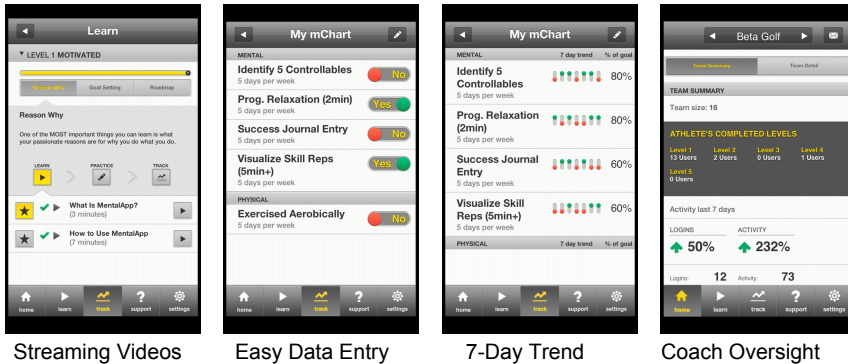


# Using Mobile Apps to Enhance Mental Training Effectiveness

Robert Neff, Ph.D. and Sarah Frey, M.S.  
Mental Training, Inc., Dallas, Texas  
AASP Conference, New Orleans, LA, 2013



Streaming Videos

Easy Data Entry

7-Day Trend

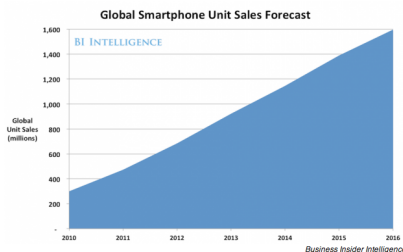
Coach Oversight

## Overview

- Smart phone sales have now surpassed computers with over a billion users in the world today (Business Insider, Dec 2012).
- Athletes of all ages are turning off their computers and using their mobile devices to learn, work and play (Sung & Mayer, 2012).
- Education & communication are critical to effective sport psychology consulting.
- However, attention spans are getting smaller, there are more distractions, and it's harder to follow through (Rosen, Carrier & Cheever, 2013).
- More than ever, young athletes need efficient ways to organize themselves and track their goals. But setting and updating goals has long been recognized as very challenging for athletes to do well (Duckworth et al, 2011).
- As such, coaches and parents feel a strong need to oversee their athlete's training, often to the point of overinvolvement (Bremer, 2012).
- Sport psychologists can address all these issues by using mobile apps with clients.
- The current presentation will describe a new mobile app that makes mental training more affordable, convenient and fun.
- It gives sport psychology consultants the enhanced ability to track client progress, more easily work with long distance clients, and to service large groups.

## Trends

- Smartphone sales have surpassed computers
- Teens prefer mobile devices over computers
- Attention spans are shorter than ever
- More distractions make it harder to stay on task



## Challenges

- 1on1 mental training can be expensive
- Long distance and group mental training can be tough to implement
- Parents & coaches don't often know if athletes are following through
- Setting & updating goals is time consuming and not done consistently
- Most teens resist using paper planners



## Mobile App Solution

### For Athletes:

- MT is affordable & convenient
- Short videos hold attention
- Goal setting is simple & fun
- Improvement can be tracked

### For Consultants & Coaches:

- Long-distance client tracking
- Easier to service large groups
- Confidential client accountability
- Parents can be kept in the loop

