



FOREWARD: AHMAD RASHAD

Longer ago than I care to remember, Bob Reese and I became close friends as he helped me rehab my knee from ligament surgery that occurred my second season with the Buffalo Bills. Six or eight times a day as I would lay face down on a training table with my knees off the end, Bob would hang a weight from my ankle to get extension back in my knee. He would then lie across my butt to hold it down and proceed to try and distract me from the "PTA" (pain, torture, and agony) with conversation. We talked about many things ranging from religion to politics. One of the recurring topics was performing at a consistent level.

Well, knee rehab has come a long way since then, and so has Bob Reese's interest and knowledge about achieving consistent peak performance. Personally, I have always set goals, both on and off the field. When I played, I used visualization to improve my skills by practicing in my mind. I also learned to meditate when I was playing, and I used that to help manage my stress. However, I could have been an even better player had I known how to integrate these skills, as Bob teaches in this book. Techniques like feelazation and paying attention to my self-talk certainly would have enhanced my game. Also, I always knew there was an energetic connection, but I never heard it explained so well.

These days I spend a lot of my time around the NBA. I know many of the young players could benefit immediately from the techniques in this book. I think many of the veterans know how to visualize and set goals, but I wonder if they know how to integrate all the skills. Everyone, including the coaches, could use the information regarding mental toughness. Me, I'm going to start integrating the five essential mental skills to help me in my business and personal life. I will "trust the force" now in order to find the "how".

Thanks, Bob, and, good luck. Ahmad Rashad