Bradshaw (in yellow) with other athletes at a Channel swim

the English Channel and not made it. To be a good distance swimmer, you need to be able to stand cold water for long periods of time. Most importantly, you need to have a very positive mindset. When I decide on a swim, I know in my head that I can do it — in fact, I've already done it because I've imagined it. I use a lot of neuro-linguistic programming (NLP) techniques. I also train people to be NLP practitioners. Success isn't about achieving world records. It's about expanding potential. It's about setting realistic goals and believing you can achieve them.

In the evening, I often have council meetings to attend. We answer residents' concerns, and plan and discuss issues. At home, I like to watch a bit of TV, especially drama. I don't watch much sport these days. I prefer doing it.

I've always used my swims to raise money for children's hospices and cancer charities. I received my MBE, as well as my honorary doctorate from Loughborough University, for services to swimming and charity. There's always more to achieve out there. And I hope to carry on swimming. Days just don't feel right without a swim.

**butterfly stroke** ['bAtaflai stræk] Schmetterling, Delfin
**carbohydrate** ['ka:rbohydrət] Kohlenhydrat
**charity** ['tjasrsti] Wohltätigkeit/organisation
**counselling** ['kaunslin] Beratung
**enable** [i'nəbl] befähigen
**endurance swimming** [i'nə'djuərəns swi:mɪŋ] Langstreckenschwimmen
**English Channel** [i'niʃliŋ 'tʃənəl] Ärmelkanal
**honorium** ['hənərəri] Ehrendoktorwürde
**hospital** ['hospis] Hospiz
**living: make one's ~** ['lɪvɪŋ] seinen Lebensunterhalt verdienen

Loughborough [laufbrəθə]
MBE (Member of the Order of the British Empire) [em bi: 'iː] fünfte Stufe des britischen Ritterordens
**mindset** ['mændset] geistige Haltung
**motivational speaker** [mautəl, vei'təl 'spikə] Motivationsredner(in), -trainer(in)
**nickname** [ni'nekəm] Spitzname
**performance** ['pərfsəməns] Leistung
**pilot boat** ['paɪlot bɔt] Lotsenboot
**porridge** [pə'ridʒ] Haferbrei
**practitioner** [præk'tɪʃənər] Praktiker(in), Fachmann/frau
**raise** [reiz] sammeln
**resident** ['resɪdənt] Einwohner(in), Bürger(in)
**shipping lane** [ʃiːpiŋ lɛn] Schifffahrtsweg
**stand** [stænd] aushalten (→ p. 59)
**treadmill** ['tredmil] Laufband

Tough conditions: Bradshaw battles on in cold water