

NEW
BOOK

Survive and thrive during
GCSE and A levels

RELEASE YOUR INNER DRIVE: EVERYTHING YOU NEED TO KNOW ABOUT HOW TO GET GOOD AT STUFF

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Bradley Busch and Edward Watson

Release Your Inner Drive by Bradley Busch and Edward Watson is out in May 2017, published by Crown House Publishing, priced £9.99. For more information see: <https://www.crownhouse.co.uk/publications/release-your-inner-drive>

ABOUT THE AUTHOR

Bradley Busch is a chartered psychologist and director of InnerDrive. He graduated from Loughborough University with distinction and went on to work with Premiership and international footballers from England, Scotland, Wales and Japan. Outside football he has worked with elite athletes, helping them win Paralympic medals at London 2012 and Rio 2016. As well as writing regularly for The Guardian, he is a leading expert on how psychological research can best help students, teachers, athletes and businesses think and perform better.

Edward Watson is a graduate of Oxford University who served seven years in the army. After completing an MBA at London Business School he worked as a strategic management consultant for Marakon Associates before running businesses in the computer games market. In 2006 he founded InnerDrive, a mental skills company that initially worked with Premiership footballers and Olympic athletes. The majority of InnerDrive's current work is now in business and education, coaching students and teachers to realise their potential and cope effectively with pressure.

Its exam time and students around the country are counting down to the start of GCSE's with late nights revising and anxious mornings preparing. The lucky few will sail through it unscathed. But for many it will be the most testing and distressing time of their young lives.

Children in the UK are tested and tested again in school. Little wonder then that they are among the unhappiest in the world with rising levels of mental illness. Only children in South Korea, Nepal and Ethiopia have lower levels of happiness. Clearly we are getting something badly wrong and with the coming changes to GCSEs, things are only going to get worse.

Bradley Busch and Edward Watson have years of experience working with teens and showing them how they can not only survive but thrive through challenges like exam time. During this time they have observed what works and what doesn't. They have distilled the latest psychology and neuroscience research alongside clear explanations of exactly what it means for teenagers and how they can put these insights into practice in their new book, out this month. Release your Inner Drive. Through it they aim to redress the balance and help young people understand how to win at school and life.

We know more than ever about the science of learning, and now everyone can quickly tap into the success strategies that have been proven to help people thrive and flourish. Bradley and Edward have condensed that wisdom into a no-nonsense visual guide, providing links to the latest research for those who want to delve deeper.

They present a series of infographics to extract everything teenagers need to know about how to cultivate positive habits and give themselves the best possible chance of success. Teenagers can discover how to: take control, concentrate better, find your motivation, fail better, make revision stick, perform under pressure, ace those exams, put down that phone when you're meant to be revising, get over the fear of missing out (FOMO), stop procrastinating, get a good night's sleep, take care of yourself and your mental health, learn from sporting champions and grow your mindset to get ahead.

This new advice from Bradley and Edward is invaluable for teenagers facing GCSEs and A Levels. It is also ideal for anyone who has children and wants to nurture their talents and help them achieve their potential, or for teachers who want to ensure their students develop the attitudes, beliefs and habits that maximise learning and performance.

READY TO SPEAK TO THE MEDIA:



Bradley Busch



Edward Watson

Bradley and Edward are experienced coaches and inspiring advisers. They are available to provide expert comment, interviews and by-lined articles on a number of topics, including:

A Parent's Guide to Surviving the Exam Season

5 Proven Hacks to Help Students Tackle Revision

Exam Countdown: How to use your time wisely

How to Handle Exam Pressure

Moving on to A Levels: 7 Ways of Developing Resilience

Back to School: Using the Past, Present and Future to Build Lasting Confidence