

The Science Behind AMPD

Why AMPD Exists

Mindset plays a central role in performance, especially at the team level.

As competition increases and physical ability becomes more evenly matched, performance is increasingly shaped by factors such as focus, emotional control, confidence, and the ability to execute under pressure. Sport psychology research has consistently identified these psychological components as critical determinants of performance outcomes, particularly in high pressure environments where decision making and composure matter most (Weinberg & Gould, 2019).

Most coaches, athletes, and organizations already understand this in principle.

However, understanding the importance of mindset is not the same as training it.

As a former collegiate athlete who played at two different schools, mindset was never something we trained daily. There were occasional talks about culture, effort, or team identity. Sometimes a coach would address the mental side before a big game. In those moments, everyone felt the importance of what was being said. The room was engaged, and the message resonated.

But that feeling rarely lasted.

After those talks, we returned to normal routines. Lifting. Practice. Meetings. Competition. The importance of mindset was acknowledged, but it was not reinforced consistently. There was no system that carried those ideas into daily training or into the moments when pressure was highest.

This experience revealed a gap that exists across many teams.

Mindset is widely recognized as essential, yet it is often treated as something that can be addressed occasionally rather than something that must be built and reinforced continuously. Unlike physical preparation, which is trained daily through structured routines, mindset rarely has a consistent tool that athletes carry with them throughout the week.

That gap became the starting point for AMPD.

Discovering How Mindset Is Actually Trained

At the same time, there is no shortage of high quality mindset content available. Quotes, short videos, and audio exist everywhere. The issue has never been access to ideas. The issue has been how those ideas are experienced and whether they translate into performance.

While researching how mindset could be trained more effectively, I came across research demonstrating that short audiovisual content paired with music could significantly increase effort tolerance and physical output during high intensity training. Athletes exposed to this type of stimulus were able to sustain higher levels of effort without perceiving the work as more difficult (Barwood et al., 2014).

This finding was important for one reason.

The mindset content was not delivered in a classroom or a meeting. It was experienced during effort.

This raised a simple but critical question. If mindset related content can directly influence physical output when athletes are already working hard, why is it not used consistently during the training week?

The answer was not that coaches undervalued mindset. The answer was that there was no practical system that allowed mindset to be trained daily without adding meetings, increasing workload, or disrupting existing routines.

This insight shaped the foundation of AMPD.

The mindset needed to be embedded into the training week, not layered on top of it. It needed to exist in the same environments where athletes already experience effort, discomfort, and focus. Only then could it become familiar rather than theoretical.

Why Daily Exposure Matters

Mindset is not formed through isolated moments. It is formed through repetition.

Cognitive science explains that memory is grounded in physical experience. People do not recall information by replaying instructions, but by reactivating sensory and emotional states associated with prior experiences. This process allows information learned during movement and effort to be more easily retrieved later, especially when conscious thought is limited (Barsalou, 2008).

This has important implications for performance.

Daily exposure to short mindset messages experienced during training allows athletes to associate ideas about focus, composure, and effort with physical work. Over time, these ideas stop feeling like external messages and begin to shape internal dialogue and shared language across the team.

Mindset becomes something athletes recognize rather than something they need to remember.

The Role of Pressure and Recall

Pressure fundamentally changes how athletes perform.

Under stress, working memory becomes overloaded. The brain has less capacity to process complex information, making detailed instructions and deliberate reasoning less reliable. Research on performance under pressure shows that simple, well trained cues are more effective than conscious problem solving when stress is high (Kent et al., 2018).

This reality highlights a limitation of many mental training approaches.

If mindset tools require athletes to think more in high pressure moments, they are unlikely to be effective. What athletes need instead is access to something that has already been trained and requires minimal cognitive effort to recall.

This realization influenced a key design decision behind AMPD.

Why AMPD Includes a Physical Reminder

AMPD was intentionally designed to move beyond traditional software.

The goal was not to replace team communication platforms or introduce another app that lives on a phone. In many of the moments when mindset matters most, phones are not accessible and attention is limited.

The physical wristband exists to address this problem.

When athletes wear the wristband during training while engaging with daily mindset content, the wristband becomes associated with the mental state experienced during effort. Over time, it serves as a physical retrieval cue.

On game day, when thinking is limited and emotions are high, the wristband remains present.

A glance.

A touch.

A moment of recognition.

Rather than introducing new information, the wristband helps trigger recall of what has already been experienced. The content. The emotion. The intention.

Mindset does not need to be explained again. It only needs to be accessed.

Mindset as a Team System

Mindset is not only individual. It is shared.

Teams perform more consistently when athletes share common language, expectations, and focus. When individuals understand how their teammates are approaching effort and pressure, coordination improves and communication becomes more effective.

AMPD reinforces this alignment by ensuring that the entire team is exposed to the same daily mindset messages and wears the same physical reminder. Athletes are not only managing their own focus, but are aware that their teammates are recalling the same ideas in the same moments.

This shared recall transforms mindset into culture.

Culture is not built in a single meeting or speech. It is built through consistent reinforcement over time.

Reflection

Mindset has always played a defining role in performance. What has been missing is a way to train it consistently.

By embedding daily mindset exposure into the training week and anchoring it to a physical reminder that athletes carry into competition, AMPD was built to make mindset present when thinking is hardest and execution matters most.

The question is no longer whether mindset matters.

It is...

Are you ready to get AMPD up?



References

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