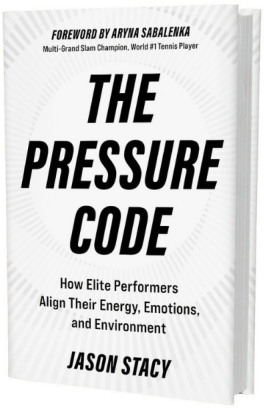
Jason Stacy releases The Pressure Code from Matt Holt Books, with a foreword by the Aryna Sabalenka.

Aryna Sabalenka's Performance Coach of Seven Years Publishes the System Behind Her Historic Run



The Pressure Code Book

NEW YORK CITY, NY, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Jason Stacy, the high-performance coach who has worked alongside World No. 1 Aryna Sabalenka for more than seven years, releases The Pressure Code: How Elite Performers Align Their Energy, Emotions, and Environment today from Matt Holt Books, an imprint of BenBella Books. Sabalenka wrote the foreword.

Professional tennis replaces coaches after a single bad week. Stacy has been in Sabalenka's corner for seven seasons, a tenure that has coincided with back-to-back US Open titles in 2024 and 2025, making her the first woman since Serena Williams to defend in New York; the highest single-season prize earnings in the history of women's tennis; 21 consecutive Grand Slam tie-breaks won, the longest streak of the Open Era, men included; and 121 straight Grand Slam matches without a straight-sets loss.

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>
> *Jason Stacy*

The Pressure Code is Stacy's account of what was happening underneath those results. His central claim is that most people chase what he calls "apps" — the newest hack, routine or motivational fix — when performance is governed by the operating system running underneath.

"Here's the secret to performance," he writes. "When the pressure spikes, we don't rise to the occasion. Instead, we fall back to the level of our code."

His framework, the 3 Es, gives that system three components: Energy, how you build and spend your fuel; Emotions, the signals you read and how you regulate; and Environment, both the rooms you walk into and the stories you tell yourself. At its foundation is the Loyalty Loop, which starts with keeping the promises you make to yourself. Do that daily, Stacy argues, and self-belief stops being something you go hunting for in the big moments.

The tools did not come out of a research paper. Stacy was eleven when he witnessed his father's death. By thirteen he was surviving on the streets, using the public library as a classroom and martial arts as an anchor.

“What separates the ones who burn out from the ones who keep building and succeeding is the ability to return to center, reset the system, and begin again," Stacy writes.

He has since spent three decades coaching Olympic, World and National Champions across tennis, combat sports, professional dance, swimming and gymnastics, alongside Fortune 100 executives and founders of billion-dollar companies.

Sabalenka's foreword describes the partnership from the inside. "What matters to me is who's still there when things aren't working — when you're losing, when you're tired, when the pressure is loud and you don't really feel like talking," she writes. "Jason has been there the longest. That's not normal in this sport." Of the book: "It's not theory to me. It's real life."

Marat Safin, former World No. 1 and US Open champion, calls Stacy "a great student, and a great warrior" who "converts the toughest experiences into pure gold." Anton Rabie, cofounder and cochairman of Spin Master, describes the book as "a thoughtful guide to building an internal operating system that can hold up under the greatest pressure."

Stacy's work with Sabalenka has been featured on Netflix's Break Point, ESPN, TNT Sports and Tennis Channel, and he has appeared on Good Morning America, FOX & Friends and ABC News Live, with coverage in The New York Times and Business Insider.

The Pressure Code is available today at thepressurecode.com and wherever books are sold.

About Jason Stacy:

Jason Stacy is a high-performance coach, international keynote speaker and founder of The Pressure Code. Best known for his seven-plus-year partnership with World No. 1 Aryna Sabalenka, he has spent three decades coaching Olympic, World and National Champions across tennis, combat sports, professional dance, swimming and gymnastics, and advises executives and founders on performing under pressure. His work has been featured on Netflix's Break Point, Good Morning America, FOX & Friends, ABC News Live, ESPN, TNT Sports and Tennis Channel, and in The New York Times and Business Insider. Learn more at thepressurecode.com.

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