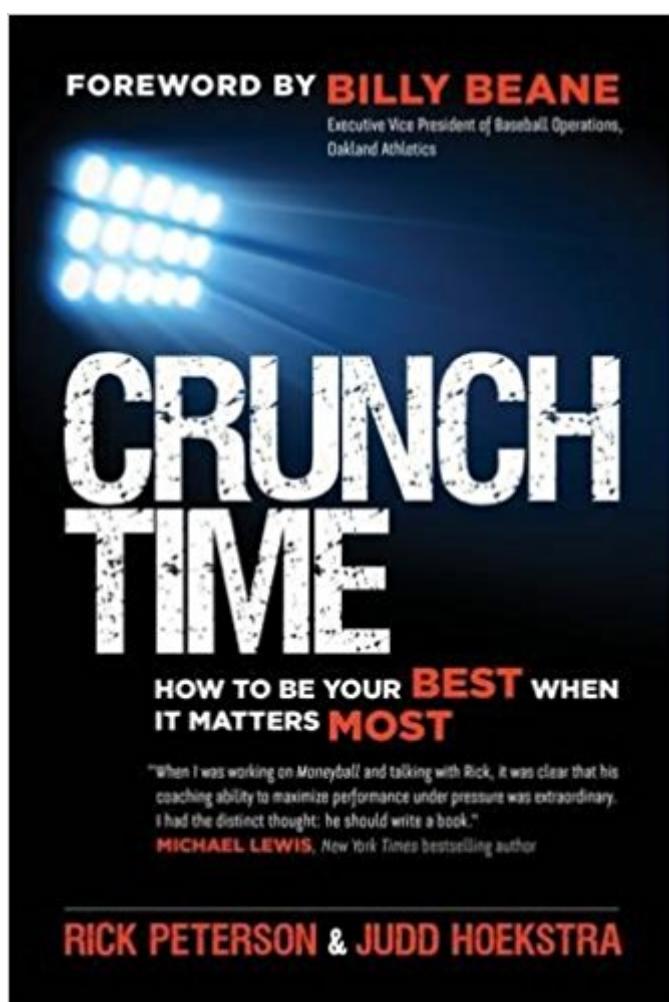


The book was found

Crunch Time: How To Be Your Best When It Matters Most



Synopsis

Be Your Best Under Pressure! Learn how elite athletes, entertainers, Navy SEALs, and CEOs conquer pressure. In his 15 years as a major league pitching coach, with the "Moneyball" Oakland A's, NY Mets, Milwaukee Brewers and Baltimore Orioles, Rick Peterson has coached and calmed Hall of Famers, Cy Young Award winners, and many other elite athletes. In this book, he and bestselling author and leadership expert, Judd Hoekstra make the skill required to conquer pressure available to everyone. From an insider's perspective, learn how you too can become a Crunch Time performer and perform your best in any pressure situation you face. With fascinating behind-the-scenes examples from some of the top names in sports and business, Rick and Judd offer six powerful reframing strategies to help you see a pressure situation with a new perspective so that it shifts from a threat that can make you panic to an opportunity for you to shine. With a Forward by Billy Beane, EVP of Baseball Operations, Oakland Athletics.

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Customer Reviews

Learn from Rick and Judd how to reframe your mind so that you can't imagine yourself failing, regardless of the pressure."--Ken Blanchard, coauthor of *The New One Minute Manager*(R) and *Collaboration Begins with You* "Rick helped me unlock potential I didn't know I had. He has a knack for using humor and anecdotes to enhance his message. I have no doubt that *Crunch Time* will help you unlock your potential and help you perform at your best under pressure!"--Tom Glavine, Hall of Fame major league pitcher, World Series Champion, and 300 game winner Rick and I had many conversations about process optimization and problem-solving. Thankfully he and Judd Hoekstra

have now memorialized a practical method for getting out of our own way and easing into the flow that can be applied to any endeavor. Absolutely invaluable stuff."--Steven Soderbergh, Palme d'Or winner at the Cannes Film Festival, Academy Award winner for Best Director "Crunch Time provides practical action steps to reframe and change our thoughts to see the opportunity through chaos. During intense, pressure-packed moments, this is a key leadership difference between success and failure. A must-read!"--Betsy Myers, former senior adviser to two US Presidents "Every day is Crunch Time in New York. When I was the New York Mets' manager, Rick was the perfect fit to be my pitching coach. He has a unique ability to reframe pressure situations to maximize performance. Crunch Time is a must-read to optimize your performance in your own 'Big Apple.'"--Willie Randolph, former Manager, New York Mets, six-time All-Star, and six-time World Series Champion "I love Rick's progressive and out-of-the-box thinking. He helped me improve as a major league pitcher at the back end of my career in the pressure cooker of New York with the Mets. In Crunch Time, Rick and Judd provide a GPS for you to perform your best under pressure. --Al Leiter, nineteen-year major league pitcher, two-time World Series Champion, two-time All-Star, and Emmy award-winning Major League Baseball analyst "In business as in baseball, your ability to perform under pressure can make or break your career. Crunch Time will teach you how to thrive in high-stakes situations."--Travis Bradberry, bestselling coauthor of Emotional Intelligence 2.0 "At one time or another, at work or at home, all of us have felt like the whole game was riding on our shoulders. Rick and Judd apply what Rick has learned working with elite athletes to not only lift that burden but enable you to perform at your best."--Susan Torroella, Executive Vice President, Wellness Corporate Solutions, and Fortune Small Business Best Boss Award recipient "Contrary to what many of us assume, it is not our body or possessions that determine happiness and success; it is the state of our mind. This book will help you go from stress and fear to optimal performance when it matters most, by teaching you how to train your mind."--Dr. Rogier Hoenders, psychiatrist and Director, Center for Integrative Psychiatry, Lentis, the Netherlands "Rick Peterson has always applied a distinctive blend of insight and creativity in his out-of-the-box approach to solving problems. With Crunch Time, he and Judd Hoekstra lay out, in a compelling and entertaining way, an approach to dealing with pressure that can help all of us in our tough personal and professional moments."--Bill Squadron, Professor, Columbia University, and former President, Bloomberg Sports "Crunch Time has already helped me reframe one issue, allowing us to save six figures. This is an amazingly inspirational book with examples everyone can relate to. I've shared this new knowledge with our team, resulting in a renewed alignment, confidence, and success!"--Yogesh Madhvani, CEO, SimplexDiam, Inc. "I've had the privilege of interviewing hundreds of professional athletes and

coaches, and few are as insightful as Rick Peterson. He has a gift for distilling complex concepts into understandable terms. He is famous for developing the best pitchers in the world, of course, but he can teach us all about performing under pressure. The only thing better than a Rick Peterson interview is a Rick Peterson book."--Lee Jenkins, Lead Writer, Sports Illustrated "I wish I'd read this book sooner! I had an experience where I choked hard core. The more I tried to figure out why I was striking out, the greater the pressure became. I could no longer think clearly. Reading *Crunch Time*, with its practical techniques and relatable examples, I can now see what I will do differently next time."--Laurie Cooke, CEO, Healthcare Businesswomen's Association "Nobody knows more than Rick Peterson about dealing with pressure, whether it be the seventh game of the World Series or a real-world situation."--Jerry Reinsdorf, Chairman and owner, Chicago White Sox and Chicago Bulls "Fascinating behind-the-scenes stories about how elite leaders, coaches, and performers have learned to thrive under pressure. The best part is that the lessons apply to all of us in our everyday pressure situations."--Jon Gordon, bestselling author of *Training Camp* and *The Energy Bus* "Rick has years of experience teaching professional and amateur pitchers how to maximize their true potential, how to embrace pressure and avoid crumbling under the weight of others' expectations. He and Judd now team up to share those experiences in *Crunch Time*, a must-read for anyone looking to conquer pressure in the business world or in daily life!"--Jim Duquette, former General Manager, New York Mets and Baltimore Orioles, and Major League Baseball analyst "Rick Peterson is a national treasure. His storytelling is matched only by his hard-earned wisdom, and I'm thrilled he's teamed with Judd Hoekstra to bring you the best of both. Their book is packed with insights on being at your best when the pressure is highest."--Cade Massey, PhD, Professor, The Wharton School "Rick has the deepest knowledge of pitching that I have come across in my career. He helped me immensely. This includes sharing wisdom in areas beyond baseball, such as dealing with pressure. I encourage you to dig deep into *Crunch Time*. The lessons last a lifetime."--Barry Zito, major league pitcher, Cy Young Award winner, and World Series Champion "Crunch Time succinctly defined and taught me concepts and techniques that are relevant across business, personal, and athletic challenges. So easy to grasp and apply, and with enough variety for just about any situation. Thanks for helping me find ways to 'change the station, ' remember that it's okay to relax under pressure, and simply perform better."--Tracey Roberts, Chief Human Resource Officer, Weber-Stephen Products LLC, busy mom, and "weekend warrior" triathlete "On the surface, *Crunch Time* seems to skillfully address a specific life situation--the physiological and psychological response to pressure. Upon reflection, its application is much more than that. From public speaking to parenting to corporate leadership, the richness of the life lessons that are incorporated in this

engaging and relatable text is, in fact, enormously broad. So, sit back, relax, and reframe your perspective."--James G. Conroy, President and CEO, Boot Barn "Your heart is racing, your stomach is churning, and all eyes are upon you; your next move will decide whether you win or lose. Sales professionals, like professional athletes, know this scenario all too well. *Crunch Time* is a fun read that helps you take advantage of your adrenaline and make the most of high-pressure situations."--Bill Mathews, Associate Vice President, Facilities Growth, Aramark "*Crunch Time* brings the magic of The Professor (as Rick was known throughout the big leagues) reader in an engaging, inspiring way. Judd translates Rick's success as a pitching coach into the everyday pressures we face at work, at school, at home, and in the community. The proven power of reframing--under the most trying of circumstances--can help shift our heads, hearts, and hands from victim to victor. You need *Crunch Time* to be your best!"--S. Chris Edmonds, author of the bestseller *The Culture Engine* "It is our mindset that distinguishes those who truly perform under pressure and not just our skill level. *Crunch Time* taught me how to coach my team to come up with new ways to rethink a situation and see it as a new opportunity and that they have what it takes to succeed! There is a lot to learn from Rick's coaching with elite athletes, and it definitely translates to the business world."--Charlene Prounis, CEO, Flashpoint Medica "Time and again we hear anecdotes about how sports results can relate to business decisions. Rick Peterson, who has always thought beyond the diamond, has coauthored an essential read to help you succeed in business, sports, and life." --Joe Favorito, veteran sports entertainment marketing executive and Professor, Columbia University "As someone who challenges convention and explores new ideas, Rick Peterson is an important voice not only in baseball but also in finding your personal best."--Tom Verducci, bestselling coauthor of *The Yankee Years* and Emmy Award-winning Major League Baseball analyst

Rick Peterson has coached some of baseball's best pitchers in the past 20 years, including Cy Young Award winners and Hall of Famers. He was the Oakland A's pitching coach during the famed Moneyball era, and has served as a coach with the New York Mets, Chicago White Sox, Toronto Blue Jays, and Milwaukee Brewers. He is currently Director of Pitching Development with the Baltimore Orioles. He holds a combined degree in psychology and art. Judd Hoekstra is a leadership and human performance expert, author, consultant and speaker. He serves as Vice President, Central Region at The Ken Blanchard Companies, a premier leadership training and coaching company. He is also a coauthor of the bestselling *Leading at a Higher Level* as well as *Who Killed Change?* He received his bachelor's in business management and marketing

from Cornell University, where he played hockey and baseball. He also graduated from the Advanced Business Management Program at Kellogg School of Management.

I have four sons ranging in age from 14 to 22 and this book is for them! At my particular stage in life, both personally and professionally, I have explored enough to relate to every single page of the book even though I'm not a baseball fan. While I did find some great tips that I will implement, I think the true value is in sharing this book with the millennials in my life. This book could very well be renamed "A Millennials Guide to the Galaxy". My advice to my millennials is to go straight to page 80 and read about mindfulness, and then go back to page 1 and start reading. In my experience, our youth is highly distracted and mindfulness is key to preparation, which is another key concept of the book. I enjoyed the way the book is laid out and was particularly fond of the bold text highlighting key words, phrases, and concepts. I've read other reviewers comments about originality and can honestly say, I've never heard "humor is your caveman's kryptonite" before. I even checked Google and in their 169,000 page hits on the topic, this book is the only place you'll find it. Had I read this book 5 years ago, my answer to the question -- Does feedback make you bitter or better, would have been much different. But that's just how wisdom works. Wisdom is information you get just after you needed it. Here is how I review books:-- Would I recommend this book? Yes-- Would I buy this book for someone else? Yes-- Will I keep this book on my shelf for reference? Yes-- Would I buy this book in other formats, like Kindle and Audible to hear again? Yes-- Did I learn something from this book? Yes-- Will I be able to share what I learned with other people in my life? Yes-- Did the cost of this knowledge break my bank? No

Read the book in two sittings and loved it. It's a well-written, easy read with great insights about dealing with stressful situations. It's also what I would call "reality" based; no pie in the sky here, just solid real-world advice. As a former competitive athlete and coach, I particularly loved the sports analogies. I've already recommended this book to several friends and associates and will continue to do so.

Great content from the perspective of a pitcher but very relevant for any sport. It's a quick read that teaches the fundamental aspects of mental toughness. The most successful athletes must learn to control their emotions and channel them to achieve better results. It's difficult to teach this to younger players. Crunch Time breaks down the thought process into manageable chunks that can be used during games to relax and perform your best. It's also good for coaches to use to help their

players focus.

As a huge baseball fan and a youth coach for 16 years, I was looking forward to reading the book. I'm also a leadership consultant and was looking for a few tips to pass along to my workshop participants. I was not disappointed. Rick and Judd do a wonderful job at passing along some quick tips to quiet our "caveman" and thrive in high pressure situations. Their stories and examples helped make the neuroscience principles they discussed easy to understand. And each chapter ended with "Try This" idea I could immediately use to put the concepts into practice. Its not rocket science, but a quick read to remind me of things I'd previously learned and had forgotten or have not put into practice.

Universally applicable & invaluable! Helped our team immensely!Crunch Time is filled with entertaining stories of how professional coaches and athletes, Navy SEALS, entertainers and CEOs calm themselves under pressure and perform to their potential when the heat is on. The best part is that the way they do it—taming their Caveman instinct and reframing how they perceive the pressure situation—can be used by anyone, anytime, anywhere. Hoekstra gives numerous examples of how to take Peterson's coaching wisdom from pressure situations on the baseball diamond and apply it in your own life at work and at home as a parent.I bought a dozen copies of Crunch Time for our team. Each one of us loved the book and wanted to apply it immediately. We enjoyed the book so much that I brought in the author, Hoekstra, to speak with the team about taming our inner Caveman and reframing our own pressure situations. The situation we focused on was our hosting of an upcoming customer symposium. Based on our conversations, our team was able to shift from feelings of fear, worry and doubt to feeling confident, poised and in control. At crunch time during the customer symposium, our team nailed it! The conversations we had as a team about the book were invaluable. We continue to have Crunch Time conversations today as the book has given us an easy to remember, easy to use common language and approach for beating pressure.

I finished Crunch Time last weekend, and I enjoyed it very much! My favorite chapter is 8, "Reframing from Prepared to Overprepared." I reflected on my life and understood for the first time why I excelled in some areas and was mediocre in others—PREPARATION LEVEL! I was able to reframe performance challenges in those areas as learning moments and adjust my expectation measure! I literally cleaned out the closets where I stuffed these feelings! It

felt great! Love the quote: "Talent does not equal performance. Preparation equals performance." Rick Peterson's *Crunch Time* a great book? A resounding "yes" from me! It requires me, the reader, to act, to become something new, to make a significant and lasting change to my life. In the words of Italo Calvino,* it has become "[my] classic[,]" a book to which [I] cannot remain indifferent, and which helps [me] define [myself] in relation or even in opposition to it. (Italian writer October 15, 1923-September 19, 1985 in his book *Why Read the Classics?*) I gave this book a 5 rating for two reasons: 1) I experienced the joy of discipline through the powerful stories of victory . 2) The principles, if, applied, would unleash a level of human potential that revolutionize our nation and world at every level of society.

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