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Petes aim to boost both mental and physical performance this season

Sports Sep 15, 2017 by [Alex Karn \(/kawartha-author/alex-karn/7915B4C1-B3E5-4154-8D23-7D916B8CAAD6/\)](#) [✉ \(mailto:akarn@mykawartha.com\)](mailto:akarn@mykawartha.com) Peterborough This Week



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The Peterborough Petes have long been recognized as leaders in the OHL for their focus on mental health, and this season the organization is taking that one step further with the introduction of a Mental Performance Coach.

Brenley Shapiro is an experienced sport psychology and performance consultant, cognitive behavioural psychotherapist, and certified sports vision trainer hailing from Toronto.

She will work alongside the Petes coaching staff this season, including head coach Jody Hull and strength and conditioning coach Josh Gillam, to help the team improve their mental game and, ultimately, their overall performance on the ice.

“The mind leads the body,” Shapiro says. “My goal is to teach the players how their mind impacts their performance by providing them with tips and strategies that will build a mindset for success.”

Story continues below▼

When asked what mental strength means to her in terms of a hockey player, she responds: “Really, having a good mindset around dealing with adversity is key for all athletes.”

“Things are good when things are good, but how do you bounce back when things aren’t going well? Having that strong and powerful mind to deal with all of the demands that come at our players on any given day, and having the ability to keep moving forward, is what it’s all about.”

Shapiro is grateful to be working with an organization like the Petes that really values her work.

“Already, it has been such a positive experience and everyone, at all levels of the team, has embraced the program,” she says. “I couldn’t have asked for anything better.”

Story continues below▼

“We’re pleased to have Brenley join the Petes organization,” says Petes General Manager Mike Oke. “She will be an excellent resource for our players, assisting them to further develop mental skills that will help them perform at the top of their games.”

Shapiro says that fans can look forward to a more resilient team overall this season, with a strong sense of team identity and cohesion as all members work together toward the same goal.

Story continues below▼

“Big picture — I’m really looking to build on the Petes’ culture of excellence and success, and help the team learn about rising above whatever is happening on any given day and coming back stronger.”

She notes that fans shouldn’t underestimate their own role in the Petes’ success, either.

“Fans are a huge piece of the puzzle, and they can help the team through their sheer volume in numbers and noise. They can give players an extra edge and help them achieve a peak level of performance just through their presence and by using their voices. I’d love for them to join me on this journey.”

by [Alex Karn \(/kawartha-author/Alex-Karn/7915b4c1-b3e5-4154-8d23-7d916b8caad6/\)](/kawartha-author/Alex-Karn/7915b4c1-b3e5-4154-8d23-7d916b8caad6/)

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