

Mental Toughness for Business™

How To Turn Career Roadblocks Into Speed Bumps

How do you respond to pressures, mistakes, setbacks and problems? Do these discourage and derail you, or are you able to recover, maintain focus and energy, remain engaged and press on to succeed? Optimal performers have a mental toughness toolkit they apply to problems and troubling situations that help them persevere and win. You can toughen yourself so you can come across strong challenges and have the proper mindset to meet them head on, not wish they were easier.

Mental toughness expert Bill Cole, MS, MA shows you how to build and sustain strong, resilient and nimble mental and emotional responses to the challenges, set-backs, rejections, toxic people and stressful situations that would normally dishearten and discourage many people. You will learn many of the same mental toughness approaches Bill uses with his Olympic, professional and world-championship athletes and executives in his coaching practice.

Mental Toughness for Business™ is a unique, powerful program with sophisticated, leading-edge "psychology of success" content designed to create a profound experience for attendees. Each person will have an opportunity to practice actual cognitive-behavioral psychology strategies and techniques that will help them manage their internal processes and gain more self-control.

This is a program for people who must have mental toughness to operate in high-demand environments. Mental toughness thought leader Bill Cole teaches you immediately effective personal mental toughness strategies just as he has for corporations, professionals, state associations, top US collegiate athletic programs, and for international world-class pro athletes.

Here are the powerful benefits you'll receive from this important program:

- **Train your mind to automatically go to a positive, productive place in the face of difficulties.**
- **Discover championship thinking methods that Olympic and professional athletes use to withstand the pressures of competition.**
- **Master the recovery mindset and refocusing techniques world champion athletes use to get back on track after a setback.**
- **Learn mental toughness strategies for dealing with bullies, toxic personalities, political games players and anyone attempting to intimidate you.**
- **Learn the proper mental attitude toward mistakes so you can blast past them and stay on track.**

Available as a breakfast, luncheon or dinner keynote speech, or as a half-day or full day interactive workshop, **Mental Toughness for Business™** can be customized for your group's needs. Organizations can use this program in brownbags, breakouts, retreats, sales meetings, resort incentive programs, and more.

Your mental toughness coach is Bill Cole, MS, MA - Bill is a leading expert in the world of peak performance. He has been a professional coach for over 30 years, in corporate America, big-time college athletics and major-league pro sports. He's published multiple books and audiobooks, with over 400 published articles worldwide to his credit.

Ask about these other winning programs: **The Mental Game of Customer Service, Winning the Mental Game of Team Building, Coaching for Communication Excellence, The Mental Game of Speaking, Winning the Mental Game of Life, The Mental Game of Selling, Influencing Skills For Leaders, Stop Stress And Banish Burnout For Sustainable Self-Renewal, and Winning the Mental Game of Golf.**

To book this program, or for more information, please contact us today.

William B. Cole Consultants

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