



# The Winner's Way

*Pamela Brill*

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**The Winner's Way** Pamela Brill

**Create personal best performance at will—and revel in the achievement!**

If you have ever watched athletes performing at their best, you have witnessed the power of “the Zone”—that state where everything clicks and personal and team bests are the norm. In *The Winner's Way*, Dr. Pam Brill tells readers how they, too, can achieve the Zone of top performance, turning goals – whether in the wide world of sports, work or daily life—into positive, results-driving action. With her 3 A's – activation, attention and attitude—Dr. Brill supercedes previous wisdom by systematically bringing together these three crucial elements to hurdle personal obstacles and finish—again and again—always the winner. Out of her years of research on peak performance in sport and work, coaching to elite athletes and top corporations, and teaching at Dartmouth Medical School, Brill, a psychologist, has put together, and field tested, her unique Winner's Way™ system. The Winner's Way offers readers a proven, user-friendly method to identify, engage, and drive strategic change for continual achievement in the face of never-ending challenge. That racing heart and those white knuckles? They're the result of the chemical deluge that ramps activation to high speed—but without proper 3A alignment, this power within can derail attention and attitude. Tunnel vision is no accident. Negative beliefs about self and potential will always get in the way. Plagued instead by listlessness, wandering attention, an apathetic attitude? These are all due to another chemical reaction—with symptoms readers learn to identify and then re-ramp to their best strengths. Throughout *The Winner's Way*, Dr. Brill provides example after example so readers can adapt, according to their personal make-up, the steps to winning achievement that become second nature.

On command, our readers will learn to:

- Change a poor attitude
- Pull out of a downspin
- Use language as an arsenal, fortress, and medic
- "Debrief" from experiences by identifying what was done well—and what should be done differently next time
- Examine and challenge habitual assumptions . . .
- plus deploy strategies for dealing with performance anxiety, fear of rejection, technology overload, and

more to help recapture their love for the game of life. *The Winner's Way* is straight forward, makes sense—and it works! Let the game of life begin! On your marks, get set, go!

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#### Denise Church:

Reading can called brain hangout, why? Because when you are reading a book mainly book entitled The Winner's Way your brain will drift away trough every dimension, wandering in each and every aspect that maybe unfamiliar for but surely will become your mind friends. Imaging just about every word written in a book then become one contact form conclusion and explanation that will maybe you never get previous to. The The Winner's Way giving you yet another experience more than blown away your brain but also giving you useful data for your better life in this particular era. So now let us teach you the relaxing pattern this is your body and mind are going to be pleased when you are finished reading it, like winning a casino game. Do you want to try this extraordinary shelling out spare time activity?

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