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

Louis S. CSOKA

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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.

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