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For Immediate Release

**THE MENTALLY STRONG LEADER  
Build the Habits to Productively Regulate  
Your Emotions, Thoughts, and Behaviors**

By Scott Mautz

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"If you want to build the mental resilience to thrive under pressure and drive change despite obstacles, this book will prove an indispensable resource again and again."

—Daniel H. Pink, #1 *New York Times* bestselling author of  
*The Power of Regret, When, and To Sell is Human*

"Mautz brilliantly fills a hole in leadership writing with an insightful, pragmatic book, jammed with tools that help you develop the most important leadership skill of our time: mental strength."

—Brian Niccol, chairman and CEO, Chipotle

**IN TODAY'S CHAOTIC WORLD, MENTAL STRENGTH  
IS THE CONSUMMATE LEADERSHIP TOOL**

**THE MENTALLY STRONG LEADER** by Performance Expert Scott Mautz  
Provides In-Depth Advice for Building The Emotional Habits  
That Separate The Highest-Achieving Leaders From All The Rest

"Mentally strong leaders are a calm port in the storm, in control of themselves and their environment, somehow getting sharper when adversity arises, brandishing self-discipline and endurance as a beacon of light," explains performance expert Scott Mautz, author of **THE MENTALLY STRONG LEADER** (Peakpoint Press, May 2024). "In today's exhausting, chaotic work world, with so much instability, fear, and debilitating distraction, mental strength is *the* leadership superpower of our times," he adds.

Mautz has been studying great leaders for the past thirty years. In **THE MENTALLY STRONG LEADER**, he provides a step-by-step plan to develop the habits that will build the crucial mental "muscles" of exceptional leadership. "Building these muscles is how you train your brain for achievement," he writes. The objective is to manage internally so that you can lead better externally.

To help readers get started, **THE MENTALLY STRONG LEADER** includes a self-

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assessment that enables them to identify their most significant opportunities for growth. Then Mautz dives deep into the habits associated with each mental “muscle” and provides an array of habit-building tools, all backed by his research and tested with real-world leaders and their organizations. The six habits that he focuses on, include:

**The Fortitude Muscle** – Having the fortitude to push through challenges is no easy task. Mautz identifies three key habits that build fortitude—reframing setbacks, solving problems with discipline, and performing under pressure—and details how to strengthen each of these habits. For example, to reframe setbacks, he outlines “the lenses of resilience” which are aimed at: identifying opportunities within setbacks; focusing on what you can still be grateful for; taking action rather than reacting; and achieving perspective by drawing on relationships and remembering past experiences.

**The Confidence Muscle** – “Confidence lifts spirits, fuels resilience, and creates calm in crisis,” writes Mautz. When it comes to confidence, mentally strong leaders exercise such habits as: handling criticism effectively; monitoring their relationship with doubt; stopping negative inner chatter; and prevailing over imposter syndrome. The author offers a variety of tools for strengthening the confidence muscle, such as evaluating where you are along the “continuum of doubt.”

**The Boldness Muscle** – “Boldness paves a direct pathway to growth,” says Mautz. It forces you to push your thinking, sparks innovation, and requires risk-taking. The boldness habits he has identified include: think big, change the group narrative, foster a risk-taking spirit, inspire the right “Change Choice,” and lead change with conviction. To build these habits, the author outlines an array of tools, including the “Think Big Blueprint” and the “Flip the COIN” exercise: Challenge assumptions, Open minds to introspection, Introduce new information, and Navigate underlying emotion.

**The Messaging Muscle** – Being able to regulate your thoughts, emotions, and actions to produce beneficial outcomes, means you’re exerting control over the messages that you send to others. To build the messaging muscle, Mautz provides tools to develop

beneficial habits such as navigating negativity, staying positive, controlling your temper, and exhibiting integrity. One such tool “Redirect Rhythm”—is a four-step process to use in charged situations: Create Space, Name the Emotion, Reassess, and Redirect.

**The Decision-Making Muscle** – While everyone makes decisions all day long, not everyone is equally skilled at making them. “The best draw on their mental strength for the discipline, courage, and conviction it takes to make better decisions, more decisively,” the author writes. His tools for this muscle are aimed at strengthening the ability to avoid decision-making biases; ending the habits that lead to bad decisions; clarifying the who, what and how of decision-making; knowing when—and when not—to decide; and more.

**The Goal-Focus Muscle** – Sticking to your goals demands persistence, deliberate steps, and grit. The tools Mautz lays out focus on such objectives as setting intrinsically motivating goals; visualizing the work needed to achieve those goals; establishing expectations; leveraging the power of small wins; ending procrastination and perfectionism; and adjusting goals as needed.

“A mentally strong leader pushes their team (and themselves) *to something* exceptional, *through something* challenging, in a way that makes everyone *feel something* special,” Mautz contends. **THE MENTALLY STRONG LEADER** provides specific, science-based tools anyone can use to become a leader who blazes the way to achievement, for their team and for themselves.

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#### **ABOUT THE AUTHOR**

**SCOTT MAUTZ**, author of **THE MENTALLY STRONG LEADER**, is the founder and CEO of Profound Performance™, a keynote, training, and coaching company. Mautz is a former Procter & Gamble executive who successfully ran four of the company’s largest multi-billion-dollar businesses. He is also the multi award-winning author of *Leading from the Middle*, *Find the Fire*, and *Make It Matter*. Mautz has been named a “CEO Thought-leader” by The Chief Executives Guild and a “Top 50 Leadership Innovator” by Inc.com, He is faculty on reserve at Indiana University’s Kelley School of Business for Executive Education and is a top instructor at LinkedIn Learning. He lives in San Diego.