

# FRIENDS OF NVT

OFFICIAL NEWSLETTER OF INNEURACTIVE



WHAT'S IN OUR LATEST ISSUE:

## INTRODUCTION

Welcome to the latest edition of the NeuroVisual Training (NVT) Newsletter! Prepare to embark on a transformative journey as we explore the intersection of NVT techniques with burst activity in sports and the revolutionary HHF (Heat – Hammer – Fold) training program.

In "Burst Activity in Sports and NVT," we delve into the dynamic relationship between burst activity in sports and NVT techniques. Through targeted activities like Dynavision reaction tests, sequential processing, and reaction trainer balls, athletes enhance their coordination, speed of processing, and situational awareness. By recognizing the brain's pivotal role in coordinating burst activities, coaches and athletes alike can harness the power of NVT to optimize athletic performance across various disciplines.

Next, in our feature article "HHF: Elevating Athletic Performance," we shine a spotlight on the groundbreaking HHF program. Inspired by the meticulous craftsmanship of Japanese sword-making, HHF combines weight training, NVT, and specialized recovery methods to empower athletes like Franky West Jr. to reach peak performance levels. Through personalized training, comprehensive recovery protocols, and neuro-cognitive enhancements, HHF sets a new standard in athletic preparation, propelling athletes towards success on and off the field.

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# Interview with Franky West (HHF Athlete, Inneuractive NIL Athlete, NFL Prospect)

## **Introduction:**

*Over the past few months at Inneuractive, we've developed a novel training program called HHF (Heat – Hammer – Fold) to prepare collegiate athletes for the next steps of becoming professionals. The "Heat – Hammer – Fold" name comes from the Japanese process for making swords. This meticulous craft of repeatedly heating and hammering the steel, followed by folding it to create layers. This technique enhances the blade's strength, flexibility, and sharpness, resulting in the legendary quality and durability of Japanese swords like the katana. Our process turns "warriors into weapons" through diligent programming, recovery, and neuro-cognitive training all combined to truly enhance athletic performance and preparation.*

*The following excerpt is an interview with Franky West Jr., an Inneuractive NIL athlete and the first ever HHF athlete, about his journey / experience through the program as he prepares for the NFL.*

## **Q: How would you describe the HHF program to someone who has never heard of it?**

A: It is something that is going to revolutionize the future of sports. HHF is a program that consists of weight training, neuro-visual training (NVT), and recovery all in one. It allows the athlete to not only build their muscles in their body but also build the mind to allow themselves to make quicker decisions on and off the field.

## **Q: Can you describe a typical day of training at HHF and how does it differ from your previous routines?**

A: A typical day of training at HHF is a workout in the morning which consists of a more dynamic warm up than a main workout with accessories, core, and conditioning to complement and work a magnitude of muscles. At around noon it is time to go through NVT and work on different areas to enhance my processing speed, depth perception, and retention. With my position I have found that I have come to work more on Marsden balls, Light Board exercises, and T-Scope. Following the NVT training in the afternoon I will have a second work out which consists mostly of conditioning on the echo bike, C2 bike, air runner, or rower. Then closing out the day with stretching and pliability to aid and prevent any aches that can come from the day I had just completed.

## **Q: How does HHF's focus on athletic performance enhancement set it apart from other training programs you've experienced?**

A: What has set apart my athletic performance from other training programs is the fact of being able to have my own program and not doing something that has been passed down to me from different athletes people have worked with. Everything works cohesively in a way that my NVT training and workouts work together to ultimately prepare me for performing at the highest level. Something that I found to be extremely beneficial working with HHF is I am given an explanation and a full breakdown of how each exercise affects me not only in my sport but in life as well, this allows me to learn to not stress certain ligaments or muscles that could result in long term or permanent injuries that could sideline me in sports or eliminate things I would like to do once my playing career is over.

## **Q: How has HHF's recovery paradigm helped you stay healthy and training at a high level throughout the duration of the program?**

A: It was life changing, I was completely unaware of recovery programs before HHF and had come to the idea that recovery was a myth as I never found the sensation of recovery and personally, I lost a step after sessions. Once HHF walked me through their recovery process of ice tubbing, gunning with a massage gun, and dynamic stretching it all seemed too good to be true. Twice a week I would take part in the recovery process (once in the middle of the week and once at the end of the week). It would allow me to reset my body to relieve whatever stress I had or was carrying and get my head clear to continue training at a high level.

## **Q: Can you share a specific example of how HHF's nutrition plan has improved your overall energy levels and performance during preparation for Pro Day?**

A: My nutrition plan was able to give me a second gear. While working out I also am an intern and although I spend a lot of time getting put through various NVT exercises and weight training sessions I hold myself accountable for finding a second gear to give other people great NVT experiences. As busy as I am I do not have a lot of chances to eat and get numerous protein intakes at home. HHF was able to assist me with a planner and recommend the right foods to eat to not only replace the weight I lost in workouts but the weight I lose while working with clients.

**Q: How has HHF's neuro-cognitive training program impacted your performance, decision-making, and handling high pressure situations?**

A: Since I have taken part in the neuro-cognitive training program I could not help but notice that in my craft I have felt I have become faster in dissecting different scenarios on the field and being able to relay information at an increased speed which is extremely vital in the position I will be in this upcoming fall. It is crucial in my sport to not make big moments bigger than they need to be by honing in on the training that has gotten me to that position. Whether my decisions are right or wrong I have learned to be able to make tough decisions while trusting my instincts more since working with HHF.

**Q: What advice would you give to aspiring football players considering joining HHF's program based on your own experiences and successes?**

A: If you are dead set on getting yourself to the next level and am willing to push yourself to be a difference maker this is the program for you. There is a sense of accomplishment in completing these difficult workouts and training sessions that give the self-gratification of who you are and the fact you are in the 1% of people who have been given the opportunity to represent as an HHF athlete.

**Q: Can you share any standout moments or achievements that you attribute directly to your training at HHF?**

A: When I first started working with HHF as an NIL athlete in the late half of my 2023 season I was able to finish my season leading the conference in pass deflections in the last five games. Thanks to the SOAP system, that is what made it possible and my transformation to HHF allowed me to be contacted to showcase games and agencies to represent me in the NFL Draft. I also was ranked a top 10 corner in all of college football on PFF ranking which I was also on in the 2022 season which makes me the only player in FCS and one of two players in all of NCAA football to make that list in back-to-back seasons.

**Q: Were you surprised by anything about HHF's comprehensive approach to preparing for Pro Day?**

A: As a son of a former professional football player, I have trained intensely for pro day and have been given the pleasure to work with brilliant minds all through my youth and collegiate career. But HHF brought my training to new levels I could not even imagine in terms of the knowledge the team carries when unexpected occurrences happen such as aches or pains that can delay certain workouts I have planned. When soreness occurred, they focused more on finding new techniques and lifts that would work the same parts of the body without unnecessarily aggravating the muscles that were sore. This allowed no delays in my process of getting ready for my pro day and giving promising numbers that scouts were impressed with.

# How To: Burst Activity in Sports and NVT

Burst activity in sports is generally associated with a burst of speed, like the snap of the ball in football, the high jump, diggers in volleyball, the swing of the bat for baseball and a host of others. The burst is generally a coordinated series of movements timed to occur at the same time or in a coordinated series of movements. Strength and speed to perform these movements to a maximal effort are a critical factor in performance enhancement, but an often-missing component is training the brain.

There are several NeuroVisual Training (NVT) activities that aid in coordination of activities and can improve burst activity on the field of competition. Some NVT activities that aid in burst activity performance are: Dynavision, Dynavision reaction time, Sequential processing, Reaction Trainer, Vector Ball, and others.

Let's discuss a few NVT methods to exemplify how they contribute to burst activity training. Dynavision reaction test and sequential processing has been discussed in V214 and V913. The reaction test is a simple speed of visual reaction time activity. It trains visual and motor

coordination for a rapid reaction time. We generally instruct the person being tested to minimize extraneous movement and focus on the button to be lit and be hit. Then with no movement, move quickly. This is a small but intentional burst activity that trains the left and right hands as well as body control before the burst activity. A progression to the reaction test is sequential processing. This is where a series of steps are needed and discipline.

to complete and control each step. This is similar to some burst activities where the burst activity must be coordinated in sequence to achieve an effect. The sequential processing task we've discussed has the subject doing the Dynavision reaction test, but after each hit, he/she must turn, catch a ball, catch red = right, green = left and identify a shape in the air. We use the Marsden balls for this activity as discussed in V212. These sequences must be completed quickly and in sequence and thereby facilitates burst activity training.

Another activity we use for training burst activity are the reaction trainer balls. These are asymmetric balls that bounce randomly when bounce-passed back and forth. The subject is instructed to wait for the bounce

and reaction only after the bounce. This provides body control and discipline to wait for the right time to act and then the person must reaction quickly to retrieve the ball which could be going in infinite different directions.

We believe that the discipline, coordination, and speed of processing that is engaged when doing NVT should be considered as a platform for the training of all burst activities. NVT can assist in better and faster burst activities in multiple athletic disciplines. If you work with an athlete whose craft requires high level burst activity do not forget the brain's role in coordinating that burst activity and use NVT to training the brain.

## Announcements

Neurobiks Class is now offered at a new time! We are now offering classes from 11AM-12PM, Monday - Friday @ CrossFit Cincinnati in Blue Ash! Sign up for your free trial today: [neurobiks@inneuractive.com](mailto:neurobiks@inneuractive.com)!

We encourage our Friends of NeuroVisual Training community to engage with these enriching resources. Your commitment to staying updated fuels the advancement of our field, and for that, we are sincerely appreciative.