

Football Agency Leads the Way by Putting Players' Brains Under the Spotlight



London, Oct 31, 2019 ([Issuewire.com](https://www.issuewire.com)) - A trailblazing professional football agency is the first football agency in the UK to enlist a Mental Performance Consultant to take care of their players' mental capacity to help improve their game.

first, 11 ISM holding has partnered with Mark Bowden (best-selling author of footballers' bible, "Use

Your Brain, Raise Your Game”) to ensure that the players under their care not only use their brains to improve their mental capacity on the pitch but that they are mentally robust off the pitch too. By considering a players’ brain function and manipulating their thought processes to build mental strength, Mark Bowden proves that players can vastly improve their game by using their brains. This partnership shines a spotlight on a vastly underexplored aspect of football training and opens up a wealth of previously untapped opportunity for footballing excellence.

Experienced Mental Performance Consultant Mark has a background in psychotherapy and a wealth of experience working to improve the game of top-level footballers both from the Premier League and internationally. He says, *“Most professional football players find it easy when everything is going well, but have no idea what to do when they hit a bad patch. By helping players develop a practical understanding of the brain and how to control it, it makes huge improvements to their game both mentally and physically.”*

first 11 ISM holding is dedicated to providing the highest level of service, development, and management of professional football players. A spokesperson for the agency said, *“We believe that agencies have a duty of care to look after the mental health of players as well as their physical health. By taking a holistic approach to football, we hope to take our players to the next level and help them to smash their footballing career goals. By using your brain you can quite literally, raise your game.”*

The partnership between the football agency and the UK’s leading Mental Performance Consultant looks to pave the way for other football agencies to consider the power of the brain to improve the game, as well as encouraging other male-dominated industries to consider men’s mental health.

For more information about **Mark Bowden** see: <https://topform.global>

For more information about **first eleven ISM holding** see: <https://firstelevenism-holding.com>

For more information about the book **“Use Your Brain, Raise Your Game”** see:
<https://www.amazon.co.uk/Use-Your-Brain-Raise-Game/dp/1781332681>

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