



November 08



Food for Thought

The future belongs to those who believe in the beauty of their dreams.

Eleanor Roosevelt
1884-1965
First Lady of USA

To remain committed, remember to:

Be clear on what it is you are looking to achieve

Ensure that it's stated in the positive.

Check that your inner dialogue is supporting you

Perseverance will reward!

“Stickability”

Winning with
Mental Toughness
Issue 2

The Power of Mental Toughness

Turn on and listen to the TV or radio, look at a newspaper, in fact any form of media, and very soon you are bound to come across the words “credit crunch”, “recession” and such like. It’s true, our current economic climate is proving to be of concern for all of us in one way or another, but we mustn’t let these concerns overtake us. As the saying goes, as the going gets tough, the tough get going. It’s time for us to be tough.

In today’s climate we need to be resilient and draw on our Mental Toughness to succeed – we must maintain our levels of commitment and keep going.

Just consider what life today would have been like if Thomas Edison hadn’t have persevered, if he had given up after his second attempt.....he would have been about 998 attempts short of creating the light bulb. Without his attitude of not giving up and learning from previous experiences our world might be a darker place!

So, in today’s business climate, take a moment and remind yourself of what it is that you’re looking to achieve. Do ensure that this is worded in the positive – what you are working towards, your goals, not what you’re

looking to move away from. Have that picture clear in your mind, something that is worth striving for, that is going to inspire you and keep you motivated through the hard times.



Commitment, or stickability is one of the four foundations of our Mental Toughness. A Mentally Tough person is someone who can keep focused on what they want, bounce back from any knocks they

Time to Develop your Resilience

might encounter and are committed to achieve, despite the circumstances. This is what is needed in today’s climate,

I read an article the other day, which included a quote from William Dunkelberg, a US economist. He said “if the drum beat of recession, depression, global catastrophe are eliminated from the vocabulary of regulators and the media, some sanity may be restored to expectations.”

I couldn’t agree with his sentiments more. With all

the bad news we are seeing and hearing in the media, it’s no wonder some will consider rolling over and giving up!

But stick at it, history shows us that this is cyclical, things will improve again. If we give up now, we will not be in a position to ride the crest of the wave when the tide turns. So, as the going is now tough, it’s the Mentally Tough that will succeed.

Keep focusing on the positives. We all have an inner voice, in fact, we probably all have two. One which

supports and encourages us, another that is critical and hinders us. Do make sure that it is your positive inner voice that is speaking in your head, and you’re not listening to the negative.

Ensure you are listening to your supportive inner voice. Keep reminding yourself what you can do, what is possible, and the opportunities that are available. Do not let that negative voice, which we all hear at times, take over.