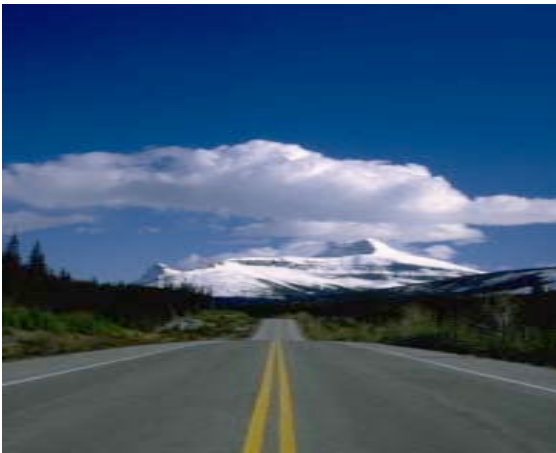


TOUGH AS NAILS: MENTAL TOUGHNESS AND SUCCEEDING AT SUCCESS

"When the going gets tough, the tough get going."

Kennedy Family Motto

The fundamental truth: nothing rolls down the hill until after it has been pushed up the hill. 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.



"I think I can, I think I can." American Children Story, *The Little Train That Could*

Presentation Goals

- Why mental toughness is critical to business success
- The six psychological pillars that support a tough mental attitude
- Mastering the inner game—what champions see and hear
- Why the competitive edge is often won and lost before it starts
- Why the fastest, strongest, smartest and skilled can act like the slow, weak, stupid, and incompetent.

There is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success, than to take the lead in the introduction of a new order of things.

Niccolo Machiavelli, 1369-1427, Florentine statesman and philosopher, Discourses



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.

