

La Gazzetta dello Sport

Tutto il rosa  della vita

Published 9 September 2017



MAFFEI WORKS WITH ANDREA SINCE 2016: "WE ARE ALL WINNERS" . HIS SYSTEM KEOPE IS ALSO USED BY BAYERN AND THE ASTRONAUT LUCA PARMITANO.



Amedeo Maffei, 70 anni

In Dovi's world

A GURU OF THE MIND HAS MADE HIM A TRUE LEADER.

Maria Guidotti

When the traffic light turns off and you're alone with your bike against everyone, who wins?

The rider or the man? It is natural to answer: the rider, the pure driving talent. But if you dig deep, maybe the solution is less simple.

What happens when the human mind recalls all its abilities and puts them in the service of burning passion that does not contemplate alternatives other than winning?

What happens when a man discovers that he himself is creating his success and can repeat it again?

POTENTIAL CHAMPIONS.

Amedeo Maffei, who has been working with Andrea Dovizioso for a year, is a motivator, psychologist and practical philosopher, who for 40 years, has been devoting his life to science and research that gives us the answer.

"We are all born to win but we do not know that. The good news is that the human mind is able to awaken existing skills and make them permanent because they already belong to you.

The engine in us is fantastic, it's just a change of gear".

TRACED ROAD.

It's a very complicated path, but at the same time easy if someone provides you with the tools. "I seek the abilities that we lose with the conditioning, awakening the child, deleting the future already written by our past." The name of the trainings held by Maffei, which in 40 years of activity have seen 45,000 people is "AM Experience". The secret of starting is to put into practice the habits expressed by roles to awaken creative skills mortified by conditioning and inhibitions.

THE FLASH. "The value of a man can be measured by his

results," explains Maffei. And the results speak. "In the middle of last year something happened. I met a person who changed my life as a man and as a pilot" Dovi said after the Mugello victory.

"I discovered a power I did not think I had. Amedeo made me understand that if you face things in a way, these happen, regardless of others or fortune."

In the case of a rider, the motorcycle becomes the means to express his abilities.

Maffei makes a very subtle, but essential distinction. "The rider must not

run to beat the opponents, but to win the race.

In "AM Experience," the personal growth path is associated with the use of Keope, an ergonomic structure with revolutionary benefits, invented by Maffei.

"Born after thirty years of research on the physiological effects of proprioceptive induction therapies, which act on the systemic balance of the organism and the mind, it dissolves muscle tension. A system appreciated and used by other high-level athletes such as Bayern players and by astronaut Luca Parmitano ■