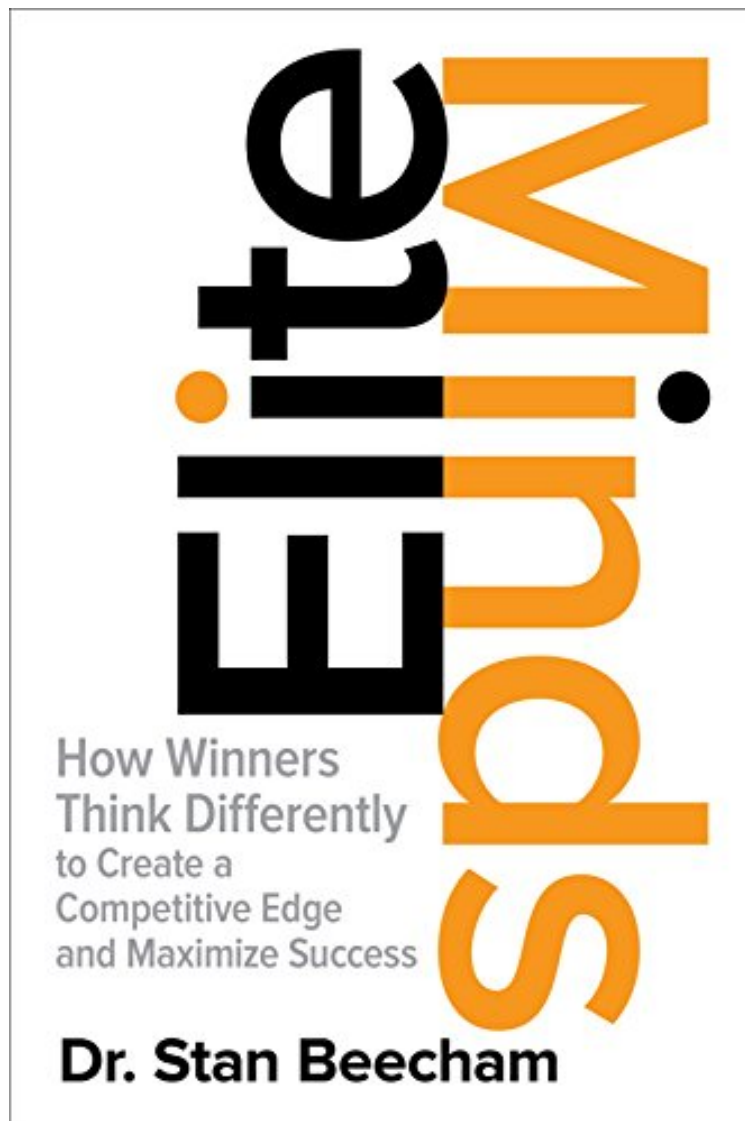


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## **Elite Minds: How Winners Think Differently to Create a Competitive Edge and Maximize Success: How Winners Think Differently to Create a Competitive Edge and Maximize Success (Business Books)**

*Dr. Stan Beecham*

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Elite Minds: How Winners Think Differently to Create a Competitive Edge and Maximize Success* (Business Books):

1 of 1 people found the following review helpful. A one size fits all approach to making your life complete  
By Customer  
The philosophy articulated by Dr. Beecham has changed the way I approach my work as a trial attorney and relationships with peers. I've played competitive sports my whole life, and Dr. Beecham's philosophy shed some light on why I've been successful in sports and also on how I might be more successful in professional settings and help others do the same. In sports, I was never afraid to at least try. The more I tried, the more I failed. But the more I tried, the better I got. I've started to approach my work with the same philosophy. I'm not afraid of failing. I'm afraid of not trying the things that might show me just how good I am. And I try to encourage my peers by suggesting the same approach. I think about Dr. Beecham's philosophy every time fear creeps into my thoughts and every time I hear it in someone else's thoughts. Don't be afraid. Give it your best. You're good enough today.  
5 of 5 people found the following review helpful. Best Ever? I Could Not Wait To Read it the Second Time  
By Tim McFarland  
Best Ever is a big statement, I know. Let's just leave it as a question mark knowing, for me, it will be one of the best ever's! Stan has "stayed a student" and puts forth compelling information about how we all can reach our potential. It's helping me re-start my journey to be my very best and be productive for those who I serve. I value this book so much that I have purchased 45 copies and given them as gifts to my clients and associates. I hope you might find the same value. Thank you Stan for putting forth what you have learned, what you believe. Invaluable!  
1 of 1 people found the following review helpful. Finally found the best how-to manual for the mind  
By C. Valenti  
A few months ago, I watched a video from McMillan running of a coach giving a talk to a group of high school track and field kids. As the talk progressed, I was amazed at what he was telling these kids. "If only I'd had a coach like that when I was young, I'd never have quit sports," I thought. He was giving these kids GOLD when they could actually use it. Both in their sport and in life. Months later, I was wondering whether I should attempt my 100-mile race, or whether I should sit it out and not get injured. I was struggling with trying to figure out how much of my calculation was prudent responsibility tempering wild ambition, or how much was self-doubt masquerading as prudent responsibility tempering wild ambition. A friend pointed me to this book. I picked it up and realized it was written by that same coach who I saw on the video. While I have yet to have answered my question, I know Beecham's book will help me know with which voice I finally will answer it. He takes age-old problems such as fear of failure or success or goal-setting and boils them down into real and applicable philosophical approaches. So many boiler-plate solutions to these issues are far distanced from reality and leave the reader empty when they find out none of them clarify their underlying motivations. Stan Beecham hits this head on. He sets the tone when he makes the point that you are not a winner, nor are you a loser. You are and always will be both, simultaneously. The rest builds on this outlook of the individual. This is gold.

**ELITE MINDS THINK ALIKE.** Discover the winning secrets of the world's most successful people. As a top-level sport psychologist and performance consultant, Dr. Stan Beecham knows what it takes to succeed—on the playing field, in the board room, and in all aspects of life. This award-winning book takes you inside the minds of major-league athletes, Olympic medal winners, and world-class business leaders to reveal the key motivators and mental processes that drive people to victory. Learn how to: **RETRAIN YOUR BRAIN** to think like a winner. **CONQUER YOUR FEARS** and go after your goals. **ACHIEVE PEAK PERFORMANCE** and reach your full potential. **BECOME WHO YOU WANT TO BE** mentally, physically, personally and professionally. Whether you're a self starter, team player, or corporate leader, you can apply these proven mind techniques to any field or endeavor—quickly, easily, and effectively. Filled with power-boosting mental exercises, positive attitude adjusters, and inspiring true stories of individual success, the book provides all the tools you need to set your goals, sharpen your focus, and achieve your personal best. It's like having your own private coach cheering you on every step of the way. If you can think it, you can do it—with the game-changing power of *Elite Minds*. Winner of the Benjamin Franklin Award; Updated and Expanded Edition

From the Back Cover  
I hired Doctor Stan Beecham as team sports Psychologist while he was a young Doctoral Student at the University of Ga. and he was a tremendous help with our football team especially working with the kickers through our Kicking Coach. One of the beneficiary of that decision was our field goal kicker All American Kevin Butler who today is the only such kicker to be inducted in the College Football Hall of Fame. I was proud to have read his book *Elite Minds* and highly recommend it for Athletes, Sports enthusiast and the general public. -Vince Dooley, College Football Hall of Fame inductee, UGA Football Coach, UGA Athletics Director  
In a virtual sea of business improvement books, *Elite Minds* will stand out as one of the greats. Dr. Stan's message that "expectation dictates performance" is critical. All leaders "want to win," yet few "expect to win." At Vonage, we've internalized this view, and *Elite Minds* is required reading among our managers and leaders. I

wholeheartedly recommend Elite Minds to anyone who wants to create a winning mindset within their organization. - Alan Masarek, CEO, Vonage

"I can't put this new book down! I've long been a fan of sport psychologist Dr. Stan Beecham. In fact, I hired him as the psychologist for my elite running team a few years ago. Now, he has published his long-awaited book on peak performance called Elite Minds... I'm really glad he wrote this book. It truly is a great read and I'm very excited to offer it to the McMillan community. Buy it. Read it. Get ready for the performances of your dreams." -Greg McMillan, Founder, McMillan Running

I enjoyed "Elite Minds" and purchased copies for family and coworkers. Stan presents invaluable information and ideas for success in your personal and the highly competitive business environment. -Mike Cote, CEO, SecureWorks

"I find Elite Minds by Dr. Beecham to be a great resource for me and my athletes. We use it as a training manual for the mental aspects of the game and it has paid great dividends. I highly recommend it whether you are a coach or a team looking for better skills." -Manny Diaz, Manny Diaz, University of Georgia Men's Tennis Coach and 6 time NCAA Team Championship winner

Dr. Stan has worked with our leaders for many years. Challenging us not only in our pursuits to be a high performing team but also to understand ourselves and what might be keeping us from realizing our professional and personal ambitions. This includes setting ambitious goals and accepting failure versus staying in our comfort zones. Elite Minds captures in a very effective manner, the tough questions and directness that is classic Dr. Stan. -Jim Burke, CEO, TXU Energy

About the Author Dr. Stan Beecham is a sport psychologist and leadership consultant based in Roswell, Georgia. Legendary coach Vince Dooley gave Beecham his start as an undergraduate student at UGA, allowing him to work with Kevin Butler, the great college athlete and professional kicker for the Chicago Bears. Dooley later hired Dr. Beecham to start the Sports Psychology Program for the UGA Athletic Department. He was instrumental in helping UGA win numerous individual and team championships during his tenure. In addition to his work with professional, Olympic, and collegiate athletes from many sports, Beecham conducts leadership development programs for corporate clients.