With

The Power of Visualisation, 'Belonging' (extract) - Eastwood, 2021 (p144-146)

The science is catching up with our ancestors. We now better understand our reliance of 'seeing' to understand the world around us. *Where our images go, our energy follows.*

The part of the human brain responsible for processing visual imformation is the largest, covering more than 50 per cent of its surface. **Vision** gives us the richest detail to assess threats and opportunities and, as a species, our eyesight is second only to birds of prey.

... Crucially, our understanding of 'seeing' is not limited to the physical act of processing visual information. The definition of '**vision**' itself encompasses both the physical act of seeing, and a thought formed by the imagination or something 'seen' in a dream. In both cases, our brains give equal weight to what we see before us and what we imagine.

Our ability to imagine is central to the human condition. When we **vision**, either seeing or imagining, and each time we consistently return to the vision, we are hardwiring neural pathways...

Visualisation strengthens, with repetition, the myelin insulation of neural pathways that performers can lock into during their actual performance. The more insulation around these neural pathways, the faster the information transmits in real time... to the point of becoming automatic, so - in the event itself - and especially in high-anxiety moments, we have a preformed response and minimal need to consciously think through our actions.

Visioning a goal activates our (feel-good) dopamine system that sustains our motivation and focus. And the more emotional weight attached to a **vision**, the stronger these neural pathways will be.

"The Visualisation process needs to be as real as possible to fire this system. Not just vision, but all senses if possible. It requires a disciplined approach of embodying and experiencing lifelike images." - Michael Gervais