“we think in pictures way more than we think in words”
(Nick Faldo)

- When we visualise our ‘past’ selves performing a particular sporting task E.G. scoring a goal, we see ourselves performing it from a different angle, such as a birds-eye view, instead of through our eyes, which is how it actually happened.
  - Shared brain processes – blood flow
  - Dilation of they eyes
  - Maradona – ‘the visualisation of victory’

Visualising the good, bad and ugly (Michael Phelps)

Senses;
  - Visual sense
  - Kinaesthetic sense
  - Auditory sense
  - Tactile sense
  - Olfactory sense
  - Emotional states

Effective imagery= Why? → Outcome

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<thead>
<tr>
<th>Imagery Type</th>
<th>Imagery Impact on Potential Outcome</th>
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<td>Cognitive Specific</td>
<td>Skill learning &amp; development</td>
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2 types of imagery;
  - Cognitive specific
  - Cognitive general