

YOUR BUSINESS IS ONLY AS STRONG AS THE MIND RUNNING IT.

Build the mind your business demands.



THE FUTURE YOU

BECOME WHO YOU NEED TO BECOME.

Every ambitious goal forces a tough question:
Can I handle what this will ask of me?

At BASE, we believe the answer is yes. With the right plan, your mind can be trained daily to rise to the challenge ahead.

BASE Private puts one meaningful business goal at the centre, exposes the mental gaps standing between you and it, then trains the capabilities your next level requires.



THIS IS MENTAL FITNESS.

Mental fitness training is to the mind what physical fitness training is to the body.

Mental fitness is the deliberate practice of strengthening how you think, focus and respond so your mind becomes fit for purpose.

It's where you target the very 'mental muscles' that your business goal demands.

Like your body, your brain adapts to repetition and load. The thoughts, decisions and actions you repeat strengthen the mental patterns you are most likely to rely on.

Train the right mental patterns so you can think, decide and perform the way you need to.

PHYSICAL FITNESS BUILDS:

BALANCE

A body that's stable and well aligned.

AGILITY

A body that moves and changes direction quickly.

STRENGTH

A body that handles physical resistance.

ENDURANCE

A body that sustains effort over time.

MENTAL FITNESS BUILDS:

BALANCE

A stable mind that's aligned with your goals.

AGILITY

A flexible mind that adapts to changing situations.

STRENGTH

A mind that handles pressure and setbacks.

ENDURANCE

A mind that sustains focus and discipline over time.

WHO IS THIS FOR

IT'S NOT FOR EVERYONE. IT ISN'T MEANT TO BE.

BASE Private is for founders, entrepreneurs and leaders who are ready to:

1. Turn one meaningful goal into their mental training focus.
2. Expose what has really been holding them back.
3. Build the mind that goal demands.
4. Be coached, challenged and held accountable to it every step of the way.

IF YOU WANT ALL FOUR, **BASE PRIVATE IS FOR YOU.**



THIS IS THE FLAGSHIP 1:1 COACHING SERVICE FROM BASE.

BASE Private is where you work directly with Enzo Mucci, the creator of BASE Mental Fitness, to build the mind your goal requires.

Coaching is remote and built to fit around your workload, responsibilities and key business moments, with face-to-face sessions also available.

Business leaders are expected to make better decisions, lead under pressure and keep performing as demands increase. Their minds are still too often left to chance.

BASE Private is where that ends.

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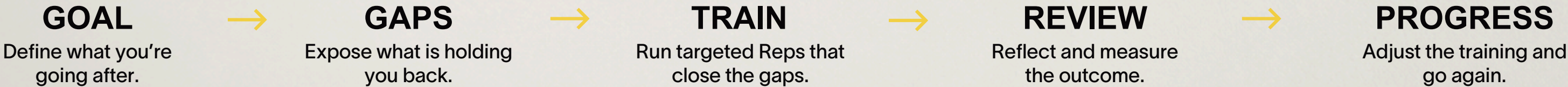
Direct access.
Personal coaching from Enzo Mucci, the creator of the method.
- 02

Goal-specific training.
Your mind trained with the same intent as your performance. Assessed, planned, progressed and reviewed.
- 03

Built around your business.
Remote sessions that fit your workload, schedule and key business moments.
- 04

Limited roster.
Delivered by one coach, so places are strictly limited.

HOW THE TRAINING WORKS



PROVEN

BASE WAS BORN WHERE PRESSURE IS THE NORM.

The training method you will use was forged in the high-pressure world of elite motorsport.

Enzo Mucci has coached the minds of drivers competing at every level of the sport, including Formula 1, IndyCar, NASCAR and Le Mans. Drivers coached by Enzo have progressed to Formula 1 since 2011.

Over those years, Enzo built the BASE Mental Fitness method. BASE Private brings that method into your work, decisions and daily performance.



“More than 1,000 race wins taught me that elite performance is never produced by talent alone. The mind has to be ready when the moment comes.”

Enzo Mucci

A COACH IN YOUR CORNER. A SYSTEM BEHIND YOU.

Every programme is tailored to the individual, but every client receives these core elements.

01 PERSONALISED TRAINING PLAN

Built around your goal and what's holding you back.

02 1:1 COACHING SESSIONS

Regular video call sessions with Enzo Mucci.

03 TARGETED TRAINING BETWEEN SESSIONS

Daily Action Reps that train what you need most.

04 REVIEWS AND EVENT SUPPORT

Progress reviews and remote support around key business moments.

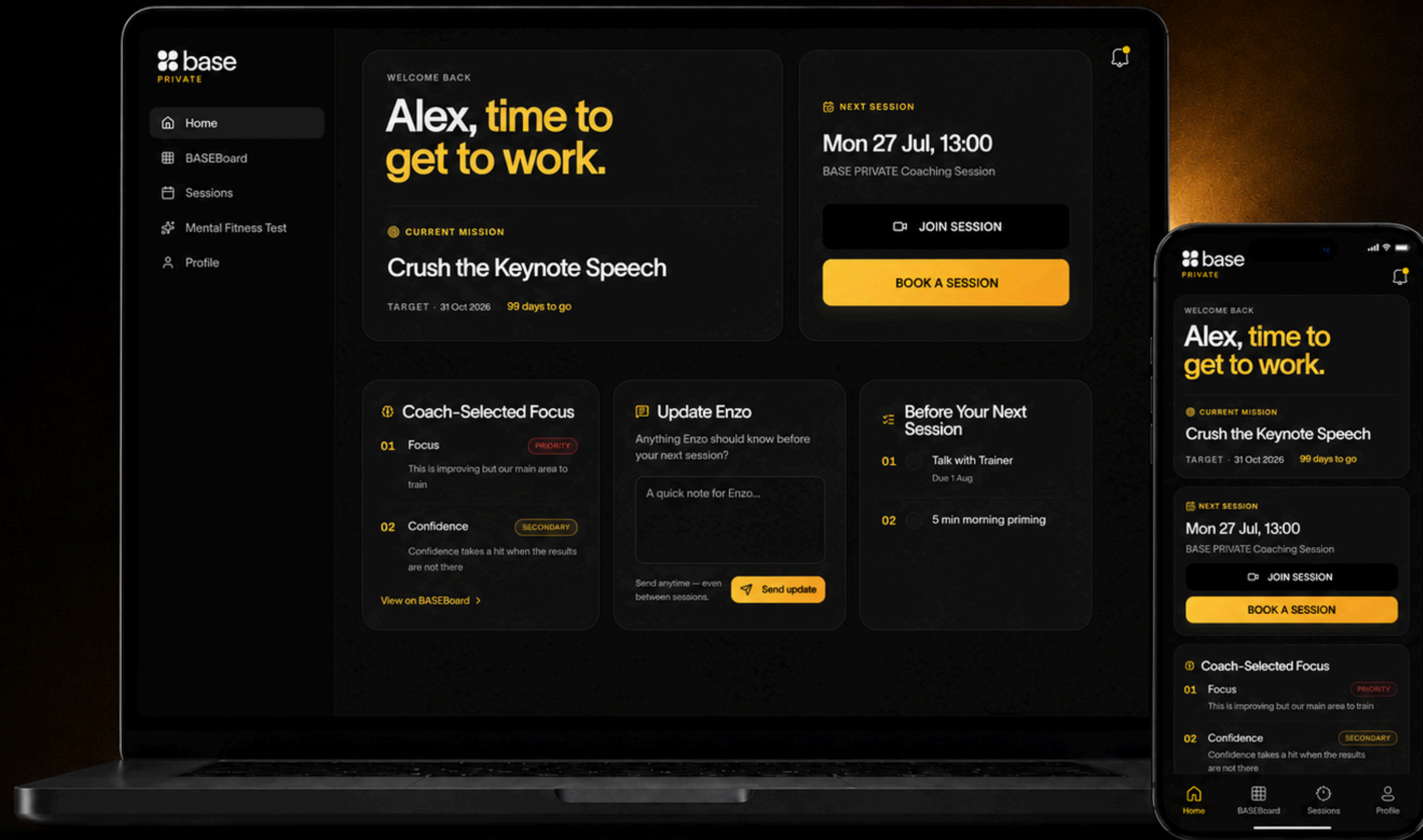
Optional in-person support is available for key meetings, presentations and business events at a preferred client rate.

YOUR OWN COACHING PORTAL.

Your entire programme lives inside your own secure coaching portal. Open it and you know where you are, what comes next and where the work is.

- Current mental performance focus, goals and assessment results.
- Session notes prepared for you after each call.
- Session booking and pre-session updates.
- Your progress, tracked across the whole programme.

Structure that keeps you progressing.



FOR PEOPLE BUILDING SOMETHING THAT DEMANDS MORE OF THEM.

BASE Private is personal, structured and built around you, your workload and the moments that matter most.

It starts with a free consultation call. We'll discuss what you're building, where you are now and whether BASE Private is the right fit.

Book your consultation by emailing Enzo on:
contact@basementalfitness.com

