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# When The Pressure's On: The Secret To Winning When You Can't Afford To Lose

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## WHEN THE PRESSURE'S ON



THE SECRET TO WINNING WHEN  
YOU CAN'T AFFORD TO LOSE



## Synopsis

At the highest level of any pursuit, the difference between the two top performers in a contest is always mental. One holds it together - while the other falls apart. The same is true in business. Whether you are confronting a crisis, making a pitch, negotiating a deal, or facing a deadline, your mindset can give you the edge. When the Pressure's On brings peak performance principles to the boardroom, revealing five core mental skills that enable professionals to excel while under duress: Goal Setting - become mission-driven Adaptive Thinking - replace negative thoughts with positive ones Stress/Energy Management - keep your cool no matter what Attention Control - maintain focus despite distractions Imagery - see success before it happens. Together, the skills form the core of this complete brain-training program, packed with guidelines, examples, exercises, assessments, and the latest advances in biofeedback and neuroscience. By learning to harness the power of your mind, you'll achieve extraordinary results when it matters most.

## Book Information

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## Customer Reviews

All of us can identify with a situation when someone has been knocked down (emotionally as well as physically) and seems unable to recover, to "get back up." Some do, others don't, and reasons vary. Louis Csoka wrote this book in order to share what he has learned about how to cope with severe stress, especially when it cannot be avoided and those involved are not responsible for its causes. He identifies three options: 1. Opt out of the situation by quitting. 2. Attempt to eliminate the causes. 3. Improve response. For many people, #1 really isn't an option. They endure as best

they can and may attempt to eliminate or alleviate the causes. Csoka recommends #3 and provides a wealth of information, insights, and counsel that can help almost anyone who reads this book to improve how they respond to severe stress. In this context, I presume to share a few thoughts of my own. First, stress is not necessarily bad. It can stimulate rather than debilitate and give focus to effort. Some people need deadlines. They are more productive if they know the dos and don'ts when attempting to complete the given task. The stress to which Csoka refers diminishes self-confidence, enthusiasm, energy, stamina, and worst of all, hope. Also, all of his recommendations take into full account the importance of decompression. Workplace burnout helps to explain why, on average, less than a third of employees in a U.S. company are actively and positively engaged. More than 70% are either passively engaged (œmailing it inœ), or actively disengaged, working to undermine the success of their company.

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