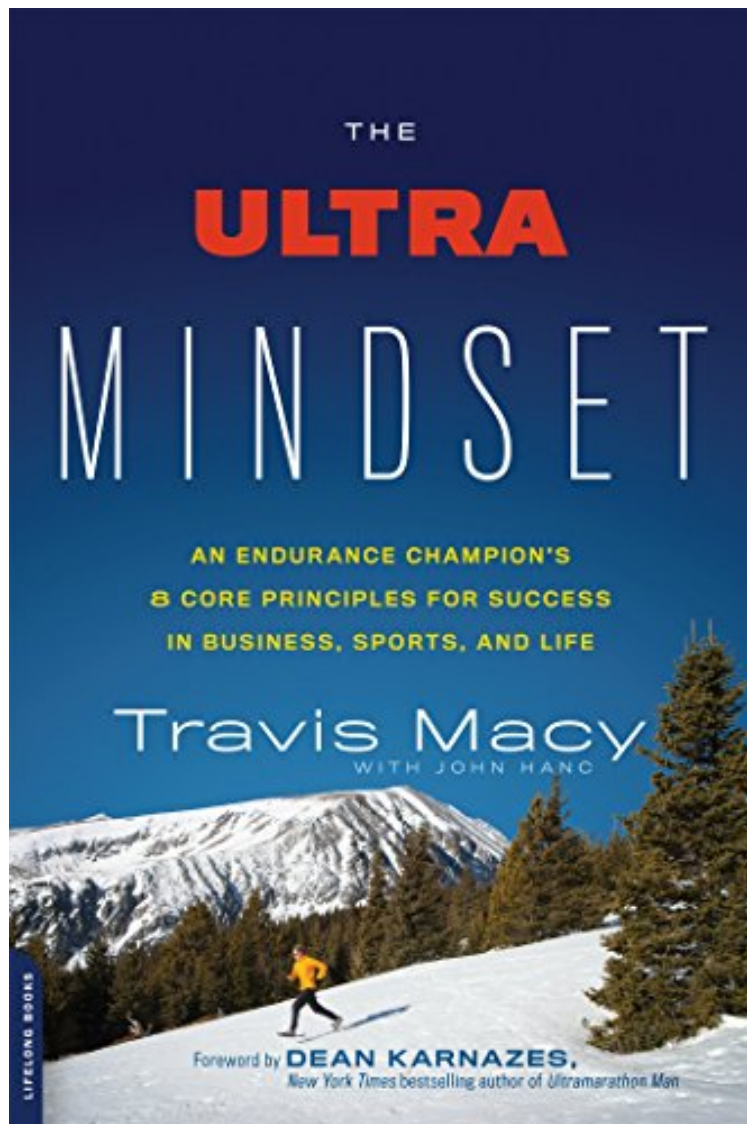


(Download) The Ultra Mindset: An Endurance Champion's 8 Core Principles for Success in Business, Sports, and Life

The Ultra Mindset: An Endurance Champion's 8 Core Principles for Success in Business, Sports, and Life

John Hanc Travis Macy

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John Hanc Travis Macy : The Ultra Mindset: An Endurance Champion's 8 Core Principles for Success in Business, Sports, and Life before purchasing it in order to gage whether or not it would be worth my time, and all praised The Ultra Mindset: An Endurance Champion's 8 Core Principles for Success in Business, Sports, and Life:

7 of 7 people found the following review helpful. A Must Read for Everyone. A Wonderful Story of Adventure, Grit, and Life Lessons. By Tim DePuy A must read for everyone. The Ultra Mindset, by Travis Macy is a wonderful book. I

thoroughly enjoyed reading it and was disappointed when I got to the end. Travis Macy is a highly successful endurance athlete, and based upon reading of his other accomplishments, a very successful person, husband, father and business professional. I enjoyed reading of his harrowing adventures and extremely difficult challenges that he was able to navigate successfully through a combination of fitness, determination and mental toughness. I really liked the format of this book: Lessons learned from endurance event competitions that are applied to "regular" life and business. No matter your circumstances, the 8 principles articulated in The Ultra Mindset are practical and actionable solutions that can be applied to everyday life; a very real world orientation. In particular, "The 4:30 a.m. Rule" resonated with me. This is all about making a commitment, setting forth the tasks that need to be acted upon in order to fulfill the commitment and then getting it done. I believe this is a fundamental trait of every successful person; whether in personal life, business, athletic competition, or whatever. Clearly Mr. Macy has this ability, which he writes was instilled in him early on by his father, also an accomplished endurance athlete. Something all of us "normal" folks can take comfort from is the author's admission of self-doubt that creeps in one's mind at all the wrong times and how he used this as a motivator, not a reason to throw in the towel. How he was able to recognize the tendency to rationalize why quitting is a good thing. And then using this as a mantra to not quit, to persevere, to achieve. Mr. Macy put it best, he began to focus on the "why"; not the "what"; to get through to the next stage. A lesson for all of us. This is a wonderful story of adventure, grit, perseverance, mental toughness, and focus on achieving commitments. It is now required reading for all of my managers and employees. I hope there is a The Ultra Mindset Part II in the works. If so, I'm placing my order now.

4 of 4 people found the following review helpful. Taught me to outsmart my own brain
By David Cadwallader
One of the recurring themes of this book is how to "outsmart" one's own brain--winning the argument when your internal voice tells you to give up. The stories in this book will not only keep you on the edge of your seat, but they'll become part of your own inner voice in powerful ways. I've been surprised at how often the lessons from The Ultra Mindset have suddenly popped into my own head, just when I needed them. While going out for a trail run the other day, my inner voice started telling me to slow down and take it easy, since I wasn't feeling 100%. But quickly another voice joined the conversation, drawing from Mindset 1, and chanting "It's all good mental training." My attitude quickly shifted from trying to weasel out early, into pushing harder, and running 50% longer than I had planned. Being a working father of two, the lessons about time management from this book really struck a chord with me. Particularly Mindset 6: "The 4:30 a.m. Rule". Sometimes having a full day of work, exercise, and quality time with the family means committing to waking up obscenely early to get things done. Before reading this book, I would often talk myself out of it right after my alarm went off. But now I've got another mantra to counter that voice--"you've already committed ahead of time, so there's no choice to make" and I spring out of bed, ready to face the day. As I enter a new chapter of my professional life, I've battled with "Impostor Syndrome," worrying that "I don't belong here - I don't deserve this." And when I found myself flip-flopping between the choice of sticking with my safe well-known position, or accepting something much more challenging and full of unknowns, Mindset 4 "Have an ego and use it" helped push me over the edge. I was able to summon strength from my ego instead of being afraid of it, and confidently march forward into the unknown. The most amazing thing is that I never once had to try to recall these lessons, or force my mind into Ultra Mindset mode. These stories and lessons have become part of my inner narrative. I've never said with all seriousness before that a book has changed my life, until now.

4 of 4 people found the following review helpful. Great read for the competitor in all of us
By Danny Rubin
Travis Macy's book is a perfect blend of personal anecdotes and practical advice. And I love his uncommon lessons like "Be a wannabe" and "Have an ego and use it -- until it's time to put your ego aside." Travis has learned -- literally and figuratively -- life is an uphill climb, but there's no better feeling than when you reach the summit. Am I a world-champion athlete? No. Does "The Ultra Mindset" provide a roadmap to be better and more capable in my daily life? Yes, and in all kinds of ways. Excellent read. I highly recommend it!

Travis Macy summited glacial peaks in the French Alps, rappelled into vast limestone caves in China, and ran through parched deserts in Utah. Most famously, he won one of the country's marquee ultra-distance events: Leadman, a high-altitude series of super-long-distance races, culminating with a 100-mile mountain biking race and a 100-mile trail run. Macy accomplished it without exceptional strength, speed, or flexibility, and without high-tech performance labs or performance-enhancing drugs. His secret? A precise and particular outlook he calls the "Ultra Mindset," principles for daily life that are neither mysterious nor the sole province of ascetics or elite athletes: embrace fear, rewrite stories we tell ourselves, and master the art of seeking help, among others. By applying the principles such as "It's All Good Mental Training," "When you have no choice, anything is possible," and "Never quit...except when you should quit" to other areas of life, anyone can find success that otherwise would have seemed impossible. Coauthored with award-winning running writer and journalist John Hanc, The Ultra Mindset blends exciting personal memoir with actionable, research-based advice. Dramatic stories of Macy's far-flung experiences in the professional endurance-racing world lead into relevant mindset principles, reflective self-assessments, mind- and body-enhancing workouts and activities, and compelling case studies. Macy's stories keep the pages turning as you forge your own winning outlook for success

in business, sports, and life.

"In his wise and engrossing book, Macy shows how the same 'Ultra Mindset' that enabled him to win some of the world's toughest races can make anyone a winner in everyday life."—Matt Fitzgerald, author of *80/20 Running and Racing Weight*"Racing through thick and thin around the world, Trav's positive outlook was second to none, and it played a big role in top finishes for our professional adventure racing team. The actionable concepts in this book are very relevant to life beyond racing."—Robyn Benincasa, world champion adventure racer and New York Times bestselling author of *How Winning Works*"Immediately tangible and relevant, *The Ultra Mindset* uses engaging stories and clear advice to crystallize mindset principles for business and sports. I have enjoyed the results of applying these ideas to my own professional endeavors, and I'm confident you will too. Fun, motivational, actionable—that's *The Ultra Mindset*."—Jack Swift, partner and managing director for Northern Lights Capital Group, elite mountain bike racer, and former West Point varsity runner and Army Ranger"If you seek an improved mindset that will generate wellness and exceptional results in work, family, athletics, and beyond, then this is the book for you. Travis has achieved more in endurance sports over the last decade than many athletes hope to do in a lifetime, and I've always known that he had something important to teach us. Here it is."—Marshall Ulrich, extreme adventure athlete, Seven Summits climber, and author of *Running on Empty*"Running together years ago at CU–Boulder, I always wished I was able to look at my own training with Travis's balanced, glass-half-full perspective. In *The Ultra Mindset*, he shows us how we can push ourselves in all aspects of our lives while still having fun doing it."—Matt McCue, author of *An Honorable Run*"Insightful advice for all aspects of life from the man I like to call 'the Indiana Jones of adventure racing.' *The Ultra Mindset* is a way to share in Travis's adventures...and embark on your own."—Josiah Middaugh, professional triathlete and ten-time XTERRA USA National Champion"*The Ultra Mindset* shows the way to maximize anyone's success in any area of life with poignant, colorful stories of pain and suffering in the athletic outdoors—and how they apply to the real world."—Dave Mackey, UltraRunner of the Year, US National Champion for 100K Trail Running, 15:53 Master's course record at Western States 100"As my endurance coach, Travis was THE reason I was able to recently complete my first ultramarathon. Travis is a regular guy who does amazing things simply by practicing what he preaches, and I guarantee this book will change your life."—Charles Martelli, parent, sales professional, and amateur athlete"Travis coached me to victory in the 2014 Leadman Series, so I know firsthand that his mindset principles are actionable and helpful not only in my athletic endeavors but also in my business and personal life."—Bob Africa, kidrobot CEO and Leadman Champion"Competitor Magazine, 2/10/15"Included in "13 Running Books You Should Be Reading Right Now."GrindTV.com, 3/3/15"The book really exists to help people live more fully and reach their full potential."Entrepreneur Magazine, 3/24/15"An inspiring read."Endurance Racing Magazine, January 2015"Macy's stories keep the pages turning as you forge your own winning outlook for success in business, sports, and life."Entrepreneur.com, 3/24/15"An inspiring read"Mountain Bike Tales, 4/1/15"Super motivating...regardless of whether you're into sports or not, this book has very practical insight...it was a great read."5820 Magazine, 5/7/15"Fans of the self-help genre will obviously gravitate toward *The Ultra Mindset*, but it will also appeal to a broader audience interested in understanding how high-performing athletes achieve their successes."Denver Post #1 Bestseller, 5/10/15"Ultra Running, December 2015"Macys's eight core principles are powerful—he is legit and his book is transformative. An ideal read on the cusp of a new year for every ultrarunner."