

# RELEASE YOUR INNER DRIVE

EVERYTHING YOU NEED TO KNOW ABOUT  
HOW TO GET GOOD AT STUFF



Bradley Busch and Edward Watson



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# **HOW TO READ THIS BOOK**

# 9 Ways to Read This Book



1

Find a graphic you like



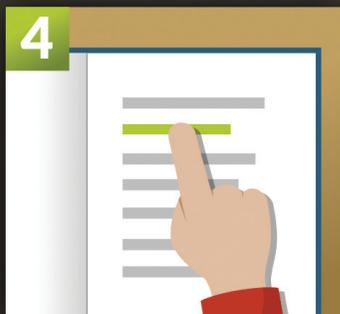
2

From front to back



3

From back to front



4

Choose a topic you like



5

Only look at the pictures



6

Pick a random page



7

Jump around



8

Ask a friend to pick a page at random



9

On the loo

# RELEASE YOUR INNER DRIVE

Have you ever wondered how people get really good at stuff? It turns out that whatever area you look at, there are a collection of habits that help people to get good at what they do. The strategies that create these habits can be learnt and used by anyone, and that is what this book is about.

## HERE'S THE DEAL

Let's face it: sometimes reading a book can be a bit of a struggle. This book is *not* that book. Your life is way too interesting and important to let that happen. This book is filled with tips that have been proven to help people release their inner drive.

As well as that, it's got loads of pictures in it. Each subject stands alone, so you don't have to read the book in any particular order. If you just look at the graphics and take some action as a result, it will help. If you want to dig a bit deeper, then we have written some words after most of the pictures to give a bit more of an explanation.

Feel free to get in contact with us and let us know what you think. You can do this via Twitter [@Inner\\_Drive](#), through our website [www.innerdrive.co.uk](http://www.innerdrive.co.uk) or by emailing us at [info@innerdrive.co.uk](mailto:info@innerdrive.co.uk).

We would love to hear from you.

Here is our first graphic with some ideas on how you might read this book. Enjoy.

CHAPTER 1

**DECIDE WHERE  
YOU ARE GOING  
OWN THE DESTINATION**

# 11 Ways to Improve Your Goal Setting



## Have a Long Term Goal

Gives your motivation a boost.



## Have a Short Term Goal

Helps you maintain focus.



## Make it Challenging but Realistic

Aim high so that you really push yourself.



## What's the Why?

Give a reason why your goal is important.



## Make it Specific

Specific not vague terms make it easier to monitor progress.



## Focus on Skills

Focus on developing your skills, not just on the end outcome.



## Be Flexible

If the situation changes, tweak your goals.



## Share Your Goals

If other people know about them, they may be able to help you.



## Ensure There is Trust

People work harder on achieving a goal if they trust the person who has set them that goal.



## Consider Potential Obstacles

This allows you to come up with a plan, ensuring that you are fully prepared.



## Monitor Progress

This helps you stay on the right track and to adjust as needed.



# BE THE MASTER OF YOUR FATE

During his 27 years in prison, Nelson Mandela used to reflect on a poem to help him get through the difficult days and maintain his motivation to bring democracy and freedom to South Africa. That poem was 'Invictus' by William Ernest Henley.<sup>1</sup>

## Invictus

Out of the night that covers me,  
Black as the pit from pole to pole,  
I thank whatever gods may be  
For my unconquerable soul.

In the fell clutch of circumstance  
I have not winced nor cried aloud.  
Under the bludgeoning of chance  
My head is bloody, but unbowed.

Beyond this place of wrath and tears  
Looms but the Horror of the shade,  
And yet the menace of the years  
Finds, and shall find me, unafraid.

It matters not how strait the gate,  
How charged with punishments the scroll,  
I am the master of my fate,  
I am the captain of my soul.

# HOW TO DO GOAL SETTING RIGHT

'Invictus' is about realising that you do have some control over your destiny. We don't always know what is going to happen to us, but we can decide which direction we point in and how we react to the unexpected. Being the master of your fate and captain of your soul means actively choosing what to do with your life and how to live it.

## Long term vision and short term focus

Focusing on a long term vision helps you overcome the setbacks that happen along the way.<sup>2</sup> They provide light at the end of the tunnel, especially on the dark days when you struggle. Setting short term goals (i.e. what you need to do this week) helps as well. Breaking down a seemingly impossible and distant dream into simple, tangible steps makes the goal much more achievable. These small steps can help to keep you on the right path, and clocking up regular wins along the way provides a boost to motivation and confidence.

## Challenging but realistic

There is a well-known phrase, "a man's reach should exceed his grasp". It is important to stretch yourself and not to settle for what you have already achieved. If you settle for what you can easily achieve, it is harder to grow and improve.<sup>3</sup> Constantly setting challenging goals will boost your motivation to work harder and give you a higher sense of accomplishment once the goal has been reached.

## What's your why?

Martin Luther King Jr knew the power of having a clear sense of purpose. He once said, "If it falls your lot to be a street sweeper, sweep streets like Michelangelo painted pictures, sweep streets like Beethoven composed music ... Sweep streets like Shakespeare wrote poetry." Sweeping like Shakespeare means knowing what you are doing, knowing why you are doing it and doing it to the very best of your ability. Having this sense of purpose and clarity helps to boost your determination and resilience.

## **Make it specific and focus on skills**

Try to avoid vague terms when setting your goals as this makes it harder to monitor progress. Aiming to improve is a good thing. Identifying which areas you want to improve is better. Set goals that focus on improving your skills and not just on what you want to achieve.<sup>4</sup> Most of the time the final outcome relies on being able to execute your skills under pressure, so make that what you focus on.

## **Consider potential obstacles**

This may sound a bit negative at first. Why would you want to consider what is standing in the way of you and your goals? Wouldn't it be better to be 100% positive and confident? It turns out that only thinking about the positives can do more harm than good, as it can lead to over-confidence, daydreaming and procrastination, and leaves you ill-prepared for potential setbacks.<sup>5</sup> If you anticipate what obstacles you may face, you can effectively prepare and plan for them.

## **Monitor your progress and be flexible**

You can't always predict how a situation may turn out. Life has a funny habit of throwing up random events. If the situation changes, your goals may need to be tweaked.<sup>6</sup> Monitoring, tweaking and amending your goals is the hallmark of a mature learner. It helps to maintain your motivation over long periods of time.

# HAVE YOU EVER WONDERED HOW PEOPLE GET REALLY GOOD AT STUFF?

*Release Your Inner Drive* is a fantastically useful book. It explains in tangible steps how to develop the attitudes, mindsets and habits that are crucial to success at school and in life.

Jonnie Noakes, Head of Teaching and Learning, Eton College

I would recommend this wonderful book, aimed at a teen audience, as both a parent and a teacher. It is packed with evidence-based practical tips to support our youngsters.

Hélène Galdin O'Shea, teacher and researchEd organiser

Attractive summaries are helpfully combined with clear explanations. Applying just a handful of the ideas would, I suspect, help anyone to both study better and flourish while doing so.

Harry Fletcher-Wood, Associate Dean, Institute for Teaching

Seductively readable and yet also impressively evidence-based, this beautifully produced book represents an exceptional distillation of research around motivation.

Dr Barry Hymer, Emeritus Professor of Psychology in Education, University of Cumbria

**Discover how to: take control, find your motivation, fail better, make revision stick, perform under pressure, ace those exams, get a good night's sleep, take care of yourself, learn from sporting champions and develop a growth mindset.**

For anyone looking to better themselves in some way, no matter how big or small, this is the book for you.

Jordanne Whiley, MBE, winner of nine grand slam tennis tournaments and Paralympic medallist

It's a book perfect for parents and teachers who want to enable children and young adults to develop the mental skills required for a positive mindset.

Nick Cooper, Director, Performance Solutions

If anyone is looking to develop a growth mindset and generally tackle life in a more positive and confident way then this book is a must-read.

Ian Mitchell, Performance Psychologist, Wales' national senior football team

## FOR YOUNG PEOPLE AND ANYONE WHO WANTS TO HELP THEM ACHIEVE THEIR POTENTIAL, INCLUDING PARENTS AND TEACHERS.

**Bradley Busch** is a chartered psychologist and director of InnerDrive. He graduated from Loughborough University with distinction and went on to work with Premiership and international footballers from England, Scotland, Wales and Japan. Outside of football, he has worked with elite athletes, helping team GB athletes win medals at the London 2012 and Rio 2016 Games. As well as writing regularly for *The Guardian*, he is a leading expert on how psychological research can best help students, teachers, athletes and businesses think and perform better.

**Edward Watson** is a graduate of Oxford University who served seven years in the army. After completing an MBA at London Business School he worked as a strategic management consultant for Marakon Associates before running businesses in the computer games market. In 2006 he founded InnerDrive, a mental skills company that initially worked with Premiership footballers and Olympic athletes. The majority of InnerDrive's current work is now in business and education, coaching students and teachers to realise their potential and cope effectively with pressure.

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