

# TOUGH AS NAILS: DEVELOPING THE MENTAL TOUGHNESS TO SUCCEED IN DIFFICULT TIMES

Underlying all success is the mental toughness to overcome defeats, losses, problems, obstacles, mistakes, the critics, the naysayers, the pessimists, the complainers, and those who say it can't be done. The fundamental truth: nothing rolls down the hill until after it has been pushed up the hill.



*One element of mental toughness thinking certain thoughts such as, "I think I can, I think I can."*

## Six Pillars Supporting Mental Toughness

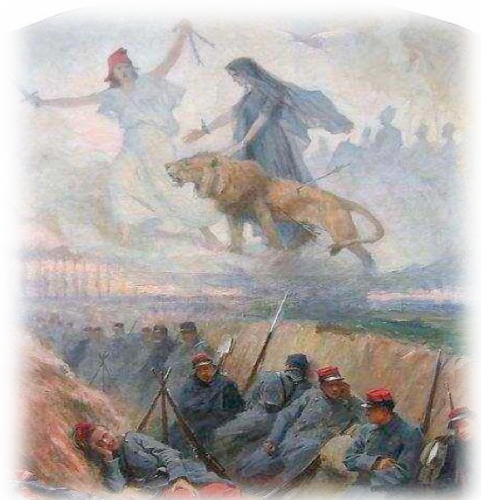
- Turning goal setting into **Goal Driven:** Making Goals More Compelling
- Accessing More Resourceful **States of Mind:** The implications of locus of control, learned helplessness and optimism
- Overcoming the "Monkey Mind:" The importance of **Mindfulness** to focused attention and concentration
- Enhancing **Resilience:** Rebounding in the face of adversity by not playing the role of the victim
- Employing **Self-Talk** to stay positive and stay motivated
- **Stress Control:** Options for dealing with anxiety and the stressors in life



*It's important to understand that anything worth doing, is going to be difficult.*

Once you realize it's not going to be easy, you begin to take the steps required to get mentally tough and program yourself for journey toward success.

Learn the insights sports psychologists are unlocking about the mental secrets of the champion— characteristics that can be applied to the world of business.



*"The habits of a vigorous mind are formed in contending with difficulty. Great necessities call out great virtues." — Abigail Adams*