



**Timeout Coaching
by Doing Business In English™**

LESSONS FROM
“THE LEADER’S MIND” BOOK BY
JIM AFREMOW AND PHIL WHITE

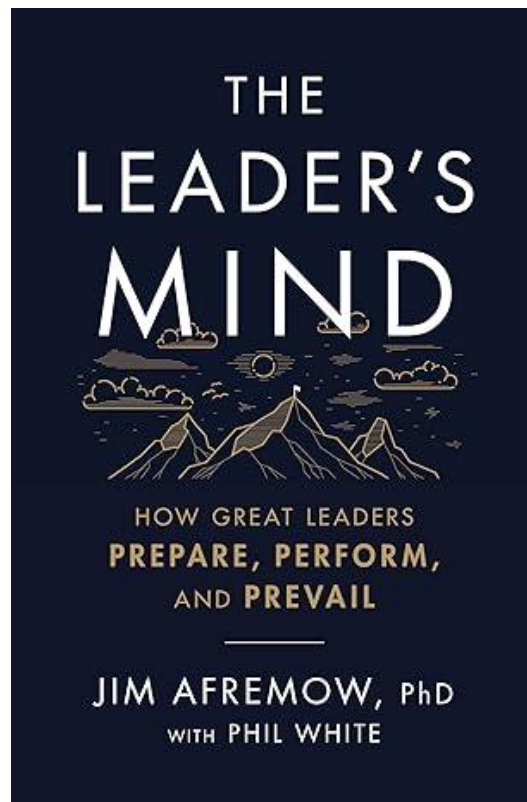
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["The Leader's Mind" by Jim Afremow and Phil White: A Practical Summary for Managers](#)

This book simply helps leaders become better leaders, it is published by HarperCollins available at Amazon and many good bookstores.



Afremow and White combined knowledge brings many practical ways managers can develop their leadership skills and drive their teams to success. Jim Afremow is a respected sports psychologist and mental performance coach, he holds a Ph.D in sports psychology and has helped many elite athletes and business professionals. His sharing of his comprehensive understanding of mental strategies and his practical approach have made trusted partner. Phil White is an respected writer and collaborator with a focus on health, fitness, and leadership.



Lessons from “The Leader’s Mind”

The importance of mental preparation

The authors explain that effective leaders plan their approach, setting specific achievable goals, and then visualize potential obstacles and achieving success. This process boosts confidence, focus and motivation however difficult the journey is. Leaders can use visualization techniques to picture successful outcomes and encourage their team to do the same, this helps with focus, motivation and commitment.

“Preparation is the key to success. By visualizing your goals and planning your approach, you set the stage for achieving great things.” - Jim Afremow and Phil White

- How do you plan, e.g. clarify milestones, risks, timelines, monitor?
- Could this be improved?
- How do measure progress?
- Do you need more challenging goals?
- How do you visualize potential problems?
- How this will affect you and how you can mentally prepare?

Build and nurture strong relationships

The authors explain that great leaders build relationships based on trust with their team members, peers and stakeholders, making them feel valued. This requires collaboration, empathy, effective communication (with a focus on listening) and positivity. Great leaders constantly develop and invest in trust building through the way they lead, often having a mix of individual and team meetings.

“Trust is the foundation of any strong relationship. Open communication and empathy are essential for building a cohesive and supportive team.” - Jim Afremow and Phil White

“The simple gaze of a leader on a meeting participant can either encourage or discourage communication.” - Jim Afremow and Phil White

- Who do you have the strongest relationships with?
- Who do you have the weakest relationships with?
- Which relationships would you like to improve and when?
- Which relationships need some time and energy invested in them?
- Which skills can you develop to help your relationships?
- When will you do this?



Maintain a Balanced Perspective

The authors explain that maintaining a balanced and measured perspective is a critical part of maintaining sustainable long-term success. They argue that achieving a balance between work and personal life is critical for overall wellbeing, the type of balance varies between leaders. There are times of high intensity to meet deadlines but great leaders manage to balance this and maintain motivation and avoid burnouts.

“A balanced life is crucial for sustained success. Leaders who prioritize their well-being and encourage their team to do the same create a healthy and productive work environment.”

- Jim Afremow and Phil White

- For you what is a balanced life in standard times?
- What balance can you cope with at more extreme times?
- What helps you enjoy and value non-work time?
- What value does it bring?
- What could you do to improve your work environment?
- What value would it bring?
- When will you do this?

Peak performance

Consistently achieving peak performance can only be achieved through consistency and discipline. Great leaders set and uphold high standards for all, expecting excellence in every task. They often have a disciplined regular daily routine that their team can learn from. In an ever-changing world this requires continuous learning, adapting and goal setting, a failure to progress is actually a step backwards.

“Excellence is not a singular act but a habit. To reach peak performance, commit to continuous improvement and maintain high standards in everything you do.” — Jim Afremow and Phil White

- What is your peak level of performance?
- How do you know you can not go further?
- How do you achieve peak performance?
- How do you manage yourself to achieve this?
- What habits do you need to maintain, stop, do more, do less and test?



Make decisions strategically

They explain that leaders must analyze situations carefully, measure up the options, and then select the best action to take. They help through sharing insights into practical decision-making processes. Great leaders explain their decision-making process with their team to develop understanding, ownership and participation.

“Effective decision-making involves careful analysis and strategic thinking. Leaders must weigh their options and make informed choices to navigate complex situations.” - Jim Afremow and Phil White

“Sometimes it’s necessary to take a break, step back, and realize that absorbing and evaluating the situation requires time.” - Jim Afremow and Phil White

- Do you have a strategy written down?
- How you monitor progress towards the goals of the strategy?
- Can you think of a time recently when you made an important decision strategically?
- Can you think about a time recently when you did not make a decision strategically?
- What does this show you?
- What is the most complex decision you have made in the last year, how did you manage this?
- How could you have done this better?
- What current decisions would benefit from a more strategic approach?

Resilience

They explain resilience is a critical trait for leaders, leaders have to continually bounce back from setbacks and persevere when the odds are against them. They identify the importance of leaders learning to lead others with a solution-orientated mindset, seeing challenges as positive opportunities to grow and learn. In tough times communication within teams is critical, effective leaders need to run regular engaging team meetings and build solutions as a team.

“Resilience is about bouncing back stronger from setbacks. Leaders who embrace challenges as opportunities for growth inspire their teams to do the same.” - Jim Afremow and Phil White

- When have you bounced back from a serious setback?
- What critical steps did you take that were uncomfortable?
- Is there anything else you could have done?
- Are you stronger or weaker after managing a crisis effectively?
- How do you feel?
- What is the next situation in which you will have setbacks in that you will have to battle through?
- What will you do differently? How do you want others to see you?



Leading by example

This is one of the authors' key principles, explaining this earns the respect of others, encourages better behaviour and standards. Great leaders must continually demonstrate what they want to see in others, remembering that in every moment leaders are seen by others, this might just be communicating politely, saying thank you, being on time and taking ownership of mistakes.

**“Leaders must embody the values they wish to see in their team.
Your actions speak louder than words and set the tone for your organization.”
- Jim Afremow and Phil White**

**“When leaders communicate, they transform their audiences into one body that
is greater than the sum of its parts.”
- Jim Afremow and Phil White**

**“The best of the best walk around with a target firmly affixed to their backs.
When you're at the top of whatever your game is, all your competitors know it.”
- Jim Afremow and Phil White**

**“You might think that you're the boss, but if you don't respect your team members,
it's harder for them to respect you.”
- Jim Afremow and Phil White**

- **What values do you think other people believe you have?**
- **Which values would you like to show?**
- **How could you show them?**
- **When there has been a major setback or crisis which values have you shown?**
- **What values do you want others to show?**
- **How can you encourage them to do this?**