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Mental Toughness Training for Success

A Leadership Development Seminar
by

Lisa Brown

Brown Performance Institute

Calgary-based mental toughness coach Lisa Brown helps turn employees into superior performers by showing them how to access their inner genius. 'Star-maker' Brown works with clients in a range of [businesses](#) and [sports](#), coaching them to new levels of confidence so they can actualize their potential. Her specialty is in helping clients transform themselves into psychological super-beings to achieve excellence. Lisa's clients range from executives from organizations such as Price Waterhouse Coopers, TransCanada, Gibson Energy, APEGGA and Alliance Pipeline.

Brown is the 'hidden genius' behind [Mental Toughness Training for Success](#), one of the most successful leadership development seminars in the history of the University of Calgary's Management Development Program. Lisa's success stems from the strength of her expertise in mental toughness and self-mastery. An international caliber athlete in the sport of Ringette, Lisa learned the practices of mental toughness first hand when she scored winning goals in the final minutes of 3 World Ringette Championships: 1990, 1992, and 1996. Lisa went on to serve as the captain of the national team from 1996 to 2000, and was named to the Who's Who of Canadian Sport in 2000.

More info on the speaker at www.lisabrown.ca.

This course has been designed to include pre-course conversations and meetings, delivery of the training, all materials, and follow up with participants.

Saturday, April 2, 2005 from 9:30AM to 12.30PM

VENUE

**Whitemud Crossing Library
4211 – 106 Street, Edmonton T6J 6L7**

Special rate for ICE members (and immediate family member) at \$40 & Non-members \$80.

Snacks and pop will be served.

You are requested to arrive by 9.15AM.

Please reply with registration fee by March 24, 2005 to any of the contacts in left hand column of this letter.

Postal Address

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Pre Course info by LISA BROWN Mental Toughness Training for Success

Every business needs leaders who are talented, driven, and mentally tough. Your results are determined by your ability to master yourself so you can take the actions you need to produce superior results.

In fact, research shows that mental toughness is the key to confidence, motivation and success any time life gets difficult.

The purpose of this course is to teach you how to become your own success coach so that you can get the results you want in your job and your life.

The Secret to Mental Toughness

...is realizing that the barriers to high achievement lie within ourselves.

Here is what you will learn in Mental Toughness Training for Success:

- The practices of mental toughness used by the world's top performers in business, sport, and the performing arts
- How to diagnose a problem so you are back in control and ready to conquer it
- How to create unshakeable confidence when you need it most
- How to overcome adversity, setbacks, disappointment, loss and failure
- How to motivate yourself to take action difficult tasks, including resolving conflict with your team

Training Format

You will bring in a specific challenge you are facing to the training. During the training, you will learn how to apply the following mental toughness practices to your challenge.

❑ The Practice of Confidence

All achievement is governed by the mind, because our interpretations, beliefs, and visual images determine our reality. Superior performers have mastered the 'power of positive feeling'. The Practice of Confidence teaches you how to manage anxiety and frustration so you can remain confident in stressful situations.

❑ The Practice of Control

When challenges arise, effective men and women make intelligent choices about what they focus their attention on and what actions they take. Using the Practice of Control, you will be able to take responsibility for each challenge and expend energy only on actions that will solve it.

❑ The Practice of Self-Acceptance

High performing individuals are masters at accepting themselves. They recognize that if they reject their negative emotions, they actually strengthen their own self-defeating tendencies. Using the Practice of Self-Acceptance, you will learn how to continually raise your self-esteem so you are open to feedback, appropriately self-assertive, and supportive of others.

❑ The Practice of Commitment

Top performers are incredibly disciplined: they do what they know they should do whether they feel like it or not. In the Practice of Commitment, you learn how to access self-discipline consistently so you resolve problems with others sooner rather than later.