



Cognitecture, LLC
Mental Architecture For How You Think
Athletes | Coaches | Finance | Real Estate



*Mentally Tough
The Playbook*

Athletes: Read This First

I know what you are thinking at times:

- Am I good enough to play at the next level?
- If I don't play better, I'm going to lose my spot.
- Do I really want to keep grinding this hard, or am I burnt out?
- My parents think I'm being coached wrong... but I know it's me. How do I navigate this?

That voice in your head gets louder when:

- You're injured
- You're not playing
- Recruiting is quiet
- You just had a bad performance
- The coaching is tough, direct, or unfair.

Performance isn't built in big moments it's built in your response to smaller moments.

This playbook is here for those moments. This is not motivation. This is a system. **Mentally Tough, The Playbook** will help you:

- Build CONFIDENCE that comes from preparation, not hype
- Develop COMPOSURE so pressure doesn't steal your performance
- Respond with CLASS when you don't get what you want
- Stop drifting and start stacking disciplined days
- Reframe adversity so setbacks don't become identities

You don't need a new personality. You need a new pattern of thinking. Your job is to win the next rep:

- Next breath
- Next thought
- Next decision
- Next action



Coaches and Business Professionals: Read This First

Some nights you can't sleep, staring at the ceiling thinking:

- I feel burnt out.
- I'm not satisfied with where I am—am I stuck?
- Is this a cliff... or just a dip?
- I keep comparing myself to others. When am I going to measure up?
- How do I spend more time with my family without losing ground at work?

Pressure doesn't just show up in big games or meetings. It shows up in leadership, decisions, conflict, expectations, deadlines, and life.

When pressure hits, most people drift toward:

- emotional reactions
- blame
- avoidance
- overwork
- self-soothing
- inconsistency

Elite performers don't wait to feel ready. They operate from standards that keep them ready.

This playbook is a response system—so your standards lead, not your emotions.

Mentally Tough, The Playbook will help you:

- lead yourself before you lead others
- build discipline that holds up in chaos
- respond calmly under criticism, conflict, and constraints
- create a repeatable daily structure that produces discipline
- stop comparing and start executing

The goal isn't "balance." The standard is alignment. You'll use this playbook to align:

- your identity
- your standards
- your schedule
- your actions



Coach Jason Mays

Coach Mays has dedicated his career to one primary goal: helping individuals excel in challenging endeavors.

With decades of experience in basketball at various levels, he was honored as Kentucky Coach of the Year in 2020, leading a team to an impressive 33–0 season. This achievement serves as evidence that discipline and culture are not merely motivational phrases, but rather effective systems. His impressive background showcases his ability to achieve remarkable success both on and off the court, along with a proven history of creating "Cultures of Champions" from scratch.

Through Cognitecture, LLC, Coach Mays provides athletes, coaches, and professionals with essential mental tools, such as FUEL—fostering purpose, reframing challenges, visualization, and daily execution standards. This way, they not only find inspiration but also develop resilience.

Rooted in faith. Built on discipline. Designed for peak performance.



Coach Jason Mays

Winner

- 29 winning seasons in 31 years of coaching
- Post season play in every season of coaching
- 4 NAIA Final Fours
- 2 NAIA National Championship Games
- 1 NAIA National Championship
- 1 NCAA Tournament
- 5 High School State Tournaments in 6 years
- 2 High School Final Fours in 6 years
- 5 High School Regional Championships
- 1 Undefeated Season (33-0)
- 2020 KY Coach of the Year

Culture Construction

- Steadied a NCAA program as Interim Head Coach
- 10-17 to 26-5 in two years at an NCAA program
- 18-17, 33-0, 22-5, 25-5 at first high school
- 11-18 to 24-11 at second high school

Business Builder

- Owns two businesses
- Ran a successful financial advisory practice
- Started a non-profit
- Chaired two municipal boards
- Sales trainer for industrial sales, financial services, and real estate agents.

Speaker

- Clinician at numerous coaching clinics
- Professional development trainer in education
- Podcast host
- Speaks to several sports teams each year
- Personal performance keynote
- Civic speaker





How to Use This Playbook

This playbook isn't meant to be read once and shelved. It's meant to be used—daily, weekly, and under pressure—so your mental toughness becomes a habit, not a hype speech. The .pdf file is fillable, so you don't have to print unless you want to. If you work the pages with consistency, you'll build a mindset that holds up when life gets loud, when performance matters, and when motivation isn't there. That's the whole point: standards over sentiments.

Your Goal

This playbook helps you do three things:

Get clear on who you are and who you are becoming (I Am + FUEL).

Live by standards even when emotions and circumstances shift (The Discipline Day).

Respond under pressure with confidence, composure, and class (Low Attachment + High Intent).



Three Ways to Use This Playbook

1) If you're using this on your own **Use it like a personal operating system.**

- Read a section.
- Complete the pages.
- Track your reps.
- Review weekly.
- Consistency > Intensity



2) If you're in group coaching or team training

- Bring this playbook to every session.
- We'll use it as a shared language and a shared standard.
- You'll complete pages during training.
- You'll discuss them with the group.
- You'll leave with a clear "next rep."
- You'll track it and report back.

3) If you got this at a speaking engagement

- Use this like a follow-through tool.
- Inspiration is easy. Implementation is rare.
- Turn one powerful message into daily action
- Raise your standard.
- Your next 7 days matter more than how you felt in the room.



Quick-Start Guide

Day 1: Mission / Vision and The Discipline Day Audit (pp.12-13, 44)

Day 2: I AM Statement Build-Out (pp. 17-23)

Day 3: FUEL Statement Build-Out (pp.24-29)

Day 4: STANDARDS of Behavior (pp. 30-33)

Day 5: OTT Set-Up (p.38)

Day 6: Visualization and Breath Practice (pp. 39-41)

Day 7: Execute + Score + Reflect (pp. 52-55)



The Common Pitfalls | Be Self-Aware At The Beginning Of This Journey

Fear of Failure

- Have a growth mindset. You will fail. You will miss a day. You will slip. You will be off some. Remember, this is a PROCESS OF PROGRESS, not a PROCESS OF PERFECTION.

Negative Self-Talk | Excuse Making

- There will be an excuse to not show up with discipline e-v-e-r-y s-i-n-g-l-e d-a-y.
- When you enter justification, excuse-making, or victim-mode, just connect to your FUEL Statement and your I AM Statement

Lack of Rest or Recovery

- You can't live The Discipline Day on limited sleep, fast food, and poor hydration. Your physical condition will affect your mental condition
- Fight for consistency in getting up early. Your body needs routine!

Too Many Distractions

- The Discipline Day works best in simplicity. Say "No" to things that you can't be excellent in. Commit to "you" now, so "you" can commit to others later!

Scoring Yourself and Monitoring Your Discipline Daily

- Just grade yourself once per week and once per month (p. 11)



Your Weekly System (20 minutes)

1. Once per week, review like a coach.
2. Rate your pillars. (p. 50)
3. Look at your effort, focus, and consistency.
4. Identify where you drifted.
5. Decide what standard gets raised next week.
6. Your weekly review is where you limit slippage.

Your Monthly Reset (45 minutes)

1. Once a month, do a Discipline Day Audit. (p. 43)
2. Ask yourself:
 - a. Where am I slipping?
 - b. What sentiment keeps stealing the standard?
 - c. What do I need to tighten up?
3. What or where is the opportunity to grow?

The audit isn't for guilt. It's for alignment.





Mission

Confidence: You have the confidence to obtain what you set out to achieve in life. This confidence is grounded by your connection to your FUEL, or purpose.

Composure: You understand that adversity will strike. When it does, it doesn't derail your pathway to success, but rather it intensifies your desire to succeed. This composure is supported by reframing setbacks into setups. The setback is a setup for the comeback.

Class: You know that it's not what happens that is remembered, but how you react to what happens. Those with class are never seduced by success or lost from a loss.

Write what you need more confidence to obtain:

Write what setbacks you still need to reframe into setups for a comeback:



Vision

Vision represents your perception of yourself in the future, specifically over the next twelve months. Here is our Cognitecture's vision statement:

Cognitecture, LLC aims to become the leading, trusted, and established mental performance company in Kentucky. Jason Mays is rapidly gaining recognition as a sought-after speaker and educator on mental toughness, not only in Kentucky but also in neighboring regions.

Write the area of your life that needs to have vision breathed into it:

What aspects of your life do you need to say "no" to in order to say "yes" to your vision:

Write your vision here:



the discipline day



The Discipline Day Unleashed

Discipline Day is your key to daily success. By consistently stacking one Discipline Day upon another, you can achieve victories each month, then each quarter, and ultimately transform your entire year. Just one single Discipline Day has the potential to change your life. However, the true paradigm lies in maintaining a daily focus... every day.

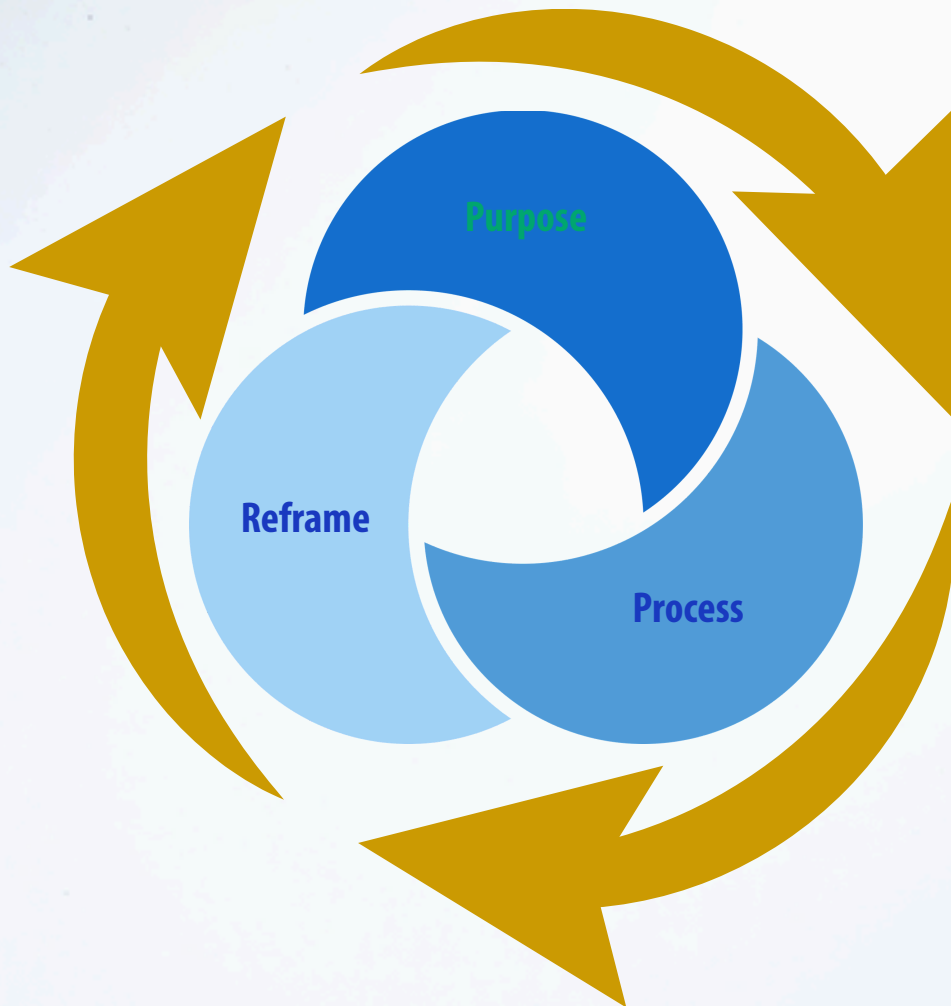
- Begin your morning early.
- Make time to journal. It connects you to your purpose.
- Cultivate intentional focus towards specific attack actions every day.
- Stay continuously connected to your FUEL.

Be prepared to trade some discomfort for the sake of winning.

Jason D. Mays



The Discipline Day



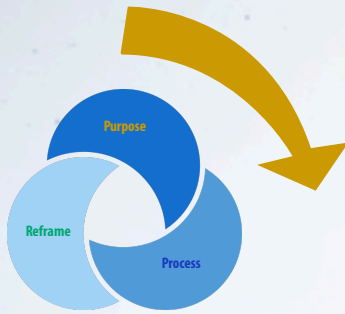
The Discipline Day

1. FUEL ignites your purpose. It is this FUEL that creates intentional focus, which will drive winning during your day.
2. Your mood, feelings, interactions with others, cannot deter you from the process winning. Disciplines must be executed in real time throughout your day. Most disciplines are small in nature. Gather small wins throughout your day.
3. Maintain a solution-based-focus*, rather than a problem-centric-focus. Have light attachment to your emotions throughout the day and strong intentionality to the process that The Discipline Day requires.



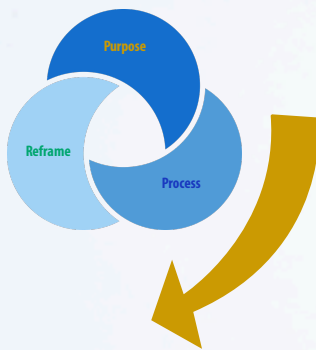
*Jason Selk, *Relentless Solution Focus*

The Discipline Day



Purpose

The Discipline Day begins with connecting to your FUEL. Champions don't just wander aimlessly throughout their day. They attack with intentional focus. Starting your day with your I AM and FUEL statements serves as your starting blocks for The Discipline Day.



Process

You can plan, but not always predict the ebbs and flows of your day. Showing up with intentional focus and discipline doesn't guarantee that you win every day. Success is not linear. You will constantly have to reconnect to your FUEL, and remind yourself that you execute to your Standards, regardless how you feel. STANDARDS over SENTIMENTS. STANDARDS over SYMPATHIES. STANDARDS over SOBS. STANDARDS over SCORES.

Reframe

Do not focus on the adversity more than it takes you to acknowledge that it is happening. Move quickly to reframe the SETBACK into a SETUP for the next opportunity. You may not like the new opportunity that you now have, but you can't linger on the past, a past that you can't change. Intentional focus is needed to move forward.

However, reframing success is just as important and in some cases, more so. You cannot get seduced by success*. You must reframe the winning moments to recalibrate and connect to your FUEL and continue to win the rest of your day. Complacency robs you of exponential growth.

**Ben Newman, The Standard, Winning At Your Highest Level*

