

SUCCESS SHORTCUTS UNLOCKING THE TALENTS OF EVERYONE!

A book about how you can behave your way into success

"It takes courage to be legendary" – but is that all? Is it all about your mindset? Or are there specific behaviors underlying top performers? And if so, how can profiling be used as a shortcut to top performance? Does 'smart' or 'heart' make a difference? Based on the profiles of top athletes around the world, we are writing a book that offers actionable insights into success that can easily be transferred into your own training or coaching habits.

The challenges to beat

Today, most top athletes use some sort of traditional coaching, which in itself is also a very useful tool. In my opinion, however, coaching has two challenges:

- Coaching is **subjective and biased** – colored by the experience and knowledge of the coach and his/her interpretation of you.
- Coaching is **expensive** with prices ranging from 10s to 100s of thousands.

Being a top athlete is extremely expensive, and I have often seen how the personal development tools are deselected or downsized to cut down costs, in order to prioritize the highly important skills-based training and equipment. The problem is that skills can only take you so far. At some point, it is your attitude, behavior and resilience that makes you stand out from the rest of the competitors – either as the winner or the loser.

BLOG: [://shortcuts.ridersnotebook.dk/](http://shortcuts.ridersnotebook.dk/)



SUCCESS SHORTCUTS

UNLOCKING THE TALENTS OF EVERYONE!

WE NEED YOU!

If you are an athlete, a trainer or part of a sports team at the very top of your game, you are invited to join the Success Shortcuts Project!

**PARTICIPATION IS FREE
AND YOUR DATA WILL
REMAIN ANONYMOUS!
Scan the QR-code
below register:**



What is in it for you if you join?

- First of all you will get **tools and insights** to optimize your own and your team's performance.
- You will receive a copy of **your own behavioral profile** (written report) together with simple **coaching and development guides** based on your profile.
- You will also receive a **personal readback of your profile**.
- If you are part of a team, you will also get a **walkthrough of your team's profile** and dynamics.
- You will also receive information on an ongoing basis about the insights and tools developed as a result of this book.
- Your input will also **contribute to the development of effective and financially affordable tools** for personal development and performance optimization which benefit others (i.e. young, upcoming athletes, trainers, parents, a.o.).

What do you need to do?

- To participate all you need to do is to **complete a personal behavior and cognitive profile**. This is done by filling out two online assessments / multiple choice questionnaires – and it will only take you approximately 20-30 minutes tops!
- All profiles and team data will only be used in an anonymized form unless otherwise agreed in writing between the parties
- You will also be invited to **share your own input** on how you see the perfect athlete and trainer in your own sport – this will take around 10-15 minutes. This is also done online via a multiple-choice questionnaire.

Contact me to learn more!



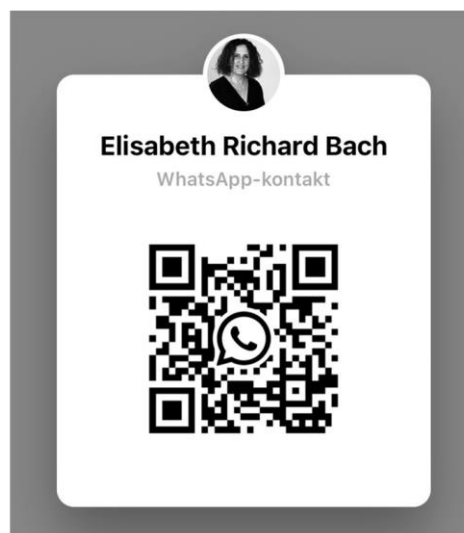
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