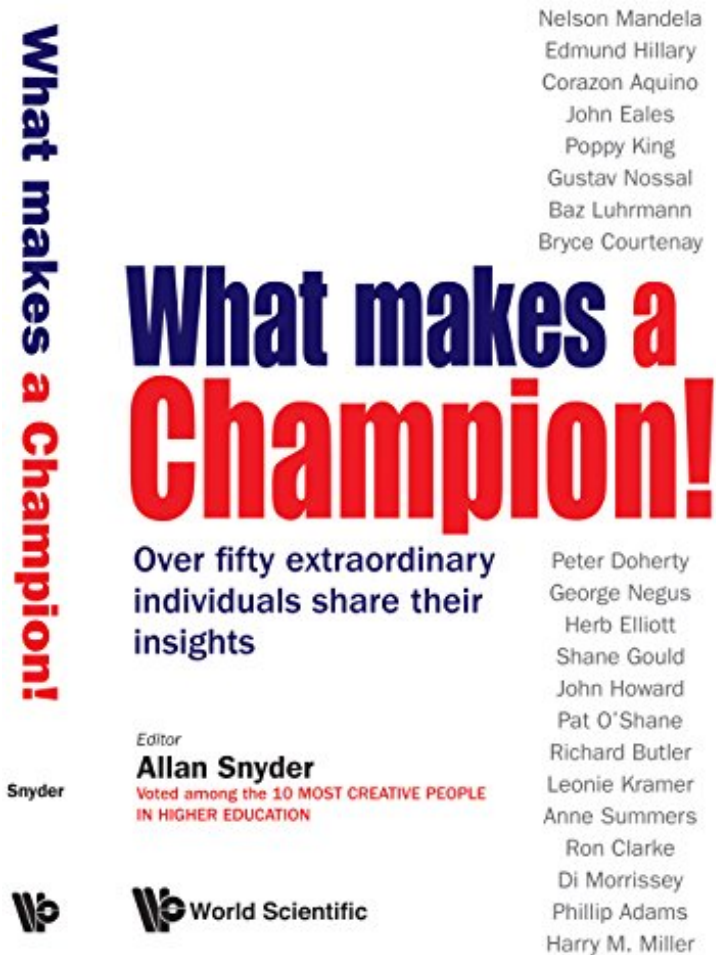


# What Makes a Champion!:Over Fifty Extraordinary Individuals Share Their Insights

Allan Snyder

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**Allan Snyder : What Makes a Champion!:Over Fifty Extraordinary Individuals Share Their Insights** before purchasing it in order to gage whether or not it would be worth my time, and all praised What Makes a Champion!:Over Fifty Extraordinary Individuals Share Their Insights:

What drives great and successful individuals mdash; be they athletes, artists, or scientists mdash; or businesses, to achieve the extraordinary?Over fifty champions from all walks of life, brought together by Allan Snyder, draw on their experiences to explore the secrets of success in this inspiring, revealing and thought-provoking book.Hear from the authors what made a McDonalds' branch become the most successful in the world; how a cottage business is

catapulted into a world brand; how a visual artist's work crosses almost every medium imaginable; how an Ernst and Young setup becomes a top-notch employer; or why many geniuses or brilliant individuals never become champions, while many 'ordinary' individuals do; why many people don't know about their talent; what constitutes a champion outcome; and the neurological explanation for championship. Straddling academia and practitioners in all fields — government, entertainment, sports, business, arts, education, medicine, media — the authors include business CEOs, sports managers, entertainment gurus and best-selling authors. Contributing authors include: Nelson Mandela, Edmund Hillary, Corazon Aquino, John Eales, Poppy King, Gustav Nossal, Baz Luhrmann, Bryce Courtenay, Peter Doherty, George Negus, Herb Elliott, Shane Gould, John Howard, Pat O'Shane, Richard Butler, Leonie Kramer, Anne Summers, Ron Clarke, Di Morrissey, Phillip Adams, and Harry M. Miller. Contents: Introduction Acknowledgements What Makes a Champion? Taking Risks and Breaking Rules Can We Craft a Champion? Is There a Champion Mindset? Triumphant Over Adversity Vision, Drive and Talent Can Anybody Be a Champion? Readership: General public; aspiring and professional coaches, trainers, teachers, and leaders.

From the Inside Flap What drives great and successful individuals be they athletes, artists, or scientists or businesses, to achieve the extraordinary? Over fifty champions from all walks of life, brought together by Allan Snyder, draw on their experiences to explore the secrets of success in this inspiring, revealing and thought-provoking book. Hear from the authors what made McDonalds' branch become the most successful in the world; how a cottage business is catapulted into a world brand; how a visual artist's works crosses almost every medium imaginable; how an Ernst and Young setup becomes a top-notch employer; or why many geniuses or brilliant individuals never become champions, while many 'ordinary' individuals do; why many people don't know about their talent; what constitutes a champion outcome; and the neurological explanation for championship. Straddling academia and practitioners in all fields — government, entertainment, sports, business, arts, education, medicine, media — the authors include business CEOs, sports managers, entertainment gurus and best-selling authors. About the Author DR Allan Snyder is recognised for groundbreaking discoveries covering the fields of visual neurobiology, communications, optical physics, and the mind sciences. He received the world's "foremost prize in communication and information technology", the Marconi International Prize, in New York City. He is a Fellow of the Royal Society of London and the recipient of its 2001 Clifford Paterson Prize for "contributions which benefit mankind" A graduate of Harvard University, MIT, and University College London, he was also a Guggenheim Fellow at Yale University's School of Medicine and a Royal Society Research Fellow at the Physiology Laboratories of Cambridge University. His scientific discoveries are the subject of documentaries and media attention worldwide. The New York Times declared his hypothesis that everyone possesses the extraordinary skills of savants, "a breakthrough that could lead to a revolution in the way we understand ... the functioning of the human brain". The Creator of What Makes a Champion? trade;, designated an official Olympic Cultural Event for Sydney 2000 and Beijing 2008, Dr Snyder founded the Centre for the Mind and co-founded Emotiv — the pioneering brain-computer interface company. He was singled out at the 2010 Shanghai Expo as a "Master of Innovation" for the idea that launched Emotiv. Professor Snyder is voted among the 10 MOST CREATIVE PEOPLE IN HIGHER EDUCATION