



The Gold Mine Effect: Crack the Secrets of High Performance

By Rasmus Ankersen

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We all want to discover our hidden talents and make an impact with them. But how? Rasmus Ankersen, an ex-footballer and performance specialist, quit his job and spent six months living with the world's best athletes in an attempt to answer this question.

Ankersen presents his surprising conclusions in seven lessons on how anyone—or any business or team—can defy the misconceptions of high performance, learning to build their own gold mine of real talent.

Rasmus Ankersen is a motivational speaker on talent and performance development and a trusted advisor for businesses and athletes around the world.

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Editorial Review

Review

'After reading The Gold Mine Effect I felt compelled to track Rasmus Ankersen down ... Fascinating man with a real insight into High Performance both for individuals and teams that can be applied to business and sport ... a great read and a fascinating insight into performance.' -- Sir Clive Woodward Ankersen provides a left-field take on high performance, with much food for thought. It's wacky, but it works. -- Emma De Vita, Management Today 'This is a must-read for any athlete or sportsperson looking to reach for the stars.' -- Athletics Weekly 'Rasmus Ankersen's thought-provoking book 'The Gold Mine Effect' I believe will become a timeless classic in the ever evolving understanding of ... the notion of talent. Parts of the book defy long-standing traditions around talent development but his intelligent use of real life experiences in and outside of sport should force anyone to ask: are we really doing everything it takes to produce the next generation of world talent?' -- Mike Forde, Executive Director, Chelsea Football Club

About the Author

Rasmus Ankersen is a bestselling author, a motivational speaker on performance development and a trusted advisor to businesses and athletes around the world. He wrote his first book, The DNA of a Winner, at age 22. A year later he published his second, Leader DNA, which has been the bestselling leadership book in Denmark for the last five years. In his home country Rasmus has also won a Belingske Business Magazine award, being named one of the three biggest business talents in Denmark, and the Danish prime minister recently invited him to contribute a chapter to his new book The Danish Dream. He lives in South Kensington, London. Twitter @RasmusAnkersen.

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