

Be Bulletproof

How to achieve success
in tough times at work



We've always said, 'achieve something small in order to achieve something big'. The idea is that our minds transfer the template of success from one situation to another. In his book, *The Winner Effect*, neuroscience professor Ian Robertson reveals how a victory, no matter how small, creates a physical change in the brain. Even a minor achievement increases the level of testosterone and dopamine – the hormones that give us confidence and help us achieve our goals. So, win something small to win big.

Be Bulletproof is a book by business trainers James and Simon Brooke