

Subject: APEX Performance, Inc. February Newsletter

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APEX Performance, Inc. February Newsletter

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**APEX Performance Featured in NBC
Affiliate News Special**

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In Tough Times, Be Mentally Strong!

This is a difficult time to be positive or optimistic about almost anything. The constant bombardment by the media of how bad things are and getting worse is enough to send anyone into isolation. Yet, there are those who can and do look at the bright side of things, see the glass half-full, and find the silver lining in a dark cloud. You know them. They are constantly upbeat no matter what, always seeming to find a way to overcome great odds and get things done. It is not so much what happens to you but how you perceive and interpret what happens to you. It is how you choose to perceive events - good or bad, positive or negative, bright or dark, hopeful or hopeless. When things happen, it is what it is. How you think about what is happening is what will make the difference in being able to cope with difficult and tough times.

Do you see them as problems and barriers or do you see them as challenges to be conquered?

There are very few external events over which we have any direct control, but we do have control over ourselves - in what we think, say and do. In tough times, focus on that. Put all of your effort, energy, and resources into making what you think, say and do as good as it can be. You'll be surprised how much better your life will become.

To do this, you need some resources, some tools in your toolkit. That toolkit better be filled with mental strength skills, skills that make the difference between being ordinary and extraordinary. And in tough times, we all need to be extraordinary. The ability to not only survive but actually thrive in stressful and uncertain conditions like we are experiencing today requires the same mental toughness that elite performers exhibit in sports, in combat, and in life; clear purpose and mission, confidence, stress and emotional control, razor sharp focus and concentration, and envisioning future success. This mental toughness is built with the kind of education, training and development that is depicted in the following TV newsline special:

[Affiliate News Story](#)

About Apex Performance

Apex Performance provides performance improvement services to military units, police forces, pro and college athletes and senior executives who need to build mental agility and mental toughness. APEX Performance offers training to deliver results on the core of leadership - self awareness, confidence, mental agility, and composure. Utilizing a combination of personalized development programs, follow-up coaching, and advanced sensory technology, APEX provides the tools and learnings required to achieve sustainable peak performance. Apex Performance is headquartered in Charlotte, NC. Additional information is available at www.apexperform.com

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