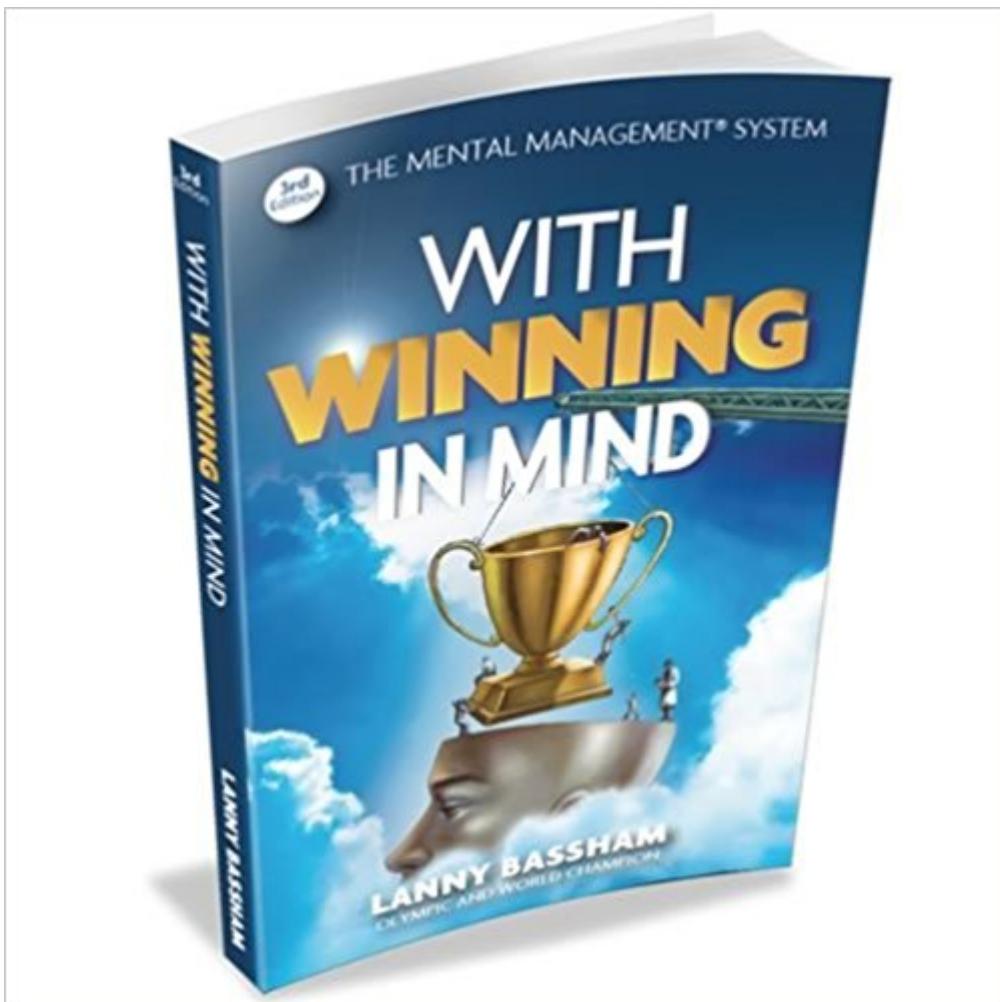


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# With Winning In Mind 3rd. Ed.



## **Synopsis**

Be wary of the people no one wants on their team, the ones who are too small, too slow and not very capable. The unwanted have a built-in motivation to do whatever it takes to succeed that those who are picked first do not have. This is a story of such a person and what he did to find his place at the top of the world in his sport. I'm that person and this book is an introduction to what I've learned. I believe there is a mental system that when used will speed up the process of getting to the winner's circle. I am well aware that there are many fine self-improvement books available. Psychologists, motivational speakers, religious leaders and business professionals write them. A competitor writes this one. The Mental Management(R) System is not based on psychology, instead it is 100% based on competition. I did my apprenticeship in the arena of Olympic pressure. My credibility is not based on the courses I took in college; it's in my gold medals and the medals of my students. It's not theory; it's simply what works. My goal in this book is to share with you the mental techniques that I have discovered and used to win.

## **Book Information**

Paperback: 182 pages

Publisher: Mental Management Systems; 3rd. edition (September 3, 2012)

Language: English

ISBN-10: 1934324264

ISBN-13: 978-1934324264

Package Dimensions: 8.4 x 5.5 x 0.6 inches

Shipping Weight: 9.6 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 407 customer reviews

Best Sellers Rank: #28,588 in Books (See Top 100 in Books) #7 in Books > Sports & Outdoors > Miscellaneous > Olympic Games #10 in Books > Sports & Outdoors > Hunting & Fishing > Shooting #43 in Books > Sports & Outdoors > Miscellaneous > Sports Psychology

## **Customer Reviews**

It doesn't matter if you win or lose... until you lose. That is how Olympic Rifle Shooting Champion Lanny Bassham begins his book, *With Winning in Mind*, the most authoritative book available on mental training for sports and competitive business environments. The book tells the tale of a competitor who understands the feeling of losing. Bassham lost the Gold Medal and took the Silver instead after the pressure of the competition went to his head during the 1972 Olympic Games in Munich. In *With Winning in Mind*, Bassham paints a picture for readers of just why this loss was so

devastating for him. Losing mattered and it hurt! But Bassham explains that he wasn't about to walk away defeated and he sets off on a journey to find out everything he can about how the mind is involved in sport and performance. What he discovered will amaze you! His discovery lead to the creation of Mental Management® Systems and brought Bassham to the Olympic victory stand just 4 years later in 1976 with his Olympic Gold Medal win in Montreal. With his discoveries, Bassham created a mental system for athletes and performers he called Mental Management®. With Winning in Mind serves as an introduction to this system, and with it you can learn the secrets to mastering pressure and the powerful mental tools used by Olympians and elite champions. This little book has helped countless number of athletes, Olympians, coaches, parents, performers, and business professionals find success in the winner's circle. Now the 3rd Edition of With Winning in Mind is available and includes new chapters, new stories and examples, and 25 percent more mind enhancing content as the last edition of the book. "Over the years there have been times where I have thought to myself, gosh, I wish I had put that in With Winning in Mind. Well now I have." Bassham said. The new version of the book is completely updated with information on decisiveness, goal setting, and the mental program. --Publishers Review

Lanny Bassham is a World Champion and an Olympic Gold Medalist. For over three decades, he has been teaching Mental Management® to Olympians, business owners, Fortune 500 Corporations and the elite of the sport and business communities. The Mental Management System is a recognized performance enhancement program that is taught to and used by World and Olympic Champions throughout the world. Lanny Bassham is recognized as a teacher of the world's best in the area of mental preparation for sport and business. His clients include the PGA and PGA Tour players, Miss America finalists, Miss USA winners, World and Olympic champions, The FBI, The United States Secret Service, The US Navy SEALS, The United States Marshals Service, The United States Army Marksmanship Unit, The US Marine Corps Marksmanship Unit and the Olympic teams of USA, Great Britain, Canada, India, Japan, The Republic of China, Korea and Australia.

"I am well aware that there are many fine self-improvement books available. Psychologists, motivational speakers, religious leaders and business professionals write them. A competitor writes this one. The Mental Management® System is not based on psychology; instead, it is 100% based on competition. I did my apprenticeship in the arena of Olympic pressure. My credibility is not based on the course I took in college; it's in my gold medals and the medals of my students. It's not theory;

itÃƒÂ¢ÃÂ ª ¬Ã Â„¢s simply what works. My goal in this book is to share with you the mental techniques that I have discovered and used to win.ÃƒÂ¢ÃÂ ª ¬Ã Â• Lanny Bassham from With Winning in MindThis is another one of those books that I just happened to stumble upon and IÃƒÂ¢ÃÂ ª ¬Ã Â„¢m glad I did. I picked it up as I was feasting on mental strength training books. ItÃƒÂ¢ÃÂ ª ¬Ã Â„¢s \*really\* (!) good. (Stunningly good, in fact.)Lanny Bassham is a world-class athlete turned mental training coach. He shares his wisdom from the perspective of a guy who has been there and done that in the competitive arenaÃƒÂ¢ÃÂ ª ¬Ã Â• winning an Olympic gold medal and a ton of other championships. (HeÃƒÂ¢ÃÂ ª ¬Ã Â„¢s the third in medal count for the USA for all shooters.)LannyÃƒÂ¢ÃÂ ª ¬Ã Â„¢s also a great story-teller and a precise teacher. HeÃƒÂ¢ÃÂ ª ¬Ã Â„¢s been at this for over four decades and it shows. He created what he calls the Mental ManagementÃƒâ ª Ã Â® System and has trained everyone from PGA golfers and Olympic champions (and teams) to the FBI, Navy SEALs and Miss America contestants.LetÃƒÂ¢ÃÂ ª ¬Ã Â„¢s take a quick look at a handful of my favorite Big Ideas:1. Process Is Primary - Did I win?2. ItÃƒÂ¢ÃÂ ª ¬Ã Â„¢s 90% Mental - So give the mental side some love!3. Mental ManagementÃƒâ ª Ã Â® - What is it?4. Pressure - ItÃƒÂ¢ÃÂ ª ¬Ã Â„¢s normal and good.5. Your Good Shots - Focus on them!HereÃƒÂ¢ÃÂ ª ¬Ã Â„¢s to making the process primary as we train our minds, rehearse our optimal lives, forge a new self-image and give our greatest gifts in greatest service to the world!More goodnessÃƒÂ¢ÃÂ ª ¬Ã Â• including PhilosophersNotes on 300+ books in our ÃƒÂ¢ÃÂ ª ¬Ã Â„¢ \*OPTIMIZE\*ÃƒÂ¢ÃÂ ª ¬Ã Â„¢ membership program. Find out more at [brianjohnson . me](http://brianjohnson.me).

There are a lot of books out there on positive thinking - books like "the secret" come to mind. Wish for a bike and you will get it! Wish for \$1 million and you will get it! Why? Many books will outline some vague, metaphysical/new age reason - surely if you sit on your bed and squeeze eyes shut, cross your fingers, and mutter your wish over and over, god/some spiritual force/genie in the bottle will grant it for you...This is not that kind of book. In a nutshell, the book basically lays out a mental system for positive reinforcement, planning and action. It is about dreaming, yes. But it is also about planning and taking immediate action. It IS about repetition, envisioning success, and "rehearsing" in your head - but in a way that is rooted in reality and practicality.The book talks a lot about performance as well. The author is an olympic gold medalist in rifling, so a lot of this is applicable in high pressure scenarios. I actually came across this book was because I heard mental management being mentioned by a former navy seal/sniper in a documentary. But it's a very balanced kind of "performance" - it's not an iron-fist kind of discipline. It's a method that relies on positivity and

focusing on strengths. Yes - we all know positive thinking helps - we're not stupid. But I have never come across a book that laid it out in a comprehensive, no none-sense manner. It's clear, it makes sense, and it's not fluff. It's the same old principle...but with a new light shone on it and using simple methods that makes sense. The writing style is conversational, but with substance - I feel like I had a conversation with a wise grandparent (there's a lot of humor in the book too). If you're starting out personal growth, getting your life into shape and you feel you're ready for the next level, I highly recommend this book. It's a very quick read. I've read a lot of self-help books, and honestly there are only 3 or 4 out there that I can really say changed my life. This is one of them.(I would recommend Self-Theories by Dweck and Feel the Fear and do it anyway as good starting books before this one, if you're currently in a bad spot - good luck!).

I am exaggerating slightly when I say this book has changed my life. Slightly. There are so many insightful concepts contained within that I am now on my third reading. I have played various sports throughout my life, and I can tell you that the INSTANT I started reading about Bassham's "circles", I could relate and now understand almost to the event itself why I lost (or won). Oh how I wish I had run into this book earlier in my life. A quick, well-written read that is belies its importance, not just to sports, but also to living life. 5 stars, more if I could give them.

Discovered this book by accident while doing some research on the net regarding bowling. As a new bowler I was seeking a solution to properly releasing the ball. Essentially, my frustration was building and I was looking for a way to solve the problem with my mechanics. In one article someone alluded to Lanny Bassham's book indicating it was helpful in getting over the mental glitches that often develop when a person is struggling in a sport and just can not get past a problem. The book is practical and simplistic in its approach. It does not overwhelm you with complex formulas or long meditation sessions to address the problem. To use a familiar term, it is an easy read. I was surprised at just how encouraged I was following each chapter. Further, this is not just a "one time" read. There are many simplistic techniques that you will want to revisit and that will appear more pertinent as you continue to move through the sport/activity that you are trying to improve upon. I liked the book so much I purchased one for my Kindle and also bought a hard copy.

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