *"Several factors played into his success",* says Dr. Csoka. *"One of them was altering his kicking technique. He offered how without the mental training and renewed confidence, he would not have internalized what he was being taught. Goals, confidence and visualization were his mental tools. To keep his legs strong for games, he found he could practice with less kicks but better kicks while at the same time staying healthy using visualization".* To his credit, he never faltered, never abandoned his mental training and preparation. Unfortunately, many athletes do.

As evidenced by his incredible season Cundiff has definitely achieved his goals. Cundiff himself said that *"as an athlete, Dr. Csoka gave me some tools to use that provided direct feedback. Combining visualization with goal setting and the other techniques enabled me to perform at a higher level, while minimizing stress and improving my overall happiness."*

He was voted into the 2011 Pro Bowl as the AFC placekicker after successfully nailing 89.7% of his field goals. Prior to this season, Billy kicked 11 touchbacks in all 7 seasons. In the 2010 season, his 40 touchbacks tied the NFL record since the kickoff has been moved to the 30-yard line. He averaged a remarkable 71.1 yards per kickoff to lead the league and had touchbacks on 51.3% of his kickoffs. He is well remembered for his game-winner in overtime against Buffalo.

Barry Barnes, writing in fanfare.com, had this to say, *"not since the days of Matt Stover could the Ravens find a kicker who delivers in critical situations. Steve Hauschka had his chance to replace the former Ravens legendary kicker but struggled. Cundiff displayed his talents and accuracy as he converted 26 out of 29 field goals in 2010 after replacing Hauschka during the 2009 season".*

This unique training was developed by Dr. Louis Csoka, a former Army Ranger and retired Colonel, who developed the first ever Performance Enhancement Center at West Point in 1989. He is the founder and President of Apex Performance. In addition to Billy Cundiff, Dr. Csoka has worked and continues to work with a number of NFL players and elite golfers

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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 learnings required to achieve sustainable peak performance. Apex Performance is headquartered in Charlotte, NC. Additional information is available at [www.apexperform.com](http://www.apexperform.com)