Like you, I’ve watched the sad downfall of a great athlete and role model as one salacious story after another is revealed about Tiger Woods’ private life — a cocktail waitress here, an alleged porn star there.

Whatever the truth behind the headlines, it’s something I’m too familiar with in my work as I help a variety of world champions improve their performance.

Although much of my work focuses on improving a champion’s mental and physical performance or helping them break through a barrier, about 12 per cent of elite married male athletes say remaining faithful to their wives is their most difficult battle.

Confidentiality is absolutely vital in my work, so infidelity is not something I’ve ever talked publicly about before. It’s the best-kept secret between me and my clients.

These are tragic stories, and I feel keenly the pain inflicted on all parties. But today, I’m going give a sneak view “behind the scenes”.

Why? Because dealing with this issue requires some incredibly powerful tools you may just find useful in your own life — even if you aren’t tempted to have a affair.

Along the way, we’ll see why “good people” can “do bad things” and why one of the most disciplined, focused and successful people in the world could have been so “impeccable” in his private life.

What it’s like to be Tiger Woods

Before we pass judgment on any of these superstar, it’s worth taking a moment to reflect on how unnatural and challenging their lives really are.

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