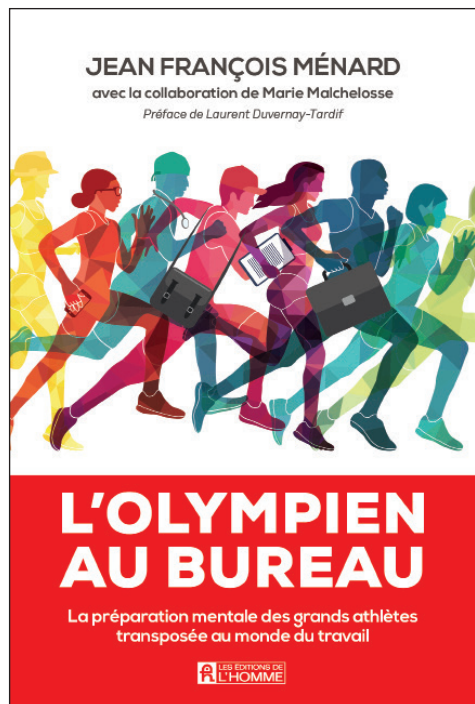


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**TRAIN YOUR BRAIN LIKE AN OLYMPIAN**  
The mental preparation of champions applied  
to the world of work

Jean-François Ménard,  
in collaboration with Marie Malchelosse

**Make your dreams come true by adopting a winning attitude.**

256 pages

October 2019

Éditions de l'Homme

In an ever more precarious, unpredictable and complex labour market, achieving work objectives depends on developing everyone's full potential. There's no getting around it—you have to be at the top of your game to succeed in this competitive world, where only the best will do! Managing stress, coping with pressure, adapting to change, keeping up the pace, demonstrating resilience, taking on major workloads (familiar to us all) and working effectively as a team are just a few of the abilities that all workers now have to acquire in order to find their place in the sun.

To guide us through this crazy world, Jean-François Ménard, in collaboration with Marie Malchelosse, describes and analyzes the experiences of Olympic athletes and champions, Cirque du Soleil artists and top-level business people. What do they have in common? They have developed their psychological skills and mental strength. Thanks to the experiences and anecdotes presented in the book, readers gain privileged access to the universe of high-level competitors and can draw inspiration from their exceptional performances. This book holds the key to greater excellence for us all.

### Strong points

- Written in a lively style, since the authors are describing the adventures and methods of great athletes and artists.
- A sharing of actual experiences and explanations to enable improvement.
- A great deal of practical advice about succeeding at work.

*Since his early days with Cirque du Soleil, where he trained the best artists to perform on demand more than 450 times a year, Jean-François Ménard has become an international expert on mental preparation. He has worked with many Olympic athletes, musicians, surgeons and business people. Many organizations now call on the expertise of this distinguished lecturer.*

*A journalist specializing in sport for 23 years, Marie Malchelosse has closely followed Canadian athletes in every discipline, in both victory and defeat, and has covered several summer and winter Olympics, beginning in Sydney, Australia, in 2000. With humility and respect, she has gained unique access to the deeply ingrained quest for excellence that drives Olympic athletes to go beyond their limits. Before becoming a journalist, she worked in the private sector and studied translation and business administration.*