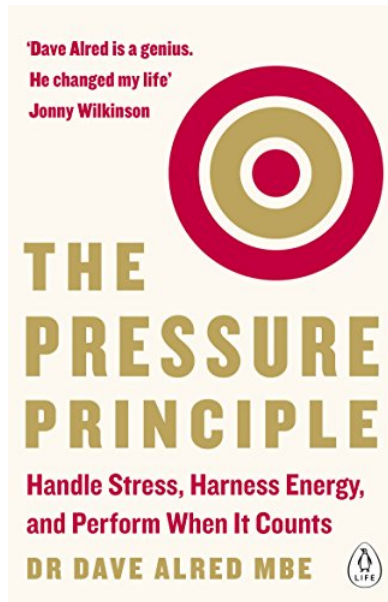


[GET] The Pressure Principle: Handle Stress, Harness Energy, and Perform When It Counts



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The coach who taught Jonny Wilkinson how to deal with pressure now shows all of us how to cope with life's challenges. Pressure is a constant in our lives. The pressure to hit a deadline, deliver that speech, interview for the job we really want - they are all challenges we need to meet. Like a footballer taking a penalty or a golfer making a putt, how we respond to pressure defines us at work and at home. Dave Alred is an elite performance coach who works with the world's top sports stars and teams - from rugby's Jonny Wilkinson to Premiership footballers and golfers - helping them deliver when the tension is at its most extreme. In *The Pressure Principle* he finally shares his eight groundbreaking principles and shows how we can all apply them to our lives. From how a child-like approach can help us through tough moments, to the best ways to face an audience, to why language is the ultimate performance-enhancing drug, *Pressure* is the definitive guide to dealing with our challenges. Packed with accessible stories and tips, it shows how we can harness pressure to produce our best at home, at work, and in our sport or exercise - by the man who has spent his life coaching the very best. 'Dave Alred is a genius. There is simply no-one around to match him in his field' - Jonny Wilkinson. Dr Dave Alred MBE is an elite performance coach who has worked with some of the biggest names in sport. His clients have included rugby's Jonny Wilkinson, George Ford and Johnny Sexton, golfers Luke Donald, Brad Kennedy and Pádraig Harrington, the England Rugby team (four World Cups), the British Lions (three tours), the Springboks, the England Cricket team, and Premiership sides Manchester City, Sunderland, Watford and Newcastle. He holds a PhD in Performing under Pressure from Loughborough University. A genuine pioneer in performance mindset and attitude, his approach optimises the abilities of sports and business people alike.

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