

# PERFORMANCE PSYCHOLOGY FOR ATHLETES, PERFORMERS AND COACHES.

Reach your maximum potential with mindset training from UR Medicine Fitness Science.

You put in countless hours perfecting your skill. Performance Psychology will provide you with mindset strategies to overcome obstacles, recover from injuries, cope with external and internal pressures and achieve your full potential.

In our program, you'll work with a Sport & Performance Psychologist to learn new ways to improve your focus, confidence and communication with your own customized action plan. Our program is designed to help athletes of all ages and levels, elite performers such as dancers and musicians, and professionals such as coaches or leaders.

## Our research-based program includes:

### Personal assessment.

- Our team will work with you to learn about your personal values, challenges and goals.

### Goal setting and action plan.

- Set short-and long-term personal goals, then create an action plan designed to build the skills that are important to you.

### Peak performance strategies.

- Learn the fundamentals of the mind/body connection and how to develop the mindset skills necessary for elite performance.
- We incorporate energy and stress management by identifying which energy zones are optimal for your performance.
- Master self-talk for better focus and concentration.
- Develop communication and resilience skills to create habits for success.



For questions or to register, visit [Fitness-Science.urmc.edu](https://Fitness-Science.urmc.edu) or call (585) 851-0700.

A program of UR Medicine Orthopaedics & Physical Performance.



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# PERFORMANCE PSYCHOLOGY SESSIONS PRICING:

## One-on-one sessions:

All sessions are 60-minutes long and can be either in person meetings or virtual using Zoom.

	Cost
Single session	\$150
Six-session package	\$800
10-session package	\$1,250

## Group Sessions

	Cost
Five-session package Group or team meet weekly	\$450

Check with your insurance provider to see if Performance Psychology is covered by your insurance.

## Presentations for teams or organizations

	Cost
60-minute presentation	\$350

For custom packages and presentations, visit [fitness-science.urmc.edu](https://fitness-science.urmc.edu) or call (585) 851-0700.

## About Dr. Craig Cypher, Psy.D., CMPC

Dr. Cypher is a Sport & Performance Psychologist. He is the only New York State Licensed Psychologist in the Greater Rochester area to also be recognized as a Certified Mental Performance Consultant®. Dr. Cypher has over a decade of experience working as a psychologist with youth, high school, college and professional athletes and their families. He is a member of the American Psychological Association's Division for Sport, Exercise and Performance Psychology, the Association for Applied Sport Psychology, and is listed in the Sport Psychology Registry for the United States Olympic and Paralympic Committee.



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