

2Mynds Unveils THRIVE and GRIT Pathways to Redefine How Professional Athletes Train Their Mind

A bold, new standard in mental performance fitness brings structured, data-driven training to the most decisive edge in sport: the mind

CUPERTINO, CA, UNITED STATES, June 25, 2026 /EINPresswire.com/ -- 2Mynds, a leader in mental performance fitness, today announced the launch of its [THRIVE and GRIT pathways for professional athletes](#)—introducing a new global standard for how elite performers build, measure, and sustain their mental edge.



Golfer on the range

FROM INSIGHT TO EXECUTION: A NEW MODEL FOR MENTAL PERFORMANCE

At the highest levels of sport, outcomes are no longer determined by talent or physical

“

Training with a progressive overload is the standard for physical development of every pro athlete. It's really time we start doing that for our mind.”

*Wolf Oswald, ATP Tennis Tour
Physical Therapist for Taylor Fritz*

preparation alone. The true separator is mental performance under pressure. With THRIVE and GRIT, 2Mynds is redefining how that edge is trained, bringing fully-mentored mind-body combo training, structured progressions, and high-end mental edge analytics to a domain that has historically lacked all three.

TWO PATHWAYS

Built on the Flow 255® methodology, the THRIVE and GRIT pathways establish a two-stage system for mental performance development:

- THRIVE (3 months): The foundation for identifying

performance gaps and building core mental skills

- GRIT (6+ months): A long-term system for sustaining consistency, resilience, and elite execution under pressure

PHYSICAL PERFORMANCE AS A MODEL

For decades, physical performance has been developed through structured programs, progressive overload, and data. Mental performance has not. 2Mynds is closing that gap. “The biggest untapped opportunity in elite sport is not physical, it’s mental,” said Dr. Leon Bax, Founder and CEO of 2Mynds. “We’ve built a system where mental skills are shifted from abstract concepts to trainable, testable, and implementable abilities—just like physical skills.” That philosophy was already resonating at the highest levels of sport, but the THRIVE and GRIT pathways now structure the foundation and personalization.

BUILT FOR THE REALITIES OF PROFESSIONAL SPORT

Designed with and for professional athletes, the THRIVE and GRIT pathways integrate seamlessly into existing training environments. Short, targeted mental workouts are embedded into physical routines, ensuring direct transfer to competition. Because at the elite level, knowing what to do is not enough. Execution defines outcomes. “Your margins are mental,” added Bax. “The question is no longer whether mental performance matters; it’s whether you’re training it with the same intensity and structure as everything else.”

REDEFINING THE FUTURE OF PERFORMANCE

The launch of THRIVE and GRIT marks a defining shift in performance science—where mental fitness becomes a trainable, measurable discipline alongside strength, conditioning, and recovery. Athletes across sports are increasingly recognizing that sustainable success depends on more than preparation—it requires repeatable execution, emotional control, and clarity under pressure. With its Flow 255® platform, 2Mynds is leading that transformation by integrating performance psychology, neuroscience, and exercise physiology into a unified system to build elite performance capacity.

“The progressing curriculum and personal touch via expert coaching keep me pushing myself.”
— Will Yanagisawa, Champions Tour Golfer

“2Mynds has helped me activate the energy I want to bring to the court daily.”
— Kaitlyn Christian, Professional Tennis & Pickleball Player

“Adding 2Mynds to my routine was essential to getting me back on the soccer field after my ACL injury.”
— Claire Constant, USL Super League Soccer Professional

AVAILABILITY

The THRIVE and GRIT pathways are now available globally to professional athletes, agents, and teams. Interested parties can request a confidential consultation to explore personalized implementation.

ABOUT 2MYNDS

2Mynds is a mental performance fitness company helping athletes, leaders, and teams thrive

under pressure through structured training, expert coaching, and data-driven insights.

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