



TRAINING FOR THE MIND:

**GETTING COMFORTABLE WITH BEING
UNCOMFORTABLE**



REWIRED



TRAINING FOR THE BODY

To the untrained eye, the reason that we exercise is simply to improve our fitness. We lift to improve our strength and build muscle and we go on long runs, swims or rides to develop our endurance. That is what, at the most basic level, training is all about – improving our physical fitness.





DESTROYING THE BODY TO TRAIN THE MIND

However, there is more to training than simply improving fitness. To some, training is less about the body than it is about the mind. The most important thing to some athletes, when doing physical training, is the development of their mental toughness. For these athletes, training is not about improving their body or fitness, these are just welcome bi-products. Instead, training is about the mind. By enduring a high level of suffering, they develop their mental toughness.



BRAIN ENDURANCE TRAINING

Developing your mental toughness is all about getting comfortable with being uncomfortable. Brain Endurance Training (BET) does this by adding mental load to your workouts. BET has been shown to yield triple the improvement in endurance over a 12 week training period.





SLEDGEHAMMER VS SCALPEL

Training your mind by destroying your body works - there's no question about that. It is however, a sledgehammer approach - you are not able to push your body to extreme limits all the time without risking injury or harming your recovery. We see Brain Endurance Training as a scalpel compared to the traditional sledgehammer approach. It is a far more precise tool that allows you to train your mental toughness more regularly and efficiently.



WANT TO LEARN MORE?

To learn more about Brain Endurance Training,
check us out at rewirefitness.app

*"You have power over your mind - not outside events. Realize this and
you will find strength."*

- Marcus Aurelius

