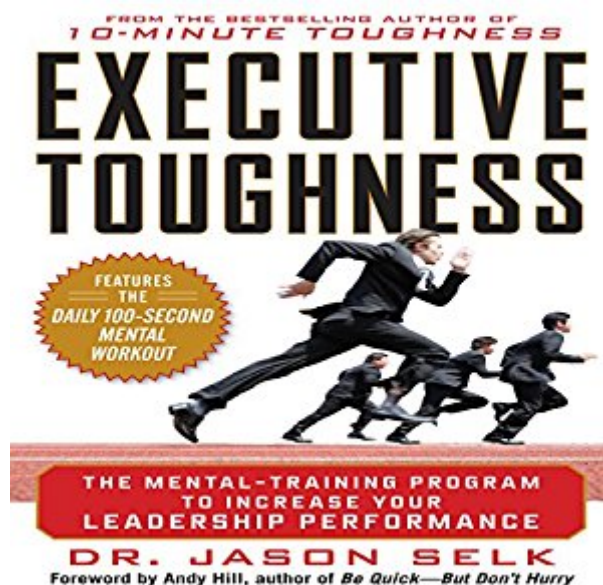


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# Executive Toughness: The Mental-Training Program To Increase Your Leadership Performance



## Synopsis

Take your professional game to the next level-in 100 seconds or less! People with inborn talent may be good at what they do-but only the mentally tough reach the highest plateaus in their field. And here's the best news of all: mental toughness is something anyone can learn. Director of mental training for the St. Louis Cardinals and a top-tier executive coach, Dr. Jason Selk knows everything there is to know about developing the mental toughness required for achieving any goal you set for yourself. In fact, the techniques he outlines in this book are the same ones he used to help the Cardinals defeat the heavily favored Detroit Tigers in the 2006 World Series. Inspired on the vision of legendary basketball coach John Wooden, Selk's program is as simple as it is effective. But that doesn't mean it's easy. You have to put effort into your drive to success; it's the only way to build up your mental "muscles." Selk provides hands-on daily exercises for breaking old, self-defeating patterns of behavior and replacing them with the can-do attitude and positive behavior that would make Coach Wooden proud. Executive Toughness outlines the three fundamentals for attaining high-level success: ACCOUNTABILITY - admit to mistakes, correct them, and, most important, learn from them FOCUS - on your strengths, on winning, on reaching your goal . . . for only 100 seconds per day OPTIMISM - don't just believe you can succeed, know you can succeed Executive Toughness takes you through the steps of making these critical behaviors part of your everyday routine. Practice your accountability, focus, and optimism, and you'll be on the path to attaining your goals; make them part of your mental "DNA," and there will be no turning back-ever. A complete regimen from a leading expert on developing the mindset for attaining goals, Executive Toughness is your workout for ultimate success in your career and in your life.

## Book Information

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## Customer Reviews

This is an excellent self-coaching book with great content. I think the title and sub-title do not fully convey the value and message of the book - in my view it is more about how to actually achieve your goals. I think the title might lead the potential reader to think the book is only/primarily for executives. I believe the book can be a very valuable resource for anyone interested in achieving their goals. Dr. Jason Selk, the author, is an executive coach and a "mental toughness" coach for many world class athletes including the St. Louis Cardinals baseball team. He draws on his vast experience of executive and sports coaching to write a very engaging and entertaining book. But the real value is the well laid out principles and exercises he gives. These are the exercises and examples he uses in coaching very high level executives. So this book gives you some very valuable lessons in personal achievement at a very reasonable price. The book presents 10 mental toughness concepts, with a separate chapter devoted to each concept. The concepts are grouped into four major categories: The foundation - defining your specific goals and who you are. The second category deals with the process of achievement, setting priorities and how to hold yourself accountable. The third major category covers focus, improving execution and consistency. Here Dr. Selk gives lessons on controlling your emotions, scripting your presentations and the 100 second mental workout. The final category is about overcoming obstacles. Here he introduces the concept of "Relentless Solution Focus" - focusing on the solution rather than the problems. He also introduces us to "Gable Discipline" - a wrestler and now wrestler coach who is a master at discipline.

"The fundamentals presented in this book have worked for every one of my clients who has made the commitment to using them over the past 15 years. When I say every client, I don't mean most clients. I literally mean every client." Dr. Jason Selk, page XV of the Preface. The author made a bold and confident statement to begin this book. You will see why after reading this entertaining, informative and highly instructional work. This book will force you to consider something that many of us refuse to recognize: We alone are the masters of our destiny. Short Organized Format There are four parts with ten concise chapters (totaling less than 200 pages) accompanied by a lengthy introduction, a concise notes section and detailed index. The author's writing style is motivational and supportive. It is as if he is talking directly to you during a one-on-one session. Dr. Selk also provides a great number of anecdotes from clients, such as the St. Louis Cardinals, who have

benefited from his advice. This format provides actual case studies for you to study and learn. Innovative Features There is a "Choose to Be Great" synopsis at the end of each chapter to reinforce key points. Another feature that I liked was that the author asks you to do things as you read the book. For example, on page 25, "My purpose of life is..." Dr. Selk makes you write down specific goals and objectives. He gives you charts, fill-in-the blank lists (such as the Success Log) and urges you to use electronic schedulers to stay on the course. If you don't like to challenge yourself, exceed expectations and perform self-evaluation, you probably will not like this book. It is a call to action. One that most of us will be pleased to answer.

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