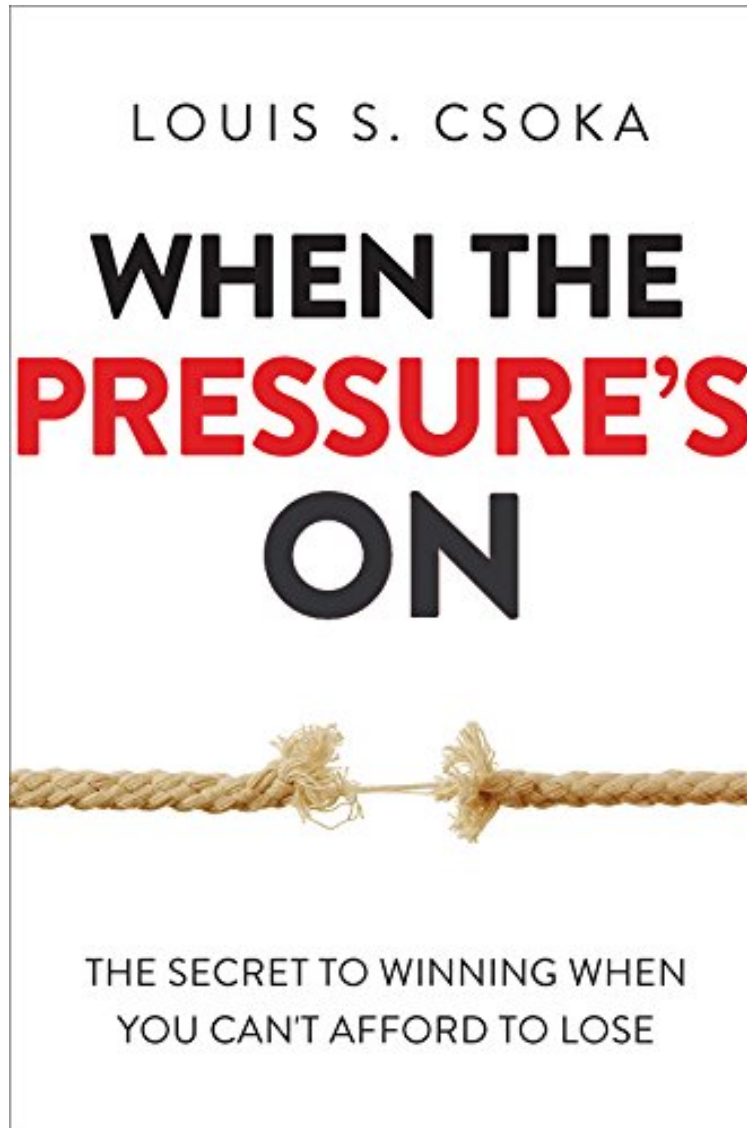


# When the Pressure's On: The Secret to Winning When You Can't Afford to Lose

Louis S. CSOKA

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**Louis S. CSOKA : When the Pressure's On: The Secret to Winning When You Can't Afford to Lose** before purchasing it in order to gauge whether or not it would be worth my time, and all praised When the Pressure's On: The Secret to Winning When You Can't Afford to Lose:

6 of 6 people found the following review helpful. Good points, not just when the pressure's on By R. BradleyRetired in San Diego with few financial concerns, this came just in time! Seriously, there are many good points in the book for everyone, not just when the pressure's on. Reminders about nutrition and exercise, how to handle typical stress and

pressure. Overall, an excellent read. 1 of 1 people found the following review helpful. Not bad  
By Jeff Woods I've been through quite a bit of leadership training, and this is a repeat of things I've learned in other classes. The presentation is still interesting and reinforces those lessons well, though. This would not be a bad introduction for someone who had not had this exposure. Unless I completely missed something, the CD seems to be lacking the "supplemental materials" referenced throughout the recordings. I would assume that these are available in an appendix to the book. 0 of 0 people found the following review helpful. Fantastic book  
By Dr. Robert Conder Fantastic. I've only started reading and in the first few pages, have identified some areas hindering my performance and areas that will help my patients. I met Dr. Csoka a few years ago at AAPB and was very impressed with him as a person and a professional. Well written, great book.

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, which is 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.

From the Inside Flap When Sully's plane lost both engines after a takeoff bird strike, the pilot calmly landed the disabled plane in the icy Hudson. When General Eisenhower faced stormy weather on the Normandy coast, he patiently assessed the forecast and picked an optimal time for launching the D-Day invasion. When a young Bill Gates and his nascent operating system were rejected by IBM, he didn't flinch. His company would eventually take IBM's place. How can you also perform as adeptly under extreme duress, whether you're managing a crisis, meeting tight deadlines, or delivering a high-stakes presentation? More than talent, more than education, even more than bravery, what you need to excel is better mental strength. Unlocking the secrets of winning athletes and elite military units, When the Pressure's On identifies the five skills they all use to power through stress, and offers you a conditioning program to develop each one: 1. Goal Setting; become mission-driven, pinpointing goals that engage the heart and mind 2. Adaptive Thinking; replace negative thoughts with positive ones, and be open to new ideas 3. Stress/Energy Management; keep your cool no matter what, and know how to trigger a relaxation response 4. Attention Control; maintain focus despite distractions, from technology overload to constant interruptions 5. Imagery; use the creative side of your brain to envision future scenarios and picture yourself reaching your goals Drawing on decades of research, Louis S. Csoka offers you peak performance techniques, examples, assessments, and the latest insights from the fields of biofeedback and neuroscience that will make the five-point training program clear and easy to perform. His simple exercises will strengthen parts of the brain you didn't even know existed, rewiring your stress responses and helping you exert calm and clear-headed leadership in every situation. Panicking or cracking under pressure can wreck your career. When the Pressure's On will change the way you handle challenging situations and bring out your true leadership potential. Louis S. Csoka, PhD, has specialized in teaching performance under pressure for more than 30 years. He is president of Apex Performance, which trains clients ranging from Fortune 500 companies to professional athletes. As a professor of psychology and leadership at West Point, he adapted sports psychology to the demands of the military and founded the school's pioneering Center for Enhanced Performance. From the Back Cover When the pressure is on; Do you freeze up trying to figure out what to do? Do you get frustrated? Do you make subpar decisions that you later regret? How you function in high-pressure situations can propel your career forward, or hold you back. By learning to harness the power of your mind, you can change your response to stress and achieve extraordinary results when it matters most. When the Pressure's On brings peak performance principles to the workplace, revealing five core mental skills for excelling under duress: goal setting; adaptive thinking; stress/energy management; attention control; imagery. Developed for West Point cadets, fine-tuned for elite Olympic and professional athletes, and now tailored for business leaders, this complete brain-training program gives you clear explanations, practical exercises, assessments, and stories of people who have learned to alter their ingrained thought patterns and behaviors. At the highest level of any pursuit, the difference between top performers is always mental. While one person succumbs to the pressure, the other stays calm, capable, and in command of their decision-making abilities. When the Pressure's On will help you master your nerves and acquire the mindset you need to win. About the Author Louis S. Csoka, Ph.D. has specialized in teaching performance under pressure for more than 30 years. He is President of Apex Performance, which trains clients ranging from Fortune 500 companies to professional athletes. As a Professor of Psychology Leadership at West Point, he adapted sports psychology to the demands of the military and

founded the school's pioneering Center for Enhanced Performance.