



Jake Pates

The Key To Achieving Peak Performance

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Hello, this is Dr. Patrick Porter. Welcome back to the optimum performance summit today I have something very special to share with you. He's someone we partnered with to help better a billion brains and he has the he's actually so motivated to help people with their brain and his sport really, that he started a foundation the happy healthy brain foundation. So we're I want to introduce Jake Pates is an Olympic snowboarder, and you know, he's also wanted some some Mountain Dew awards. I read that in your bio, too. I mean, so you can tell us a little bit about you know, what brought you into this but I want to start first by When did you know as a elite performer, you know, with Brain Tap, we have a series of performers like yourself, there are elite performers, they're in sport, typically UFC fighters. You're a snowboarder, we have some boxers and different people like that. So when did you know in your in the early age that hey, you could excel in sports well What happened? What what triggered you to think, Hey, I could do that I could get to the Olympics,

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of course. Thanks for having me. First off. Yeah, I think I'd kind of first noticed that this was going to be something that could kind of develop into a career for me. When I had, I had just kind of come on to the professional circuit I, I had gotten a third place a bronze medal at a



Burton qualifier event, which was amateur at the time. And that event actually qualified me for my first professional event. And that's kind of why I am that kind of when I saw that, that tunnel vision, I was like, wow, this could actually be something that could work out. This could be a career and could be super cool. So that's kind of when it all started for me and started doing more professional events after that.

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So when you think about yourself, we're talking about peak performance now, because when you're looking downhill if you put me on a snowboard, looking downhill you know, you might have I might soil myself or something, you know, it's, you know, but when you look down hill, what are you thinking? I mean, because you're like, when you do these crazy you half pipes and things like that. And, you know, it looks so easy on television when I watch the X Games and see everybody doing that. I'm thinking, that's easy. Anybody could do it. So what are you thinking when you do that?

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You know, it's definitely a lot of mixed mixed thoughts, mixed emotions. And I definitely try to be in the most positive mindset that I can be in, you know, given times of competition, there's going to be emotions, such as stress and anxiety and things that are hard to

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hard to control and hard to keep.

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At a minimum, so my mindset is, is definitely more more towards being positive and I think, the most, the most positive I can be It's something that really helps me just kind of stay grounded and keep the stress at a low level, keep the anxiety a low level. And then I think the way I find that is just by having fun. I try to keep just the, you know, the most amount of fun happening. So

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I know in your sport more than probably most sports, I mean, soccer, they say you get a lot of head injuries, but I don't think they put snowboarding into that mix. So when when somebody in when I worked actually with the gymnast, the Olympic gymnast, the big differentiator was how do people recover from injury because they're all pretty good. But the person that gets up on the balance beam and thinking about their last accident, so what do you find is helping you to stay at the top of your game and your sport?

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Right. So, you know, something that that I found really helpful recently, and especially since the

start of last season was Brain Tap. That's something that I've kind of included in my You know, my everyday scheduled during during the season and while I'm competing and stuff so, you know, Brain Tap is something that really allows me to keep keep my emotions calm and perform it at at the peak level you know and you know Brain Tap is something that has been able to help me with anxiety and stress and obsessive compulsive disorder which is just brought on through snowboarding and the professional sport, you know, just being as intense as it is. Brain Tap is something that has helped me with sleep and I've been doing that since i think i think i started Brain Tapping in October of last fall. And wow, it's just been been very helpful. So many side benefits, you know, sleep and anxiety and stress and just overall helping me kind of control control my moods, especially in times of stress, you know, when I'm in a crazy brainwave state, that's something that really helps me to just kind of calm down as being able to slip right into a different one. So,

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right when you're when you're preparing and getting ready, I know that there's a lot going on. Right? You know, everything's happening. And so you're using your Brain Tap, but I know you also are working with a company called Bobby. Right? It measures the brain in the the P 300. Which we're hoping that will part of the summit. We're going to talk more with some other doctors using p 300. So you not to be the expert on that. But when you when I know that your foundation also partnered with them to do it, because a lot of people don't know that they're concussed. Right? So what starts happening to you when you when you feel because we want to use Brain Tap in your case as a neuro protection to prepare the brain because it's going to happen. It's not a question of if it's just how's the brain going to recover? So what do you find? How does the body fit into the equation to help to just stay at your peak

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right so yeah, I started a foundation happy healthy brain foundation. And our mission is basically to just spread awareness, spread awareness and help people help people do things that will help brain health and help brain performance and especially people that have had prior TBI, prior concussions and, and are dealing with symptoms from that. And so we partner with a company called Wahby medical and they're basically a brain scanning device. And they use p 300. protocol which is used in the normal EEG machine. But yeah, this is something that you can use to measure your brain's performance prior to hitting your head. So, for example, what we're trying to do in the sport of snowboarding is make it possible for people to get a baseline scan, which basically tells you your brains health at that time, healthy brain gives you these great metrics, Dr. Oakley He had come up with that's the founder of the technology. And yeah, it's basically a really great device to measure brain health, especially after you were to hit something. If you had a baseline scan, you can do subsequent scans over time to measure



your brains health and watch it kind of come back to normal. I had hit my head this year in Mammoth Lakes. We had a snowboard World Cup out there. I fell in practice. So I you know, it hit my head and I was feeling some symptoms from concussions I talked to the doctor that was out there that you know, was supposed to check us if anything had happened and ended up clearing me to go back and ride so when I went back out to ride I just, I couldn't do it. I was so dizzy and disoriented and obviously was feeling symptoms from from a concussion. So you know, I had used the lobby scan to get a baseline, I ended up doing a scan after I hit my head and I was able to see significant difference in brain voltage. And, and that was really important because that's just the the energy that your brain is producing while you're completing the task of the test. So that was definitely interesting to see. And I could I could watch my progress. We did four scans. So when I got back to normal, I was ready to go out. And that's something that you know, we're trying to make available for, for everybody that's a part of concussion prone sports.

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So what do you find happens when you start using lights out of vibration, like the Brain Tap device to help accelerate that process? I know Bobby contacted us because the doctors were using we're getting great results with their TBI. We didn't even know about lobbying until they contacted us. Now we have you know, now we we promote it because it's it's a powerful tool. But besides, when you're doing it, what do you find happens when you're using the Brain Tap now if you have, you're going to have a cuncussion or having it bit, and now you're going to recover if you see any, anything happening there.

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Well, yeah, there's two things that happens. And the foundation's actually, we've been, we've been running some studies, we're doing a study with a TBI group in Eagle county right now from Colorado. But yeah, there's two things that basically happens, you know, there's subsequent data that comes from using the Brain Tap and that and that is, you know, how you're feeling that's, that's the, that's how you're feeling. That's your opinion on how you think it's helping you or, or just, you know, your explanation of things that is helping and then there's also the data generated from the Wahby scan. And that's basically very specific scientific data on what's going on with the Brain Tap. And so what we've been doing is we gave four people Brain Taps from TBI concussion group and they've been using them for about two days. I think today is date, and we're doing a two week study with them. So it's 14 days. And with your help, we put together an awesome little bundle for them to do and, and we're actually on a group chat with all the patients and one of our participants was in a car accident about five years ago and was declared legally dead. She had no oxygen to her brain for 15 minutes. And people were just amazed that she was still alive. And so we had gotten together with her, trying to give her Brain



Tap to just see if it was something that you know, could possibly help her. And it was pretty hard to get to get it going in the first. The first few times, you know, I think she just being someone who suffers from TBI has a lot of stress and a lot of anxiety, a hard time focusing on things. But we got her to start using it and I can't get her to stop talking about the amazing things it's doing. She has talked about how it's helping her with work, she works at a healthcare place and helping her with sleep and dealing with her family. And this is someone who has a lot of problems on a regular basis every day. So, I mean, that's just one of the things from a subjective standpoint, that she's told us, you know, it's helping her and then also, you know, we're able to see we're able to see progress and benefits from using the Brain Tap device with the Wahby scan. And that was something that I saw also using the Brain Tap through the two week period that I had a concussion during the season. That was something that I thought really helped me bounce back from the concussion and and get my my brain performance back to normal back to baseline. And, you know, I think that was something that came from being able to slip into different brainwave states easier using Brain Tap. I think it came from increased blood flow to my brain. You know, the neuro linguistic programming that you do during the sessions, I think that's something that just really, really facilitates good moods and positive thinking within me.

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Yeah, I mean, I could go on about it. So

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I know we were working together we we put on our first bundle together called chasing greatness. So why don't you talk a little bit about the motivation behind that. And in people listening, if they do have the Brain Tap, they can go and listen to that bundle. It'll be available in the in the power user section, or they go through your foundation, they'll get through as a bundle. They can, they can hear it, but tell us a little bit about chasing greatness. It's not really about sport as much as it just you have a certain attitude about yourself. When somebody looks at an Olympic athlete, they think, you know, obviously most people think you were born with some kind of super gift gene that you know, other people don't have. I know you've put a lot of time and energy into it. But what is chasing greatness going to do for somebody you think well What you're thinking about that?

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Yeah, so chasing greatness. I mean, I'm really excited about that and very excited about the opportunity to be doing a bundle with you, which is, you know, incredible. I think it could help a lot of people. It's basically all these different guided meditation sessions that you can do to help yourself achieve greatness and achieve a greatness mindset in everyday life. So it's not



something that's specific to sport. It's something that everybody can listen to and something that I think has a lot of valuable information on. Just kind of finding yourself gaining perspective on life gaining. Yeah, I think it's amazing. And I think I think it's gonna be really cool to see some cool stuff come from it.

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And I know that when when you're coming out also with one for the action sports programs and like Junior Olympians, people, what do you think is most important for somebody in sport right now, to be Thinking. I mean, their mindset because they probably hear about mindset or they think positive. But a lot of people don't know the actual mechanics of how to do it. So yeah, I know you're putting together a bundle for that. So tell us a little bit about that.

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Yeah, so we're putting together a bundle for aspiring athletes, we're putting one together for professional athletes, and etc. We have a bunch of them coming. But basically, the one for aspiring athletes is just going to be a good way for them to gain knowledge and perspective on how how I've had experience coming up through snowboarding and you know, what has helped me through my career. So a lot of it is basically help finding inspiration, help finding motivation, help keeping things fun, because, you know, sports can get really intense and especially when you're young and you have parents that are helping you facilitate it, you know, they obviously are probably going to be somewhat intense, you know that that happens. So just dealing with all these things dealing with adversity and different things that I've had to deal with, throughout my career, just hopefully relaying that to kids to help to help them. So, yeah, it's gonna be very cool.

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Yeah, when you think about sport right now in visualization, because, you know, there's the physical practice, you can do that. But how important do you think like when you when you do your, your runs and things like that? How often do you visualize those before you actually physically do it?

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Right. And yeah, visualization is a huge part of, of this bundle and these bundles as well, you know, visualization and snowboarding, specifically, excuse me is something that's very important. Something that I use almost every day during the season and something that I almost will do. Not even thinking about it subconsciously. I will just kind of visualize myself because I've done it so much. But specific to snowboarding visualization can be such a good tool because it's really training your brain to lock down that visualization as muscle memory, because correct me if I'm wrong, Patrick, but your brain doesn't know the difference between whether you're actually doing something or you're just visualizing it.



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Yeah, that's true. I mean, neuroscience, we have devices where you can see the same brain regions activate whether you're really doing it or if you're, if you're visualizing it, so you're getting that muscle memory the same neurons wiring fire and start to perfect that process.

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Right. And that was something that actually I noticed just using using the Brain Tap the first couple of weeks that I started using it I was in kind of our preseason training camp, getting ready for all the competitions. And I had just used the flickering lights to kind of facilitate visualization and I noticed that it really helps you picture and kind of make a more detailed image. And it for some reason, for many reasons and obvious reasons, your visualization will get better every single time you braintap and that was something I experienced. I use the visualization part of things to, to learn a trick that I've been wanting to do for so long. And it came surprisingly easy. So I, yeah, devote that to, to Brain Tap and visualization and all that good stuff. So

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when you put in the time and energy to be an Olympic athlete, or even just an elite athlete in on the on the other horses, how much time you spend doing that, because I know people go like they watch Sunday golf and then they go out once a week and they're all mad because they're not shooting par. And somebody is going to see that then they go snowboarding once or twice a year and they're not able to do these tricks. How much time do you spend Each day, anything during the season to do this,

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and it's hard to say, you know, our sports, super weather dependent. But I would say, on on average, probably a good three to four hours a day and that's, you know, doing hot laps on the chairlift or hiking up and down, you know, doing repetition with these tricks over and over again. So, a lot of time has definitely gone into snowboarding for me. Yeah, it's something that almost has limited the activities that that I've been able to do throughout my whole life. But something that I'm so grateful for because it's facilitated. So much fun and years of it. So, you know, a lot of times been been put into snowboarding. I started when I was my first seasons when I started when I was seven. I've been doing it basically ever since. A lot of time in the summertime. We'll go into it obviously, because of the pandemic. Things have been hard this summer and even the end of last year for us training

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from a training standpoint, but



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a lot of time so.

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So how important is the training table like the foods you consume and supplements? Do you do any of that to keep your body performance?

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Yeah, no. Right

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and and yeah, during the season, nutrition and just staying flexible, staying healthy, making sure your your fit is super important. Being a part of the US team, which I'm super, super grateful for, you know, they provide us with nutritionists and trainers and basically everything you need to to keep yourself on track. But yeah, during the season. It's super important to be staying up on nutrition, you know, making sure you're drinking enough water making sure you're consuming powerful foods you know, and staying fit. I think exercise is something that is a huge Part of the Sport and Exercise is something that's a huge part of just staying happy and healthy overall, as a human, you know, so,

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yeah, those things are very important. How important do you think sleep is to being an elite athlete? Because, you know, and then how is your sleep improved? And what is your sleep regiment? Let's say,

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right. So yeah, I mean, I'm glad you brought that up because I think sleep is probably one of the most important things in all aspects, especially a sport. I've definitely struggled with sleeping, especially night before a big event. You have all this anxiety, your mind's racing so many things in your head, so hard to fall asleep. And that's also just another thing that has helped me so much as the Brain Tap, putting me into a Delta brainwave state, putting me into a deep sleep and letting me stay there for the whole night waking up feeling awesome and refreshed. So sleep is really important. I don't think I could, I could perform even close to the highest level if I if I didn't have enough sleep. So that's very important.

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Okay, so we're just about rounding out that the interview has been great and shared a lot of great information and hopefully some aspiring athletes are going to pick up on this and start



doing it and some parents will help with the foundation. But tell me if if aspiring athlete came up to you and said, Hey, what do you recommend I start doing what's day one, what do they need to start doing? Whether it's snowboarding or any other sport? What do what do you think is the most important thing that they do?

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I'd say the most important thing right off the bat is to get your get your headspace, right? Get yourself into a good frame of mind. And I'll tell you what, a very, very easy way to do that is by getting a Brain Tap and using it that's something that that I've been doing and I've been just trying to spread spread knowledge too so many people because of this great device and just the technology behind it? I've seen so many people benefit. Like my whole family's using it. I've been using it. So many people. I've seen people from traumatic brain injuries, like we were talking about earlier, just having wonderful positive benefits. So

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I would say get your mind, get your mindset,

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your mindset, right, and Brain Tap can help facilitate that. So

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that's great. Well, Jake, I want to thank you for being a part of the optimum performance summit. It's been wonderful. I know we're gonna put together some kind of free gift that you can give our our viewers and listeners of the of this summit to share in you're just finalizing your, your website for the foundation. So you want to share that with everyone so they can go there and see what's happening.

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Yeah, exactly. And thank you so much for having me. Dr. Porter. I really appreciate your time. Our website is going to be done soon. And we'll have that we'll have that available for you guys to check out. And yeah, thank you so much.

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What's the What's the URL of that website? So we can share it out there?

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Right? So URL would be happyhealthybrainfoundation.org.



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So especially if you have athletes in the house, or if you're part of a school program, have them tuned into that, because what what Jake is sharing what he shared with you here as you can accelerate your sport, but you have to have a way to monitor your brain activity, which is one of the things I think is really important that you're sharing. And wabi is a great tool for that. It's inexpensive compared to other tools. I mean, we have some tools in our research lab that are \$30,000 that don't do what Bobby does. And it's easy to use. I mean, like you said, You people could have that in their home. You don't have to be a medical doctor to do this. Although of course, there's a lot of clinicians, a lot of our doctors a breakup user, so you can monitor where you're at what's going on. You shared with us that it's important to get the mindset, right. So if you're out there thinking What should I do first mindset. Then start doing your physical activity eating correctly. If you don't have if you Can't get to a nutritionist and that then safe bet to eliminate sugars and sodas and you're probably gonna be two steps ahead of the rest of the group in keeping your body hydrated was really important and we know that for the brain you know, most people don't realize this but your brain is a hydro engine. So we need to keep that going. So before we turn off here thanking you to do this what do you want to leave our summit listeners with what's the what's the key when maybe what are your favorite slogans or your your motivational messages what what you know when, when when I was in sports I used to when I grew up Catholic so I used to always say the father for some reason that got me all fired up. But But what what is it that you do what's, what's your motivational trigger?

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You know, I have to say something that is a little bit new for me and pertains to just the foundation of kind of everything that we've been doing is, Think before you fly. And that kind of is just a little bit of a story. safety precaution just in snowboarding or whatever sport it is. But yeah, just throw that out there Think before you fly and get that get that mindset, right because the mental game is is the game. It's the whole game so.

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Okay, so thank you. Thank you again for sharing it's been great having you on here and go pick up the free gift that Jake is giving you. It'll be in the in the free gift site on the summit summit page. So tune in, we're going to have much more about the brain. In fact, one of my next interviews is with somebody who wrote the book saving your brain, Dr. Kelly Miller, it's going to be exciting so you can learn a lot about the brain how to how to measure the brain and how to improve the brain in your stepping in Jake and it's great that you have a voice of reason for TBI because there's some sports out there that want to pretend it's not happening. And we know it is and even like the the doctor that I mean, sometimes a hold of a finger How many fingers I have, that's not a good sign. You know, there's there's a there's a lot of different ways to do it



and you found one that works for you and hopefully it'll work for someone Athletes out there. So again, stay tuned to the summit. We have lots more to share with you. I'm glad you're here with us. Please tell your friends, your family, anyone you think could benefit from the optimum performance summit. So thanks again. Bye.

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My name is Jake Pates, and I'm a professional snowboarder. In the last 14 years, I've had a life that I thought I could only dream of. But it has been and continues to be a reality. I'm extremely appreciative to everyone who's helped me along the way. I started with usasa when I was eight years old. And being involved with this organization has given me the opportunity to create a career for myself in snowboarding. It is really Important that I share with you the fact that I have had multiple concussions over the last 14 years. And then I have suffered from anxiety and depression due to head injuries. That is one of the main reasons I'm here talking to you right now. I want to help reduce the chances of this happening to your kids. But I need your help to make this a reality. My mission is to partner with technology companies that make products that can be used to improve the concussion protocols used in snowboarding and skiing. The current concussion protocols rely on standard clinical and performance measures to determine when an athlete can return safely to play. But my vision is that current concussion protocols have to include objective information generated by technology so the decision to return to play is not solely based on subjective information. My Foundation has partnered with Wahby medical greentech, why the medical is a portable brain scanning device that can be used to produce a baseline brain scan before the athlete's season even starts with this information that is generated from the brain scan of the Healthy Athletes brain if a head injury does occur during the season, another brain scan can be performed to give the condition of the brain post head injury subsequent brain scans can be performed to ensure that the brain has returned to baseline. If this technology was available. When I was little, my parents would have had a Wahby device at our house and scan me to establish a baseline before every season. The second company I partner with is Brain Tap an audio visual entrainment technology. I use the Brain Tap headset right before bed and before I get out of bed in the morning, this technology has a profound impact on my visualization and focus for doing tricks. It has helped me significantly with my sleep and most importantly, the Brain Tap has alleviated all the conditions that I feel I've derived from numerous concussions, specifically anxiety and depression. At the end of the day, this technology continues to positively impact my life. Look at

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Oh, look at this 734 Jake Pates,

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holy American America has gone to the top of the board.

