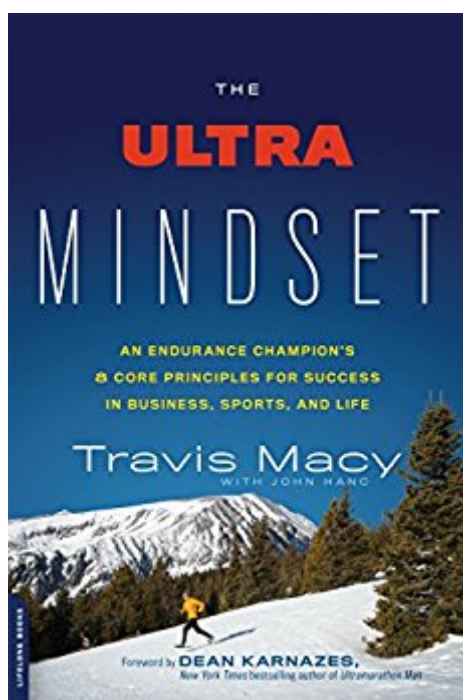


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The Ultra Mindset: An Endurance Champion's 8 Core Principles For Success In Business, Sports, And Life



Synopsis

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.

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Customer Reviews

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.

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.

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!

I rarely write a review even though I've read a lot of really good books. But this book really resonated with me and I can attest that the "Ultra Mindset" describe by the author is real and works. I picked up this book up because as a former two time Leadman champion and former course record holder, the Leadman aspect

sparked my interest. However this book is so much more; it's about a mindset and principles that will help anyone succeed in whatever endeavor they choose to pursue. I was a teenage juvenile delinquent, expelled from high school, drug addict, and homeless (they called it runaway back then). Upon taking up running I went back to school, achieved multiple degrees in computer science and management, advanced from a technician to engineer to scientist, competed in and won mountain bike races and marathons, and in 2009 at 51 years of age won the Leadman for the second time as well as set the course record. A homeless juvenile delinquent to an IT scientist and Leadman champion; and guess what, it was a long hard road with many setbacks and challenges, which were overcome with the "Ultra Mindset" so well explained in this book. This is not a book just for athletes, it's for anyone that wants to make the most out of their life.

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