

# Valuable News

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**Valufacture Solutions** are Business Architects; professionals dedicated to the Art and Science of *execution excellence* that achieves results.

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*"Peak performance is a by-product of your mind and body working together in perfect harmony."*

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*"Winners see what they want to have happen while losers see what they are afraid will happen."*

## Driving Peak Performance: Developing Mental Toughness in Employees & Teams (Part 2)

In the March 2007 edition of Valuable News, we discussed 5 of the 10 steps to mental toughness and peak performance as outlined by Alan S. Goldberg in his book, *"Sports Slump Busting."*<sup>1</sup> In this edition, we will cover Steps 6 & 7 and how they apply to the business environment. But before doing so, let's recap on the first 5 steps:

Step 1: Rule out non-mental causes

Step 2: Establish Self-Control

Step 3: Develop a championship focus

Step 4: Deal with fears

Step 5: Expect Success

For a more detailed overview of each of these steps click on the March 2007 Valuable News link.

### Step 6: Develop Positive Images

Successful athletes will use the power of visualization to mentally experience themselves running well, making the perfect shot or feeling confident. Slumping athletes on the other hand tend to channel their thoughts and internal

pictures onto what they are afraid will happen.

In order to change this habit, Goldberg suggests that you recognize the inner pictures that you are creating now, and determine whether they are contributing to or helping you solve the problem. When visualizing, it is important that you involve all of your senses to see, hear, feel and even smell the experience. The more lifelike your images, the more powerful they will be in enhancing your performance.

The next time you need to make a cold call, or present

## 10 Steps to Mental Toughness & Peak Performance

to your Board, or to the media, experience it mentally; see yourself presenting and answering the tough questions confidently. Actually, live the experience in your minds eye.

A note of caution though, learning to control your mental images so that you see what you want to happen and not what you are afraid will happen takes time and practice.

### Step 7: Setting Performance Busting Goals

With so much having been written on goal setting over

the years, it seems superfluous to include it here. However, goal setting is the most important planning and evaluation tool in constructing not only your performance but your career as well. When used properly, goals will fuel motivation and justify the sacrifices, the hard work and the long hours that you or the team put into the project. Goldberg outlines 9 principles of winning goal setting that is worthwhile to highlight here:

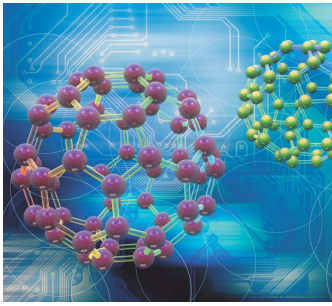
### Principle #1: Be sure that the goal is yours

This is particularly true when working with teams. High performing teams inevitably

embrace the goals that the team members as a group have developed and not those that have been driven down from the top. As Goldberg states, 'the goal must have a place in your heart.'

### Principle #2: Break the Goal into Manageable Parts

Break goals down into intermediate- and short-term goals that you or the team can work on daily, weekly, and monthly. This is crucial to building confidence and in fueling motivation.



*“Set goals that steer you away from your problem and toward the solution.”*

**Valufacture Solutions** prides ourselves on creating outstanding value for our clients by enabling them to execute effectively. Should you need further discussion on reaching peak performance, please call us or drop us an e-mail.

## The Importance of Outcome and Process Goals

### **Principle #3: Set Deadlines for Your Goals**

Putting a deadline to a goal adds a sense of urgency, drives discipline and helps you to prioritize and focus your efforts on the most important tasks at hand. Again. A word of caution – make sure that the deadline is challenging but realistic.

### **Principle #4: Use both Outcome and Process Goals**

Often overlooked by people and teams, process goals consist of things that you can control directly, like skill development, training and

other activities that you will need to do to increase your chances of accomplishing your outcome goal. It pays sometimes to think less about what you want to accomplish and more about how you will accomplish it.

### **Principle #5: Make Your Goals Specific**

The more specific your goals, the greater the likelihood that you will reach them.

### **Principle #6: Keep Your Goals Flexible**

It is important that goals are used as a map guiding you towards your final

destination. If you fail to achieve a goal, then adjust it and immediately set another one. Or if you achieve a goal quicker, then set another more challenging goal. As Goldberg states, ‘failure to reach any goal along the way should be used as feedback for how to get closer to that ultimate goal.’

### **Principle #7: Frame Your Goals in a Positive Way**

When setting goals, spell out specifically what you want rather than what you don’t want. For example, a goal to ‘not be nervous when presenting’ is likely to conjure up images of nervousness.

## The Importance of Metrics

### **Principle #8: Make Your Goals Measurable**

Measures will show the progress made. Successes no matter how small, will fuel motivation and enhance self-confidence.

### **Principle #9: Write Your Goals Down and Post them where you can see them daily**

By writing and posting your goals down, you formalize the contract that you or the team have made. Seeing this commitment daily reinforces the decision as to why you are on a particular path. In addition as each goal is checked off the list, team members can see the progress that is being made.

Both visualization and goal setting are crucial tools for overcoming performance slumps. Despite this, many companies do not ensure that their teams have specific goals and a clear image as to where they or the company is going. *(To be continued...)*

1. ‘Sports Slump Busting; 10 Steps to Mental Toughness and Peak Performance’ Alan S. Goldberg; Llumina Press (2005)




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