During the last 50-60 years the sports psychology has become firmly established in sports. At the same time the sport practice brings evidence that it is only beginning to solve some of the most important problems in sport. It is untimely to say that the sports psychology has become a compulsory and efficient part of the sportsman’s preparation. At present the sport practice above all makes use of the methods of psycho-diagnostics and mental self-regulation. The sports psychology has succeeded significantly in the development of these methods. And at the same time the couches react to the use of these methods in their practice quite passively. The fact is that the data of psycho-diagnostics only show strong and weak points of the sportsman’s mentality, the degree of his mental preparedness to a competition. But the couch needs specific recommendations: how to form the sportsman's motivation to the training work, how to prepare the sportsman to the competition. It might seem that mental self-regulation could solve this problem but, according to the results of our research, it makes to great extent the mechanisms of the physiological level join in the process of regulation. These mechanisms quite often fail in the conditions of significant competitive exertion. At this moment in the regulation of the sportsman’s mental state the mechanisms of the psychological level (motives, goals, aims) are put in the forefront. The couches and sportsmen do not get the results promised by the psychologists and in the upshot they lose their interest to the method in question. The disadvantage of this method’s application is also that the psychologist uses it quite often to manipulate the sportsman's mentality making him the executor of the psychologist’s will; and this, as proved by practice, seldom gives a positive result. It seems that the further development of the sports psychology can be seen, on the one hand, in the re-orientation of the psychologists from the regulation of the sportsman’s mentality to the process of forming the subject of the sport activity able to take the overall responsibility for the result of the sport activity, able to independently set objectives and to overcome the psychological difficulties that arise in the process of attaining these objectives. In its turn, it will require the change in the very approach to the psychologist’s work. The psychologist and the couch will turn from the specialists in correcting the negative manifestations of the sportsman’s mentality to the specialists in forming the subjects of the sport activity. It will require the creation of the technologies that can form the subjects on all the age-specific stages of the sport activity, that can form the most important psychological qualities (psychological stability, mental reliability, etc.). Getting these technologies will enable the couch to change from the consumer of the psychological knowledge to the immediate participant of the psychological process.