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## Former Army Ranger Uses Life Lessons to Help the Wounded Warrior Project (WWP)

On Veterans Day, we pay tribute to those who served and sacrificed so much for the freedoms that we often take for granted. At Apex Performance, we are honored to be able to help soldiers to be their best when it matters the most. We are also honored to be able to work with returning veterans who are starting new careers through education and personal development.

Our Founder, Louis Csoka has spent his entire life learning and practicing what it means to be a leader, from the days his family had to flee from Hungary to his graduation from the US Military Academy at West Point in 1965. As a young Infantry Captain and Company Commander in Vietnam, Louis learned what it meant to literally lead under fire. He was wounded in combat, for which he was awarded the Purple Heart, yet still found the will to lead his men through the firefight. He took those lessons home to West Point and, as a Professor of Psychology and Leadership, taught young cadets what it meant to be a leader in tough situations and how to earn the right to lead others who volunteer to serve. Louis retired as an Army Colonel and went on to be a performance coach to CEOs, pro athletes and of course, the military.

However, when the non-profit Wounded Warrior Project, (WWP) called, Dr. Csoka was eager to help. The WWP TRACK program is the first and only facility in the country to address the unique educational needs of wounded warriors. The TRACK program is designed to address the long-term needs for starting in a new direction. It combines coaching and training to achieve greater positive and effective thinking, self-regulation, memory and attention enhancement, goal setting, and stress-energy management.

"Whether it's Special Forces units, pro athletes, business executives, or wounded warriors seeking new careers, we all need to train our brains and thus improve our minds," stated Dr. Csoka. "We need to change what and how we think and to develop those mental skills that build confidence, resilience, focus and concentration. It is all about performing at your best when it matters the most."

More than 30,000 service men and women have been physically injured. Many more have been injured in mind and spirit. While wounded warriors receive excellent care as inpatients at military medical facilities, the care does not address these individuals' continuing needs for coaching, training and support as they begin to build a new life to accommodate a disability. Injuries like traumatic brain injury, along with amputations, burns and blindness create challenges that last far beyond the battlefield. It is an honor for APEX to participate in providing these veterans the mental skills to persevere and reach their goals. The WWP's TRACK program is a new program, with additional facilities to follow throughout the country. Corporate and personal donations have made this a reality. Please help those that have served us so honorably.

**About Wounded Warrior Project:**

Wounded Warrior Project (WWP) is a non-profit organization whose mission is to honor and empower wounded warriors. WWP serves to raise awareness and enlist the public's aid for the needs of severely injured service men and women, to help severely injured service members aid and assist each other and to provide unique, direct programs and services to meet their needs.

For more information, please call (904) 296-7350 or visit [www.woundedwarriorproject.org](http://www.woundedwarriorproject.org)

**About APEX Performance:**

APEX Performance is based out of Charlotte, NC. It was founded by two former Conference Board executives after they did benchmarking studies on corporate leadership programs and found that the fundamental training on personal performance was missing in all of these programs. APEX Performance uses the latest performance psychology concepts, plus biofeedback technologies, that have proven to improve anyone's performance -- students, athletes, soldiers, health care professionals, police and business executives.

For more information please contact [Christa Csoka](mailto:ccsoka@apexperform.com), 704-831-5614, ext 4 or visit [www.apexperform.com](http://www.apexperform.com)  
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