



The Business Elevation Show with Chris Cooper - Be More. Achieve More
Friday at 8 AM Pacific

March 01st 2013: How to Shine - From Good to World Class with Sports Psychologist Simon Hartley and Ultra Marathon World Record Holder Andy McMenemy

What's the magic formula that makes some people and some businesses exceptional and others simply good? Simon Hartley, author of 'How to Shine' is a top performance coach and will be joining me for a second time after a highly rated show with Double Commonwealth Champion swimmer Chris Cook. This time, Simon is accompanied by Andy McMenemy. Back in 2006 an incredible world record was set when American runner Dean Karnazes ran 50 marathons in 50 days in 50 cities. In 2011, Andy set off to raise the bar further. He ran 66 ultramarathons in 66 days in 66 cities! This show will cover the key princ

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Featured Guests



Simon Hartley

Simon Hartley is a globally respected sport psychology consultant and performance coach. He helps athletes and business people to get their mental game right. For almost 20 years, Simon has worked with gold medalists, world record holders, top five world-ranked professional athletes and championship winning teams. He has worked at the highest level of sport, including spells in Premiership football, Premiership rugby union, First Class County Cricket, Super League, golf, tennis, motor sport and with Team GB Olympians. In 2011, Simon published his first book Peak Performance Every Time, which was followed in 2012 by How To Shine, and in 2013 by Two Lengths of the Pool. For almost 10 years, Si

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Andy McMenemy

Andy McMenemy would tell you he is as ordinary as the next guy, but he does admit to having done some extraordinary things. From climbing the heights of the corporate career ladder holding senior management roles in £500 million and £1.3 billion organisations and jumping off it, Andy constantly pushes outside of his comfort zone. Having completed some of the toughest foot races on earth, including the infamous Marathon des Sables, he is best known when, in 2011, he completed a World Record bid to run 66 Ultra Marathons in 66 consecutive days in the 66 official cities of the UK. Despite crippling injuries, including a damaged Achilles tendon on day 2 and strong medical advice to abandon his a

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