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## ***Performing Under Pressure Becomes New York Times Best Seller***

### *New Book Helps People Maximize Successes in Pressure Situations*

CHICAGO - March 9, 2015 – [The Institute of Health and Human Potential](http://www.ihhp.com) (www.ihhp.com) has just announced that its new book, [\*Performing Under Pressure\*](#), published by Crown Business, has earned a coveted place on the esteemed *New York Times* Best Seller list. There's no doubt that we live in a high-pressure society. Pressure is everywhere, affecting everyone, whether you're a corporate executive, entry-level employee, or a high school student trying to get into college. This book helps people improve their performance under pressure, offering science-based research, real-world examples, and actionable techniques to maximize successes in pressure situations.

"For many, the pressure begins at a young age, as children and teens are expected to earn excellent grades, secure spots on competitive sports teams, and get accepted to the best colleges," said [Dr. J.P. Pawliw-Fry](#), a training and performance expert at the [Institute for Health and Human Potential](#) (IHHP). "The pressure builds from there, as we strive to land the perfect job, win the important new client, and earn the desired promotion."

"We studied 12,000 people, and found that pressure is a dominant force in their lives. People repeatedly said they feel enormous pressure to succeed, that every client call is critical, every deadline is hot, and the pressure is relentless," Pawliw-Fry continued. "Our research subjects - and our clients - want to know how to improve their performance under pressure."

[\*Performing Under Pressure\*](#), a *New York Times* Best Seller and also a USA Today and Amazon Best Seller, provides:

- **Real-world examples** from high-profile individuals - e.g., top corporate executives, Olympic athletes, Navy SEALs - who face extreme pressure.
- **22 "pressure solutions"** – practical, actionable techniques that maximize success during pressure situations.
- Insights about **how to develop the long-term characteristics that high performers demonstrate** – confidence, optimism, tenacity and enthusiasm.
- In-depth **research about the latest neurology/physiology** of our brain's response to pressure.
- Information about the **impact of pressure on our brain** and, ultimately, our performance.
- **Key takeaways from IHHP's study** of 12,000 people, spotlighting why the 10% performers (the top 1,200) were able to manage pressure more effectively than the rest.

- **Valuable strategies to help people maximize their successes** in pressure situations, e.g., reframing your thinking, visualizing yourself succeeding, diminishing anxiety's power and conducting a 2-minute power pose.

"Pressure is different than stress. In a pressure situation, the outcome is **uncertain**, the outcome is **important** and we're being **judged** on the outcome. Picture a high school student feeling pressure to perform on the SATs, a business executive working to solidify an important client or an athlete preparing for the Super Bowl." Pawliw-Fry explained. "In any pressure situation, there are actionable techniques to calm down, overcome anxious feelings and improve your performance."

[Dr. JP Pawliw-Fry](#), an internationally renowned expert, trainer, speaker and author at [IHHP](#), is one of the world's most highly respected resources on pressure and performance. He has worked with numerous high-profile clients, including Marriott, Johnson and Johnson, Goldman Sachs, Navy SEALs, Olympic athletes, professional sports teams and more. Pawliw-Fry offers in-depth, science-based research about pressure's impact on the brain and, ultimately, our performance.

More information about *Performing Under Pressure*, co-authored with Hendrie Weisinger, is available at [www.pressurebook.com](http://www.pressurebook.com).

**If you'd like a copy of the book, an interview with Dr. JP Pawliw-Fry and/or a bylined article on performing under pressure, please contact Adrienne Walkowiak, Publicist, at [AWalk@egpublicrelations.com](mailto:AWalk@egpublicrelations.com) or 603/659-9345.**

### **About Institute of Health and Human Potential (IHHP)**

IHHP is a global research and learning company that specializes in helping organizations and leaders leverage the science of performing under pressure. The company offers training, leadership assessments, coaching, keynotes and the [Performing Under Pressure](#) book. IHHP's experts have worked with Fortune 500 companies, the world's top business schools, the U.S. Military and Olympic medalists. They have offices in Toronto, Chicago and Australia. For more information visit [www.ihhp.com](http://www.ihhp.com). Follow [IHHP](#) on [Twitter](#), [Facebook](#), and [LinkedIn](#).

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