



APEX

COMPETITOR SERIES

**Building the Mindset, Leadership,
and Resilience of Elite Athletes**

Intrinsic Motivator Mindset Development Curriculum

Module 1

Module Description:

Intrinsic Motivators don't rely on hype, praise, or outside pressure — they bring their own fire. This course is designed to help you tap into deep personal drive, cultivate a growth-based identity, and build a mindset that doesn't quit. You'll lead by example, but the power comes from what fuels you inside. By the end of this program, you'll become the kind of competitor who doesn't need a crowd — because the voice inside is louder than anything outside.

Week 1: Discovering Your Why

Focus Word: **PURPOSE**

Exercise 1: Purpose Pyramid

Activity Instructions:

Write three layers of purpose:

- Level 1: Why do I compete?
- Level 2: Why does that matter to me?
- Level 3: What type of person do I become when I pursue it fully?

1.

2.

3.

Journal Prompt:

How does knowing my deeper “why” change the way I approach my day?

Exercise 2: Fire Starters List

Activity Instructions:

List 5 things that ignite your motivation from the inside (example: proving yourself right, making your family proud, personal goals). Label which ones feel strongest right now.

1.

2.

3.

4.

5.

Journal Prompt:

Which fire starter do I turn to when no one is watching?

Exercise 3: Past vs. Future Reflection

Activity Instructions:

Write down:

- 3 moments in the past where you showed real inner drive
- 3 ways you want to show even more in the future

Past

Future

Journal Prompt:

What does that say about the kind of competitor I'm becoming?

Exercise 4: “I Compete Because...” Statement

Activity Instructions:

Finish this sentence with complete honesty:

"I compete because..." Then rewrite it 2 more times, going deeper each time until you find the most personal truth.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

Journal Prompt:

What surprised me about where that sentence led me?
