

# **APEX**

## **COMPETITOR**

### **SERIES**

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

# APEX Mindset Development Curriculum



## Module 1: Building the Base

### Module Description

This module lays the foundation for becoming an Apex Competitor. Over the next 4 weeks, you will dive deep into understanding what fuels your drive, identifying your strengths and weaknesses, auditing your mindset, and building a personal internal standard. The focus is on self-discovery, ownership, and internal leadership — critical traits for anyone serious about reaching the next level. You won't just perform better — you'll know exactly why you're performing.

## Week 1: Understanding What Drives You

Focus Word: **MOTIVATION**

### Exercise 1: Motivation Inventory (Internal vs. External)

Activity: List 10 reasons why you train or compete. Label each as "Internal" or "External" motivation.

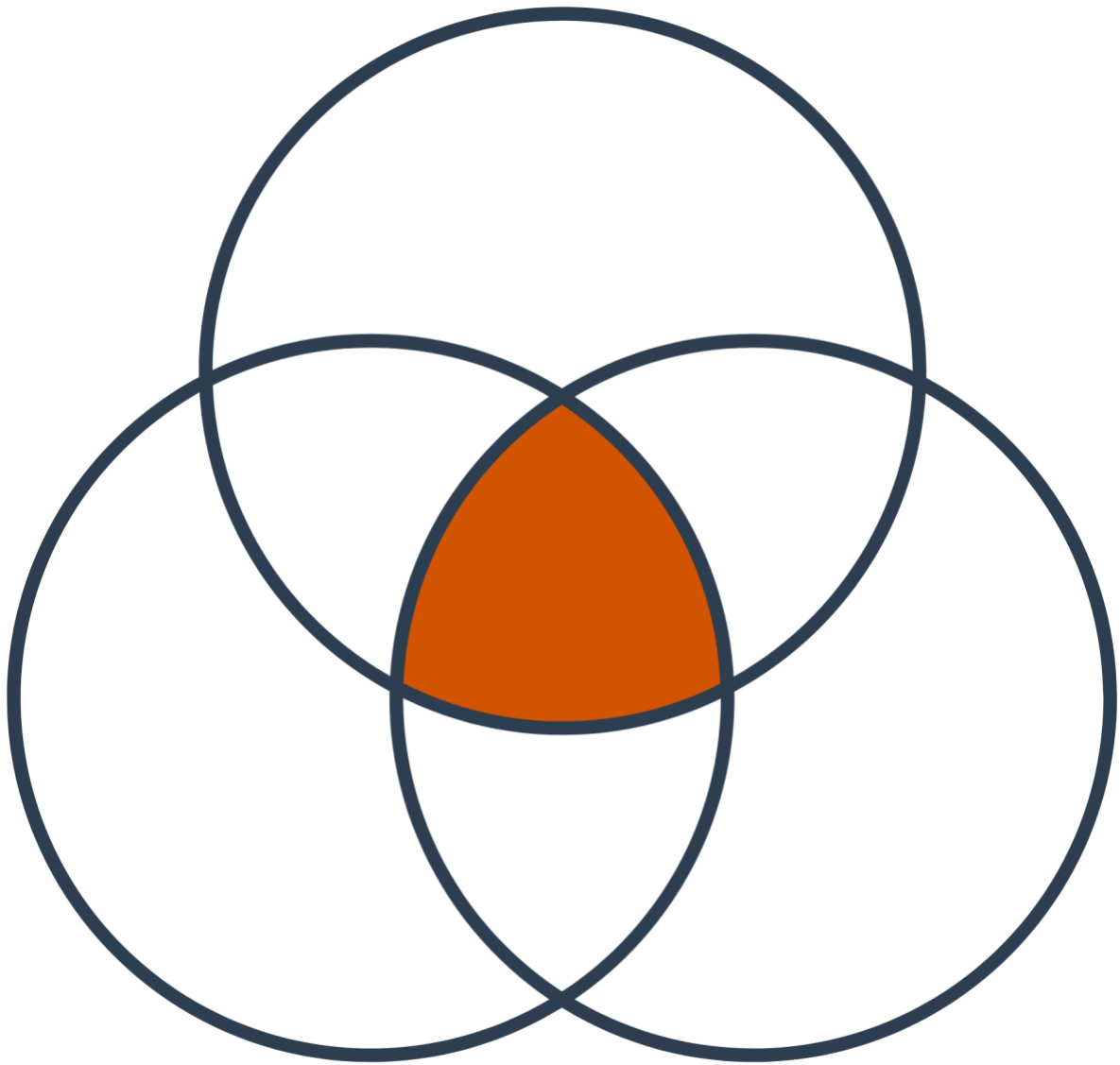
	Answers Below	Internal or External
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Journal: Which motivators are most reliable during hard moments — internal or external?



## Exercise 2: Personal Values Map

**Activity:** Create a Venn diagram of "What I Love," "What I'm Good At," and "What I Stand For." Highlight overlaps.



**Journal:** How can my values fuel my work ethic?


Exercise 3: Motivation Alignment Challenge

Activity: Choose one daily action that strengthens an internal motivation. Track it for 7 days.

Day	Action
Day 1	
Day 2	
Day 3	
Day 4	
Day 5	
Day 6	
Day 7	

- Journal: How does staying true to my internal drive impact my consistency?


Exercise 4: Motivation Self-Check (Rating System)

Activity: Rate your daily motivation (1–10) for 7 days. Note what influenced your highs and lows.

Day	Rating	Highs	Lows
1			
2			
3			
4			
5			
6			
7			

Journal: What patterns do I notice in my motivation?



