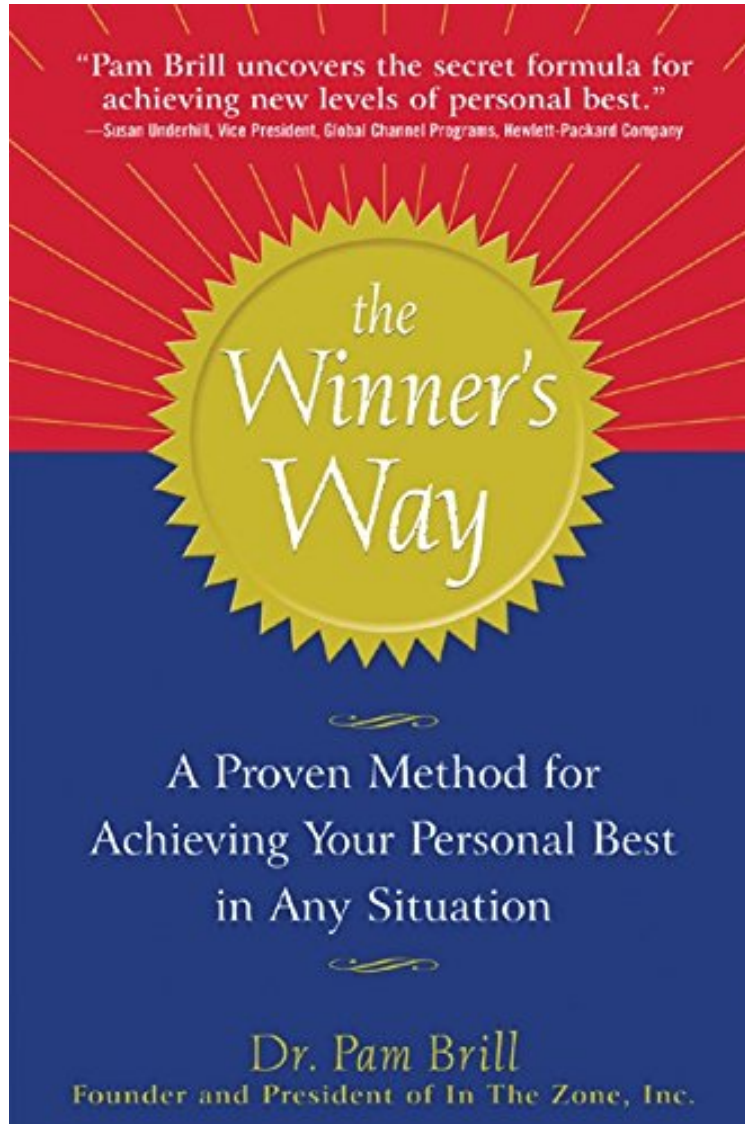


The Winner's Way

Pamela Brill

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Pamela Brill : The Winner's Way before purchasing it in order to gage whether or not it would be worth my time, and all praised The Winner's Way:

2 of 2 people found the following review helpful. Your Personal Best In The Present MomentBy ClubLevelDr. Pam Brill's, "The Winner's Way" is an engaging book that facilitates living fully in the present moment. By fully, the author means incorporating her "3A's" into one's life to respond to stimuli (challenges, big or small): Activation (at any moment, your physical and physiological experience); Attention (the focus of your concentration); and, Attitude (one's psychological stance, which includes your outlook, beliefs, assumptions about the way things are or should be). By

using your will, the author describes a methodology that aligns the 3A's and provides you with your best opportunity to excel with challenges in the present moment. As an individual addresses any stimuli or challenges of the moment (phone call; tennis match; children's breakfast; staff meeting; etc.), you can utilize the "3 small a's" (awareness, assessment and adjustment) to optimize your 3A's in what Dr. Brill describes as your "arc of engagement." If you follow her methodology, you will adjust your "3A's" in the present, to the place where athletes describe themselves as being "in the zone," when they are at their peak of effort (one's personal "arc of engagement"). The author spends some time discussing brain chemistry; how stimuli produces certain chemical reactions in our brains -- the effects of which we are familiar -- and the process described is very interesting (I enjoyed somewhat of an "aha!" experience while reading this section of the book). Dr. Brill then describes what she calls "The Winner's Way Attentional Style," four attentional styles in which each quadrant describes aspects of personalities with which we interact on a daily basis. By identifying attentional styles, you can optimize your ability to respond to challenges posed by individuals with these personality styles. "The Winner's Way" is a methodology that is easy to adapt to address life's stimuli -- challenges large and small -- on a daily basis, and do so in an optimal manner in the present moment. Highly recommended.

15 of 15 people found the following review helpful. Pam Brill's book is great!
By Vox clamantis in deserto
Pam Brill's new book is a great addition to the available knowledge about being "in the zone." Being "in the zone" brings increased performance in most any field. You know when you're in the zone... and when you are not. Many authors and teachers have described the wonders of being in the zone how to get there. Some of the methods really work. Being in the zone is an important tool for me. I use it in sports (golf), when solving problems, and when working to be in just the right mindset for teaching and facilitating. Another label for this physical/mental state is being "centered." I've had some good teachers. Trouble is, sometimes it's hard to stay in the zone. More troubling, when it's not working for me, I don't know what's wrong, don't have any diagnostics, and it's hard to get back. Pam has some great insights about the details of what "the zone" is... She takes it apart into three A's: attitude, awareness, and activation, their mutual interactions, and how all this can go wrong. She has diagnostics which lead to "if this.. then do this.." strategies for getting back in the zone when it drifts away. I can highly recommend this book for anyone wanting to make "being in the zone" a more reliable tool, ready at hand, for work or play. -- Richard Karashp.s. I offer these disclosures: I am posting with my real name; my work is teaching and facilitating Organizational Learning (see works by Peter Senge, for example). I have bought Pam Brill's book, read it, and used it as I have described. I met Pam Brill socially, and we discovered our mutual interests. I have no financial connection in this matter. Interested parties may contact me (google my name to find me).

0 of 0 people found the following review helpful. Good read
By crs
At lot of very helpful information. I would recommend to others looking for an interesting take on leadership and personal development.

Create personal best performance at will and revel in the achievement! If you have ever watched athletes performing at their best, you have witnessed the power of "the Zone" -- that state where everything clicks and personal and team bests are the norm. In *The Winner's Way*, Dr. Pam Brill tells readers how they, too, can achieve the Zone of top performance, turning goals into positive, results-driving action. With her 3 A's -- activation, attention and attitude -- Dr. Brill supercedes previous wisdom by systematically bringing together these three crucial elements to hurdle personal obstacles and finish -- again and again -- always the winner. Out of her years of research on peak performance in sport and work, coaching to elite athletes and top corporations, and teaching at Dartmouth Medical School, Brill, a psychologist, has put together, and field tested, her unique *Winner's Way* system. The *Winner's Way* offers readers a proven, user-friendly method to identify, engage, and drive strategic change for continual achievement in the face of never-ending challenge. That racing heart and those white knuckles? They're the result of the chemical deluge that ramps activation to high speed -- but without proper 3A alignment, this power within can derail attention and attitude. Tunnel vision is no accident. Negative beliefs about self and potential will always get in the way. Plagued instead by listlessness, wandering attention, an apathetic attitude? These are all due to another chemical reaction -- with symptoms readers learn to identify and then re-ramp to their best strengths. Throughout *The Winner's Way*, Dr. Brill provides example after example so readers can adapt, according to their personal make-up, the steps to winning achievement that become second nature. On command, our readers will learn to: Change a poor attitude Pull out of a downspin Use language as an arsenal, fortress, and medic "Debrief" from experiences by identifying what was done well -- and what should be done differently next time Examine and challenge habitual assumptions . . . plus deploy strategies for dealing with performance anxiety, fear of rejection, technology overload, and more to help recapture their love for the game of life. *The Winner's Way* is straight forward, makes sense -- and it works! Let the game of life begin! On your marks, get set, go!

From Publishers Weekly
Disorganized and confusing, Brill's program for achieving personal and professional success often seems more like a maze than a winner's way. A "change agent" who has worked as a consultant and a leadership coach, Brill argues that activation, attention and attitude are the "three core elements that, when aligned at optimal levels, hold the power to boost you into and keep you in the Zone." Her program for achieving "the

3 Arsq; draws on a mix of self-help methods, scientific reports, cognitive psychology and coaching tactics that have proven useful to other writers and therapists. But the author's disjointed style and mixed metaphors make these familiar techniques needlessly complicated. Jargon involving "propellers," "plungers" and the "arc of engagement" muddles the main message: motivation is largely internal and performance can be improved by good habits. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "From personal situations to engaging in competitive race car driving, this system works to deliver the maximum personal performance." -- Joe Petro, Owner and Driver of the 99 ISMA Supermodified "Pam Brill's work and writing is authentic, insightful, original and grounded in solid research." -- Terry Pearce, Author Leading Out Loud, University of California, Berkeley; London Business School "The Winner's Way is the prescription for anyone eager to live life in their peak performance Zone." -- Susan Underhill, VP, Hewlett-Packard Company "The Winner's Way provides practical techniques and strategies that everyone can use to get into the peak performance zone." -- Robert Kriegel, Ph.D. Author of If It Ain't Broke... BREAK IT! And Other Unconventional Wisdom for a Changing Business World and Sacred Cows Make the Best Burgers: Developing Change-ready People and Organizations From the Author Licensed Psychologist, Dr. Pamela Brill, draws on over twenty years of experience consulting in diverse settings including medical clinics, community mental health, competitive sports fields, corporations and political arenas. Dr. Brill taught at Dartmouth Medical School for almost a decade as an Adjunct Assistant Professor of Psychiatry during which time she consulted to Dartmouth College Athletics athletes, teams and coaches. Drawing from a broad base of applied and academic experiences, including her own research that has been presented to international audiences of behavioral scientists, Dr. Brill provides customized consultations, seminars, and speaking and coaching services. Her Winnerr's Way system provides a systematic method to maximize performance and enjoyment for work, sports, and other life endeavors including rebuilding health after life-altering injuries and trauma. Dr. Brill has provided educational seminars to thousands of people on using the 3-element system of The Winnerr's Way to improve performance, communications and relationships including negotiations, and to move strategy from visions to actions on the work, sports, and home fronts through her New Hampshire-based firm, In The Zone, Inc.