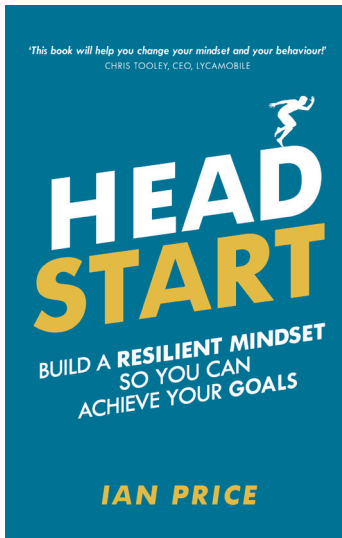


Train your brain to get from 'I can't' to 'I can'

PRACTICAL GUIDE TO BUILDING A RESILIENT MINDSET SO YOU CAN ACHIEVE YOUR GOALS



WHY THIS BOOK MATTERS:

- » Based on firm scientific foundations – with no pseudo-science. *Head Start* combines the very latest thinking in sports psychology, positive psychology and neuroscience to help readers develop the mental toughness to achieve their goals
- » Delivers a practical step-by-step programme to help tackle negative self-beliefs and self-sabotaging behaviours to develop best practice and habits
- » Debunks pseudo-scientific myths, explains why our neurological make up sometimes gets in the way of success and explores the behaviours of elite athletes to devise practical tools for success
- » Whether you're aiming to run a marathon, pass your exams or get a promotion at work, *Head Start* gives practical tips to help you overcome the inevitable set-backs you encounter

Can anyone learn how to be successful? What sets elite athletes apart from the rest of us? And why are we all addicted to checking our email every few seconds? These are just some of the questions answered in insightful new book, *Head Start*.

We all have goals in life, but many of us give up on achieving them before we even get started. We might fear failure, lack the confidence to take a first step or continuously procrastinate along the way, telling ourselves that we are too busy and don't have time. We listen to the internal chatter that says, 'I could never do that', or 'I'm not good enough,' we retreat into our comfort zones, avoid risk and cut our aspirations.

The reality is that the equipment that will make the difference between success and failure is something we all already have – our minds. What's more, behavioural scientists now understand why mindset is so often a barrier and, more importantly, they have developed tools to help us change the way we think and build our abilities. These tools have been successfully deployed by many elite athletes to take their performance to the next level.

Of course, some factors are out of our control – a lucky break can send you on your way, while a reversal can knock you on your backside. What you can influence, however, is your mental reaction to them, and *Head Start* will help you build a resilient mindset so that you can confront the fear of failure, venture outside your comfort zone and learn to persist in the face of adversity. It will:

- help you reframe your negative beliefs
- provide you with science-based tools to change your behaviour
- give you a further toolkit of best practice habits to help you on your way

Head Start: Build a resilient mindset so you can achieve your goals by Ian Price is published by Pearson priced **£10.99**

ABOUT THE AUTHOR



Ian Price is a performance psychologist specialising in developing mental toughness skills in others. He has worked with leaders in companies including CA Technologies, BT, EMC, Worldpay, MoneyGram, ei group (formerly Enterprise Inns) and De Vere Venues. Following a degree in English Literature from Magdalen College, Oxford and a twenty-year career in industry – including a number of leadership roles - Ian completed an MSc in Organisational Behaviour from Birkbeck College in 2010. In 2011 Ian published *The Activity Illusion* described as "A book we all need to read" by the Chartered Management Institute.

Exclusive articles and interviews available:

Ian Price leading performance psychologist. He is an experienced and engaging speaker and is available for expert comment, interview and by-lined articles on topics around mindset and goal achievement, including:

— *"I would have done it, but..."*
10 myths about achieving your goals

— *Interval train your brain*
– How to improve the way you think in short bursts

— *How to remove time as an excuse*

— *Why multi-tasking makes you stupid*

— *When positive thinking is bad*

— *How to build a resilient team*

— *Success by design – How to apply the techniques of Team GB to your everyday life*

— *How to get your brain to help you achieve your fitness goals*

For further information, an interview with Ian Price, a guest article, OR a review copy of *Head Start*, please contact:

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