



The Sniper Mind: Eliminate Fear, Deal with Uncertainty, and Make Better Decisions

David Amerland

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The Sniper Mind: Eliminate Fear, Deal with Uncertainty, and Make Better Decisions David Amerland Snipers are exceptional. The trained sniper is a complex fusion of hard skills such as weapons knowledge, situational awareness, knowledge of ballistics and physics, and soft skills such as emotional stability, empathy, and a stoic acceptance of the hardships associated with a particular set of circumstances. There are countless instances where a single sniper, embarking on a secret mission, would have to improvise, operate beyond any hope of support, and yet still manage to carry out the mission and get back home unharmed even though the enemy was actively hunting him.

For the first time ever, *The Sniper Mind* reveals the practical steps that allow a sniper's brain to work in this superhuman precise, calculated way. It teaches readers how to understand and apply these steps, whether they are stuck in a cubicle facing mounting piles of work or sitting in a corner office making industry-defining decisions.

Through the explanation of advanced military training techniques and cutting-edge neuroscience, this book provides concrete strategies and real-world skills that can help us be better:

- At our jobs
- In our relationships
- In our executive decision making
- In the paths we choose to take through life

By learning how snipers teach their minds to eliminate fears and deal with uncertainty we can also develop the mental toughness we need to achieve the goals that seem to elude us in business as well as in life.

The Sniper Mind: Eliminate Fear, Deal with Uncertainty, and Make Better Decisions Details

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Author : David Amerland

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From Reader Review The Sniper Mind: Eliminate Fear, Deal with Uncertainty, and Make Better Decisions for online ebook

Paul Simbeck-Hampson says

What did I think? - "I thought it was deeply and carefully researched. It provides clear and practical pathways to improvement. It enthralls through highly engaging stories with easy to relate to contexts. It has the potential to create sustainable positive impact, in all aspects of life. In summary, I found The Sniper Mind, outstanding!"

To expand: David and I know one another from our engagements on Social Media, especially on Google+. It has always been a pleasure to discuss, analyse, and draw outcomes and actions from our interactions across a wide array of topics; so naturally I was excited to seek out the value contained within this book, and did so by buying the Kindle version the day it came out.

I got through the first 11 chapters on Kindle swiftly, making highlights of things that resonated personally and occasionally adding notes. The final chapter took a bit longer due to work, but the wait was worth it. After finishing the book my head was filled with disconnected memories of supremely important concepts, quotes and personal insights; a feeling I often have when reading something that resonates and connects deeply! How do I process it all...?

Inspired by the personal insight contained with the highlighting, I've begun the process of a deeper level of analysis. Using all the tricks known to geeks, I was able to extract the highlighted text, some 650 highlights, in full - without truncation!- out of the Kindle and into a Google Sheet. From there a folksonomy of tags based on natural occurrence in the highlight emerges. To enrich the highlight further most all highlights receive a personal one-sentence-summary to indicate deeper understanding and possible action items.

Collecting the sentence summaries together, chapter by chapter, in a Google Doc, and joining the concepts as they logically apply I'm creating a 1 page personalised summary of each chapter. The first two are done, and all the work was worth it, the insights are literally dancing on the page! I'm currently on Chapter three so I expect this work to take some time yet. Once all the chapters are complete I'll create a master summary of the twelve chapters which will give me the a personalised framework to make really significant changes in my life and the lives of the people I care about.

Later plans also include reviewing the tags generated: cleaning them and producing slices of insight by creating summaries across the different emergent tags: persistence, belief, vision, plan and so on. It's a lot of work, but it's worthy personal work, and the Sniper Mind has enthused me to take the steps towards those improvements - and that's powerful indeed!

To map the concepts, learnings, processes and scientific findings so-as-to improve my ability to control my mind at will, in such a way that it reflects those traits identified in elite performance, is for me a personal journey well worth taking. In David's work I've found insight and connection that is enabling me to get started and for that I'm most thankful.

I hope my journey with the Sniper Mind inspires you to pick up a highlighter and in doing so you also find personal insights that make a big difference day-to-day. A final personal thanks to David for writing this outstanding book, and for our ongoing social media engagements; and who knows, David, perhaps in 2018 our paths in non-virtual-reality will cross. The first beers on me!

@simbeckhampson
(Twitter)

PS. Very cool title, Mr Shervington :-)

Kevin says

Good concept, but too heavy on the psychology and not strong enough on the practical life implications.

Ryan Miller says

Very educational

I believe that this book should not only be read by each sniper but also by every business man who wants to be successful

Oleg Moskalensky says

First - it's an exceptional book. If you're thinking of whether to get this book or not - definitely get it!

Now that we got the conclusion out of the way - let's talk a bit about the book. Will start with the author. David Amerland has been a life-long analyst, thinker, high end business consultant and yes, a book author. That combo puts him in a category by itself, because he has a much deeper understanding, superior research and thus amazingly potent result in the end. When interviewed, he shared that he talked with hundreds of snipers, he researched the science of brain development for over 3 years and due to his exceptional analytical skills and experience - poured the conclusions and finding in this amazing book. I actually don't like to call it a mere 'book', it's more like a life/business guide for those who need it (and who doesn't?)

The book has many historical stories and interviews, each is being carefully deconstructed, where relevant, and explained why and how it matters, then scientific findings are combined with these stories and finally business-related suggestions are made to make all of this incredibly useful & valuable, not only in business life, but in personal life as well. It's like a manual for life, with tools describing exactly what you could do to achieve seemingly unachievable.

I said 'could', because this isn't a fairy tale, where you touch a magic wand and all of a sudden pumpkin turns into a carriage. No, the information in this book is gold, but not your gold... unless you decide to take it and actually take action and do what the book suggests - then, it becomes your gold. If you don't take action - it's just another book. If you do - it may significantly and positively augment your professional and personal lives.

Your mind is crucial in managing the rest of your being. It controls everything... including itself. Some of it is automatic (like your breathing, for example), some you get to decide... and what's remarkable is that even though you can't will your hand to control itself - you can will your mind to not only control that hand, but alter the mind with itself! Just think, your mind can be used to enhance itself and thus the rest of your body

and your life! And that's what this book is all about.

I've read a lot of great books, this one is in a category of its own. It has history, self-help, science, spine-tingling stories, absolutely amazing humans who can easily be classified as super-humans. They're fearless, quick decision-makers, orchestrators of actions, with precise and focused results, all while trying to stay alive in unbelievable tough, dangerous and stressful conditions. And this book will show you how you can use similar techniques and approaches that they use - to have similarly positive outcomes in your life, both personal and professional.

I typically dislike being redundant, but Get this book!

Dimitris Kouniakakis says

The Sniper Mind is the kind of book that can be a life changer. It analyses, explains and reflects not only on our decision making processes but also our deeper inner mindset and holistic approach towards life, business, our relationships and can lead the reader to achieve self-awareness.

Avatar says

I was privileged to receive an ARC of The Sniper Mind, and have to say that it's probably my favourite book by David Amerland so far. Not really a reader of business-type books, but not only are the anecdotes and explanations that start each chapter fascinating, but the lessons drawn from them are applicable to many facets of life, and certainly not exclusively to business. Definitely worth a read.

Michel Reibel says

How can ordinary people become super-humans?

The Sniper Mind book is power. Key success factors are delivered to you in a great way. As you go, you'll be able to blow up both your professional and personal barriers!

This is a terrific approach to cognition and perfectly in line with what I've learned over 30 years, moving from elite combatant to entrepreneur, and where mastering anticipation is a silent weapon, empathy and perspicacity are ammunitions ...

Also, in memory of my grand father, my father and to my son I say: The art of the warrior consists in balancing the terror of being a man with the marvel of being a man.

-Carlos Castaneda - Anthropologist, Scientist (1925 - 1998).

Michel Reibel - Former Commando Sniper - Strasbourg - Alsace - France

About the book: The premise is simple: If we can all learn to create that same synthesis of hard and soft

skills in our own lives, we'll be better at our jobs, in our relationships, and in our executive decision-making. Our life choices will be better weighed. The outcomes we want to achieve placed within our reach.

Each chapter of the book presents a particular skill set that snipers possess. It explains the science behind it and then how it can be acquired and applied in a business environment. Each chapter starts with a sniper story and also features the ideas, opinions and thoughts of trained snipers who consented to being interviewed and quoted.

Teodora Petkova says

Excellent book on mind management, the discipline of thought and the science behind how our brain works. The book is based on the latest findings and advancements in the neuroscience field. Add to that the author's extensive understanding of information and data, combined with the full awareness that data and processing are only terms we use for what the brain does, and "we are not reactive machines that come to life the moment data enters a consciously defined channel".

From the sound perspective of us being our own great tool (weapon, as the book has it), *The Sniper Mind* looks at the very core of motivation, peering deeply into the workings of the brain through thought experiments, research and plenty of real-life stories. It is not a motivational book though, one that you would expect to teach you how to get up in the morning and prime yourself. It won't. At least not in that way. What the book will do is extensively explain you the very essence of what drive us.

The book has a wonderful structure, leading you through stories and research about the brain, about emotional intelligence, mind preparation and self-discipline, to name a few. The appendices of the book are brilliant too: a set of "mind tools" to help you walk the talk of the book.

I have to admit, snipers and baseball players are not my passion and field of exploration, but I was curious to understand so much about them and the way they live in use their brain for optimal performance.

"In each and every example of a successful business leader, sniper or top baseball player there is a core identity. A sense of knowing who they are and why they are. A center buried deep within the onion layers of their personality. It gives them a sense of inner balance. "

What impressed me deeply when I finished the book, was that strive for excellence I was infused with.

Don't get me wrong.

I use excellence not in that overambitious sense of having more and wanting more and doing more and achieving more at all cost, but rather in the sense of believing that nature has created us as amazing beings capable of doing anything any time no matter the circumstances, provided we are deeply aligned with what we know we want to do in this world.

"Excellence is not something one is born with. It is manufactured with a dozen ingredients the key of which is what the Delphic Oracle of Ancient Greece knew all along: Know thyself"

And, as I like it - truth always comes in paradox, it is nature again, as I understood from the book, the nature of our own limitations, when it comes to the wiring of our brain, that can prevent us from achieving our

greatest potential. I was intrigued to understand (and crack) my own weakness when it comes to some sales tricks. I learned that the auction countdown timer on Ebay is a “bounded rationality scenario” where my brain is being tricked into seeing an imperative to action.

With that and many other examples, The Sniper Minds reveals not only what drives us towards success but what is it that makes us fail, or follow behaviours that are not leading us to what we really desire in life, to our core needs. Thinking (please note, thinking - and this reminds me of Tony Robbins who says “Stay in your head and you are dead”) that we're less, that we can't, that we're constrained, that we have no time, that's something binds us is not true. The Sniper Mind tells us why through real life scenarios, comprehensive study of lots of research on the topic.

“The tendency of the brain to shut down on us, to seek to numb itself, to transport us somewhere else when things get tough, is a response that those who develop mental toughness have learned to recognize.”

The good news is all this can be escaped and controlled. With knowing your core and maintaining the right self-discipline to align your activities with your understandings.

What I liked most in the book is the personality of David Amerland shining through the heaps of research and in-person interviews with top performing snipers. I know David for more than 5 years now, and he has always been an example of someone who works hard and pushes the limits of everything (himself included) on a daily (hourly) basis. David truly lives what he believes in and what he finds out throughout his sleepless nights of research, thinking and writing. We can be our best selves it only takes us it only takes a deeper dive into who we really are. Into our core.

Yes. The Sniper Mind is an unexpected way to look into yourself and find that unstoppable part in you that will help you “eliminate fear, deal with uncertainty, and make better decisions.”

Are you ready to do that? If yes, get the Sniper Mind.

P.s. I wasn't ready but I did it because I trusted David. And he didn't let me down.

Jack Oughton says

I found the parts about sniping to be fascinating and well researched, but the 'business' lessons that he draws from them to be the kind of stuff you've already heard a million times in a million other business books. It was OK.

Nina Trankova says

Individual skills and personality are the ultimate way I believe in leading to a fulfilled life for oneself and for others around. The Sniper Mind book is empowering the nuances, bringing them to crystal clear steps in a kind of dance. I find the story and business case summaries a solid frame for a transformed thinking. I've read books that influenced my thinking for the message the author translates and involves me as the reader yet The Sniper Mind became "my book". I discover and implement while reading.

Gina Fiedel says

How To Become More Resilient In All Aspects Of Your Life

This book, ultimately is a tool chest for becoming closer to yourself through clarity.

Reading *The Sniper Mind*, I found myself transforming by becoming increasingly intimate with how I see the world and its details. I learned that my own thinking and behaviors, motivations, responses, reactions in my relationships and relationship to the world can be fine-tuned through a particular kind of basic awareness. It opened up the world in a new way that is different yet entirely related to and organically woven in with my other disciplines.

And due to that, my focus is sharpened.

I found out that the more I pay attention the more resilient I can be in the challenges of my personal life and work. New choices naturally open up.

Reading this book has assisted me in becoming more productive by being more honest with myself and the way I operate in the world.

David Amerland has woven together practices from multiple traditions and created a framework that is entirely accessible.

Cristina Vallejo says

I enjoyed this more than I thought I would. I very much appreciated the format in which the author presented the information. First with an anecdote, concepts, how to apply them in business and civilian life, and a quick bulleted summary at the end of each chapter. My plan is to go back through the book with post-its to make myself notes as I would like to apply some of these tips to my everyday life.

Darren says

A quite different approach to a business book, applying the training and mindset of a sniper to business-orientated tasks. The result is an engaging book that is a lot better than originally feared.

Clearly you are not expected to threaten your business targets with a weapon (or kill them) but many of the properties a sniper must use – such as subject knowledge, situational awareness and human soft skills – can be relevant and beneficial. This book sets out to highlight these and give a good, basic grounding to the reader. A ‘sniper’s boot camp’ you could almost say, mixing some of the latest and best research, military training techniques and real-world experience to good effect.

The utility of this book can be clearly seen. It might not grab everybody at first glance, since it may require a personal connection be formed to get the most out of it, but it remains a credible, informative resource that

can help many up their game if they let it. The concept of linking military activity to business is not that far-fetched, as after all many early business models were based on a hierarchal army structure with command-and-control structures and modular (silo) areas of responsibility and operation. There is a reason why many ex-military officers are in demand within many businesses. It is not just for their ability to follow orders and have shiny shoes! Far from it...

This reviewer felt there was something missing with the style and format that held it back, but that is not a reason to ignore it. The content inside was interesting, accessible and valuable. It can be a sturdy performer, doing what it sets out to do, but it just wasn't supreme leadership material. A good senior officer, but not the commander you may say, to continue the military analogy.

It is different, considerate and worthy of closer scrutiny. You only need to pick up something out of it to get your money's worth and a lot more besides!
