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## FEBRUARY 2011

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### SuperBowl XLV

A week ago Sunday was SuperBowl XLV (the national championship game for professional American football).

Like the championship game in any sport, it was a great game to watch, literally coming down to the last play (much to the chagrin of Jen, our Director of Marketing and rabid Packer fan). Final score: Green Bay Packers 31, Pittsburgh Steelers 25.

And, like any great championship game, it was filled with awesome Z-Health lessons from our certification courses.

### INJURIES

If you watched the game, you invariably heard a lot about the injuries that plagued the Packers throughout the season, and that almost 30% of their opening day starting lineup was on injured reserve (meaning out for the season) by the time the SuperBowl came around.

Injuries are an inevitable part of any sport, and in team sports you have two choices:

1. You can curse your luck when they happen and use them as an excuse for your team's sub-par performance.
2. You can anticipate them happening, and practice with alternate players in the lineup and practice different plays based upon who is in and who is out.

Guess which the Packers did? Yep, the latter.

**Z-Health Lesson:** Deliberate Practice. By anticipating the scenarios they were likely to be faced with, they had options in the face of adversity.

### EXPERIENCE

This was Pittsburgh's third SuperBowl in six seasons, and many of the players on their active roster had played in one, if not both, of the previous SuperBowls.

Conversely, the Packers hadn't been to a SuperBowl since 1998, and only had two players on their active roster who had played in previous SuperBowls with other teams. They are also the second youngest team in the NFL (National Football League).

Being in the national – scratch that – global spotlight can cause even the most seasoned player to get a bit jittery. Yet, the Packers were the ones that generally showed up as the more calm team. It would be hard to predict why, except that the Packers have become quite battle-tested over the past few seasons as the result of other events.

**Z-Health Lesson:** The stress (threat) response is individual. While Pittsburgh's experience should have given them the upper hand, that wasn't how it played out. Hence the Z-Health focus on individuality and assess/re-assess.

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## EVENTS CALENDAR

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Be sure to check [our website](#) regularly for updates.

### Essentials of Elite Performance

**Atlanta, GA**  
February 18-20

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**San Diego, CA**  
March 4-6

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**Seattle, WA**  
April 8-10

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**Denver, CO**  
April 15-17

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**Boston, MA**  
June 3-5

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**Cleveland, OH**  
June 10-12

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**Oakland, CA**  
June 24-26

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### R-Phase

**Bridgeport, CT**  
February 11-13 & March 18-20

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**Los Angeles, CA**  
February 18-20 & March 25-27

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**Copenhagen, Denmark**  
March 7-12

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**Orlando, FL**  
April 8-10 & May 13-15

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**Phoenix, AZ**  
May 13-15 & June 10-12

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**Seattle, WA**  
June 24-26 & July 29-31

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### I-Phase

**Phoenix, AZ**  
February 3-6

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**Bridgeport, CT**  
May 19-22

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**Los Angeles, CA**  
June 16-19

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## MOTIVATION

We talk in I-Phase (our Level 2 certification course) and much, much more in our 9S: Sustenance & Spirit course about how motivation is the choice between two outcomes.

In this case, the outcome is pretty clear. Win the SuperBowl and become world champions for a year. Or lose, and, well, don't. Since winning the SuperBowl is what these men have dreamed of for years (and oftentimes decades), plus survived weeks, months, and years of being physically punished by their sport and chosen career, the outcome they would all choose is pretty clear.

So, it's not really like one team was more motivated than the other.

But, visualization is a great motivator and tool to facilitate success. As we talk about in our 9S: Speed course, "thoughts become things."

The Green Bay Packer head coach did something incredibly gutsy: he had his team outfitted for their SuperBowl rings on Saturday, the day BEFORE the big game. Something like that could either inspire a team to new levels, or cause such anxiety to cause a team to melt down. Fortunately, the coach knew his team and bet right – that it would push his guys to be better. They had a taste of what that would be like, and KNEW they wanted it. No, not WANT, but NEED.

**Z-Health Lesson:** Visualization is one component of the Deep Practice model and has been proven to improve results.

We could go on and on (and Jen will, if you give her the chance) about how the Z-Health principles apply to every aspect of the game – and life. If you are interested in learning more about the foundations of the Z-Health system and how to apply them to your sport or your life, email us at [info@zhealth.net](mailto:info@zhealth.net) or call us at 888-394-4198.

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## Onitsuka Tai Chi Shoes

If you have spent any time at a Z-Health course or with a Z-Health certified practitioner, you'll know that we have things for shoes. The flatter-soled, the better. The more minimalist, the better.

**Those things can be quite hard to come by in the US.**

And, the black Onitsuka Tai Chi shoe is a favorite brand and color of many practitioners, but it isn't manufactured on a consistent basis. As a matter of fact, they are ONLY manufactured when Classic Sport Shoes places an order. But, we needed our shoe fix, and they agreed to do a run for us if we can help them out with some pre-orders. Of course, we took the bait!

## HOW IT WORKS

1. Order the shoes online. Be sure to use coupon code **ztaichi** to get free shipping! (*Since these aren't manufactured often, you might want to consider stocking up.*)
2. Once Classic Sport Shoes has enough orders to fill the pre-order, they will order the shoes to be manufactured.
3. These are made-to-order shoes, but the order has been placed, and the shoes will arrive mid-July.
4. Once they have arrived, you'll get a note from

Copenhagen, Denmark  
June 16-19

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### S-Phase

Phoenix, AZ  
February 10-13

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### T-Phase

Phoenix, AZ  
March 31-April 3

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Classic Tai Chi that your shoes are in and being delivered.

5. Wear your black Tai Chis in style and enjoy!

*NOTE: Z-Health is not affiliated with Classic Sport Shoes, and makes no money from any shoe orders you place. We just know how popular, and hard-to-find these shoes are, and want to make them available to you (and restock our respective wardrobes).*

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## Newsletter Archive

**Did you miss an issue of the Newsletter?** Our regular newsletter is filled with interviews, articles, reviews, and all of the goodness that is Z-Health Performance.

**Are you receiving our Training Tips?** These brief training nuggets will be sure to enhance all of your activities.

Catch up on all of [our back issues](#) on the Z-Health web site or click on the "Manage your Subscription" link on the bottom of this email to ensure you are getting the latest news.

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## Become a Fan on Facebook

Z-Health is on Facebook, and right now it's the ONLY place where you can see photos of the Z-Health Performance Training Center and recent certifications.

If you are already on Facebook, [become a fan](#), write on our Wall, or ask a question on our Discussion board. We'd love to hear from you.

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## Learn More on YouTube

**Interested in the science and theory behind Z-Health?**

**Want some athletic performance tips and tricks?**

Check out our growing video library on [YouTube](#). Our most popular clips include:

- [Hamstring vs. the Running Shoe](#)
- [Jump Landing Training](#)
- [Z-Health in 3 Minutes](#)

Enjoy!

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