Selling the Vision
Building the Team

Don Heidary
Orinda Aquatics

ASCA World Clinic

September 2007



Selling the Vision; Building the Team

Preface

First, I would like to thank ASCA, John Leonard, and Guy Edson for this opportunity and privilege, and for all that they do for the sport of swimming.

My talk is definitely outside of the scope of traditional training and technique and not quantifiable. But I believe it is the most significant force in swimming and in life. It is a top down/big picture view of building a program and, I believe, the glue that holds *everything* together.

Something I became obsessed with twenty years ago is a quote that changed my coaching life and also my personal life;

> ***"Leadership is all about painting the Vision, giving people something worthwhile to follow."***

I figured by definition I was a leader.
But was I offering something worthwhile to follow?
And was I painting that picture?

From that day on I took a global perspective on everything I did and to this day I think about painting the vision.

There is too often a disconnect between;

- **Coaches and kids**
- **Coaches and parents**
- **Parents and kids**
- **And even coaches and administrators**

They are all involved in the same program but often not on the same page.

I believe that disconnection is a lack of a shared and articulated vision.

I remember many years ago I called a recent graduate to check in. He had begun his freshman year in college at a great school and was a key recruit on their water polo team. I asked him how the team looked and the said, "we have a lot of talent". I replied, "So you have a shot at winning the NCAA's?" I was astonished at his reply, "No, our team isn't really into morning workouts and hard work".

Now, I have no doubt that the coach was great and that he obsessed about winning a national championship everyday, but something was missing.

So how does this relate to business?

If you were running/owning a business (which you are) and you were given five minutes to explain/sell to your investors (parents) and customers (swimmers) why they should commit their time and money to you, what would you say? ***How would you differentiate yourself and your program?***

Whether you are a Swim Team Director, a Head Coach, a group coach, a lane coach, in recruiting, or work with one swimmer, - from novice to Olympian, you are a salesman and you are selling the best product on the market – ***sports, teams, human potential, and personal development.***

The famous ***De La Salle football team*** **(of northern California) dynasty began in 1982 when a very young Bob Ladouceur was hired. They were a losing team. One former player describes the beginning, "when Coach Lad was hired, he articulated a vision of where he wanted to take the program. We all shared that vision and committed to it." The team went on to become one of the greatest high school sports teams of all time.**

Pools don't change,
Buildings don't change,
Institutions don't change, Organizations don't change,
And for the most part, people don't either (they will go where they are led). It is "Vision that is the critical variable. But as most of you are visionary, selling it is as important as seeing it.

I don't have the answers on training or technique. The questions and the answers continue to change, but I do know that this is a profession about service, and about changing lives, and that success will always be driven by an articulated vision.

What I am going to talk to you about has worked on every team at every level that I have been involved with. ***Not because it is swimming related but because it is life related.***

As with my experience with one simple quote, I hope that you can find at least one thing from what I tell you that may change your coaching career and your life!

As we go through the Introduction, I am going to ask you some questions that I would like you to think about and maybe write down things that come to mind.

“Leadership

is

all

about

painting

the

vision,

giving

people

something

worthwhile

to

follow.”



Building the Puzzle, Building the Team



- **Borders – Vision**
- **Working in to – philosophy, culture (a way of *aquatic* life)**
- **Then - Policies and guidelines**
- **And on to – character, integrity, respect, and work ethic**
- **And the last piece of the puzzle…*Extraordinary results***

Too often we focus on the wrong thing…

- **Try to fix a stroke in someone who doesn't work hard**
- **Condemn a parent without trying to bring them into the process**
- **Try to win a meet with a team has no identity**
- **Criticize a team for not being caring when they don't know what to care about.**



- ***Who doesn't start out this way?***
- ***What does she want to get out of sports? Fun, friends, success, life skills, scholarship, self-esteem, glory…***
- ***What do her parents want out of sports?***
- ***Who will she become as an athlete and as a person through sports?***
- ***Will she be competing ten years from now?***
- ***What will she reflect on fifty years from now?***
- ***If this was your daughter swimming and she could either gain extraordinary success or extraordinary character out of the sport, which would you chose and why?***

Table of Contents

- *Introduction*
- **What is your vision?**
- **Selling the Vision/Building the Team**
- **Selling the Team/Building the Team**
- **Selling the Coaches/Building the Team**
- **Selling the Parents/Building the Team**
- **Selling Training/Building the Team**
- **Selling Technique/Building the Team**
- **Selling the Negative/Building the Team**
- **Selling Integrity/Building the Team**
- **The "Real" World**





Introduction

Vision is the invisible force that shapes the world, countries, corporations, individuals, and teams!

It is said the most people spend more time planning a vacation than they do their life. What about your coaching life, or your team's life, not day-to-day tasks, but a road map to an incredible environment or culture that breeds character, success, and fulfillment.

A. List the three most significant things about your life as a coach.

1)
2)
3)

B. List the three most significant things about your *team* .

1)
2)
3)

If you had amnesia and remembered nothing about your past, how would you like to be remembered?

A) Coach:

B) Team:

How would other teams/coaches describe your team.

If all of the teams were the same ability, what would you want your team to be recognized/remembered for?

Visualize the greatest team in the country.

- ✓ **What do they look like? Appearance? Attire?**
- ✓ **What do they act like? Attitude? Spirit? Character?**
- ✓ **How do they train? Work ethic? Focus? Discipline?**
- ✓ **How do they support one another?**

1. **Now, put your team warm-up on that team, and put them on your deck.**
2. **You will now move from this point to that vision.**
3. **You will be the architect, engineer, and the salesman of that vision.**
4. **The better you sell it, the faster you get there.**

"If you don't know where you are going, any path will do."

1) **What can you sell 200 kids, 400 parents, and a staff that will make them commit to you and sacrifice for you? What are you offering that is worthwhile to follow?**

2) **What is your vision? (as a swimmer visualizes a race, so must you…)**

3) **What is your hero's journey (as a coach/leader)? How would you like your story written?**

4) **What is your success blueprint (we all have one)? Does one degree make a difference?**

5) **What are you willing to do that others are not? What will you do to set yourself and your team apart?**

6) **What is preventing you from getting from where you are now to where you want to go?**

Staff?
Swimmers?
Parents?
Attitude?
Effort?
Belief?
Money?
Vision/Minister?

The Rocking Chair test; what could possibly matter 50 years from now in what you do?

The vision, the blueprint, the sale, the work!

Blueprint

Jesus, CEO

1. **Who do you tell yourself you are on a daily basis?**
2. **What is your mission? Can you define it in one of two sentences?**
3. **Do feelings stir inside you that you might contribute to a better way of life for others?**
4. **How much do you believe in yourself?**
5. **What would it take for you to believe in yourself down to your very toes?**
6. **What daily energy keeps you from being focused?**
7. **How do you show your commitment?**
8. **What are the fears that keep you from your goals?**
9. **What do you feel you are destined to be doing and why?**

Secrets of the Millionaire Mind

- **"My inner world creates my outer world."**
- **"Thoughts lead to feelings. Feelings lead to actions. Actions lead to results."**
- **"How you do *anything* is how you do *everything*."**
- **"Where attention goes, energy flows, and result shows."**
- **"If you are willing to do what is easy, life will be hard. If you are willing to do what is hard, life will be easy."**

The Greatest Salesman in the World, Og Mandino

- ***"Wealth, my son, should never be your goal in life. True wealth is of the heart…"***
- ***"Failure will never overtake you if your determination to succeed is strong enough."***
- ***"I will form good habits and become their slaves."***
- ***"I will persist until I succeed." "I will act now."***

Selling the Vision/Building the Team



If you want to be happy, set a goal that commands your thoughts, liberates your energy, and inspires your hopes. Carnegie

Come to the edge, He said. They said, we are afraid. Come to the edge he said. The came. He pushed them, and they flew. Apollinaire

"The most pathetic person in the world is the person who has sight but has no vision." Helen Keller

"It is good to have an end to journey toward, but it the journey that matters, in the end." Le guin

The main thing is to keep the main thing the main thing! (What is the main thing)?

What is your "Vision"?
What is your current environment?

What would fill the gap?

"Be clear why you're here."

Your vision must be about the greater good and not about you.

Imagine creating a painting or a sculpture – everyday! What is your masterpiece?

Know community, environment, needs, challenges, individuals, opportunities.

The Sale:

Win-win

Sell the bigger picture. The great lessons of sport and life are right here to be learned and enjoyed by everyone! The virtues of commitment, spirit, teamwork, attitude and effort will stay with you forever! Attitude and effort fuel your career, your team, the sport and your life – not one swim, or even one record.

Keep it Simple. Have a catch phrase. "Simply the Best"

Mediocrity is the path of least resistance. Sell it as no alternative. You are just as close to the bottom as the top!

Sell everything. *If you don't believe it with every fiber of your being, no one else will.*

- ***Discipline – a statement of character***
- ***Technique – a statement of efficiency and focus***
- ***Punctuality – a statement commitment to the entire process***
- ***Team attire – a statement of pride.(and visa versa)***
- ***Humility – a statement of equality and selflessness***
- ***The worse it is the better for you***
- ***The glass is ALWAYS half full!***

Sell what is possible.

- ***Be an athlete as opposed to a participant***
- ***Do a sport as opposed to an activity***
- ***Be a team as opposed to a roster.***
- ***Become a culture as opposed to an organization***

The Strategy:

Communicate/articulate it at every opportunity.

- *Team meetings*
- *Pre-meet meetings*
- *Group meetings*
- *Coaches meetings*
- *Parent meetings*
- *Workout meetings*
- *Individual meetings*

KEY: Ask for buy-in. Get broad-based consensus from coaches, swimmers, and parents. Once you do this, the ball is in your court.

Everyone must be on the *same page*. No identity crisis! (success, fun, both?)

Don't make it about winning. Make it about mastery. Winning limits your upside and your participants. Keep the base and the success stories as high as possible.

Don't make it about being better than someone else, make it about being better than you were yesterday. *Dr. Wayne Dyer (SP)*

Reinforce the positive. Do not tolerate the negative

Empower leaders - engage laggards. This applies to swimmers, coaches and parents.

Shock the system. Never allow things to become stale or directionless.

Begin with tactical disciple with the vision in mind, "it's just not how we do things."

Visualize everything – SEE IT!

At meets now I spend more time watching the team (vision) than the meet.

Selling the Team/Building the Team



"The best way to improve the team is to improve yourself."

"Personal Relationships are the fertile soil from which all advancement, all success, all achievement in real life grows." Ben Stein

"Now this fantastically persuasive man was insisting, however improbably, that I might be some other kind of person. A hero." Coach

What is your "Team" Vision?
What is your current "Team" environment?

What would fill the gap?

"This cannot be a team of common men." "Who do you play for?" Miracle

Mutant Message

The Sale:

The "team" process is a life process. Learn it now! There is no greater force.

You have to sell *commitment* and *sacrifice* first! Without sacrifice, it won't happen.

The more you sell the kids, the more they sell the parents, the more you sell the parents, the more they sell the kids.

It is not about you! Your success depends on the team's success!

Teamwork takes work. It is not created for you but by you!

The team is no more than the collective actions, attitude and effort of everyone! It is not an entity in and of itself!

Being an athlete and being on a team is the greatest avenue to learn a great deal about life and about yourself.

This experience can and should be life changing. Sell this!

Commitment to the process and the team, and not the time, has proven to be a shorter and easier path to success - and a path that <u>everyone</u> can walk!

Ask your team why it would be acceptable that a team does a better job than us.

You can have the wind at your face or the wind at your back.

"Big things are accomplished only through the perfection of minor details."

"Being average means you are just as close to bottom as the top."

Life is less about what you do than how you do what you do.

One stitch!

The Power of One!

Create an environment where people will swim more for the team than for themselves?

Sell the older kids on giving back and being leaders.

We are creating our future!

Make sure the team knows the team goal!

The Strategy:

Value everyone. Everyone is a part of the "team" – apart of the success and the future.

Support, value, and respect the novice as much as the star.

Celebrate the success of others!

Goal setting – big picture first. The big three; attitude, effort, and the team!

Create a WE environment.

Punish and reward as a team (the WE). The <u>individuals</u> won't like it, the team players will understand. Everyone contributes and everyone is accountable.

Team attire and appearance is a statement of pride and should be mandatory.

Communicate with every one every day.

Don't make it about winning. Winning does not really teach us much and can be destructive in many ways. Winning is uncontrollable. Being great is and is a team thing.

Make sure your awards system is "team" oriented.

The two cancers of a team are ego and negativity. Recognize them early and take action.

Manage the life of an athlete not the season of a swimmer (ex –an 8U record)

Try to challenge swimmers everyday, as athletes, as people, and as a team.

Be great the way you walk in, warm up, cheer, compete, support, and deal with disappointment.

Expect everyone to attend team activities. Otherwise it's not a "team" activity.

In competition, make it clear that it is a total "team" effort; every swim, every coaching decision, every workout, lesson, and every act of support. I learned early on the power of teamwork and the key role that everyone plays in creating a real team. In competition, you never know who will need to "step

We travel with 50 teenagers, no chaperones, no problems, always on time, all in team attire. It was our vision. (San Diego 2007)

Look **beyond a workout. Look at effort and perseverance.**
Look **beyond a race – look how they handle competition.**
Look **beyond a meet – and see if 200 people are coming together in** ***your*** **vision.**

(Orinda Aquatics group photo would not upload)

Selling the Coaches/Building the Team



"Make sure the team members know they are working <u>with</u> you, and not <u>for</u> you."

"The mediocre teacher tells, the good teacher explains, the superior teacher demonstrates, and the great teacher inspires." William Arthur Ward

"There is a close link between a great company (team) and a great life. For no matter what we achieve, <u>*if we don't spend the vast majority of our time with people we love and respect, we cannot possible have a great life*</u>. But if spend the vast majority of our time with people with people we love and respect - people we really enjoy being on the "bus" with, and who will never disappoint us – then we will most certainly have a great life, no matter where the bus goes. People who love what they did, did so mostly because they loved whom they did it with." Jim Collins, Good to Great.

What is your "Coaches" vision?
What is your current "Coaches" environment?

What would fill the gap?

The Sale:

Be a team within a team!

How many people can influence a large group of people in some of the most significant areas of their life?

The opportunity to work with, and positively influence, a large group (of children/our future) is the greatest thing you can do.

Two men went to work for a railroad…

I truly believe that the most productive people in sports, business, and life, are coaches. How can they not be? (will discuss later)

I have always believed that coaches <u>*have*</u> the greatest job in the world and <u>*do*</u> the greatest job in the world. Sell it that way! Live it that way!

Sell the staff at:

- **Board meetings**
- **Parent meetings**
- **Community events, etc.**

The Strategy (Macro):

It begins and ends with you. Lead by example.

The staff must buy in. A unified team begins with a unified coaching staff.

Speak the same language. Have the same philosophy (continuity/ transparency).

Have a succession plan. Assure the team that there will never be a drop-off in leadership. As with a company, investors want to know that their investment is for the long-term.

Do you have ten years experience or one year experience repeated ten times?

Who is grading you, you! Grade yourself everyday! Challenge yourself on the way in, grade yourself on the way out.

Don't run the team unilaterally. Get buy-in on as much as you can.

Know that everything you say and do will affect the entire team. Imagine that *all* of your thoughts and actions are watched and heard by every coach, swimmer and parent.

Create an environment where people will volunteer to work in your program (and make them).

"Be" a leader. Look like a leader. Act like a leader. Talk like a leader.

Find a balance between friendship and discipline. Respect is key.

Reprimand for visionary reasons. "That is not where we want to go."

Envision the novice as competitive, the good swimmer a great swimmer, and the star….

Have a sense of urgency when coaching and teaching – what if it had to happen today?

Seek those in need. Show you care about people and not times.

When disciplining, know your objective. After you discipline step back and assess. See if there is any damage. If so, do damage control, to the individual and to the team.

Get to know the person behind the athlete.

Younger swimmers are your future leaders. Mold them early.

Respect is critical. If you have it, you have everything. Without it, coaching will be a struggle at best. Demand that every swimmer respect every coach. If they don't, find out why!

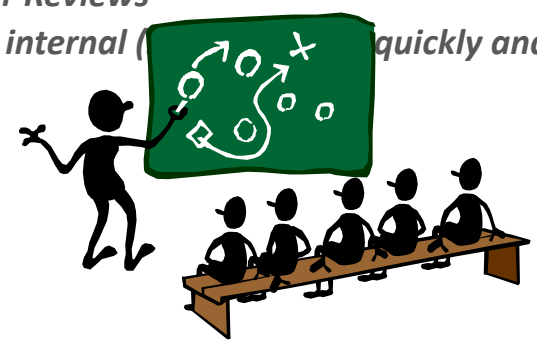
Always be willing to sacrifice friendship and points for a greater cause – the integrity of the team.

Be willing to do what is in the best interest of the team, even if it is not popular. "Just because everyone agrees with you doesn't mean it is right, and just because no one agrees with you doesn't mean it is wrong."

The Strategy (Micro):

Staff/Management

- ***Hire from within (all things being equal, if you can't…)***
- ***Hire great people***
- ***Hire role models***
- ***Hire character and integrity***
- ***Hire leaders not swimmers***
- ***Have a progression plan***
- ***Have a succession plan***
- ***Have a back-up plan***
- ***Delegate – sell/teach leadership***
- ***Have regular staff meetings***
- ***Have pre and post meet meetings***
- ***Have workout meetings***
- ***Head coach should spend time with all coaches (continuity)***
- ***Hold Pier Reviews***
- ***Address internal (quickly and privately***



Selling the Parents/Building the Team



What is your "Parent" vision?
What is your "Parent" environment?

What would fill the gap?

Friend or foe?
Parent on deck?

Sale:

Sell the benefits of the program, the process, the sport, the team, the growth opportunity, the challenge, etc. "There is no greater place to be."

Sell the need. The better they are, the better "we" are.

- ➢ ***The more they are willing to do, the less the coaches have to do***
- ➢ ***The more they are willing to do, the better the overall environment***
- ➢ ***The better the environment, the better the experience***

Sell them and you've made an inroad with the swimmer
Sell the coaches to the parents.
Ask them to think "team first"
Make them partners in the process and mission of creating a great team.

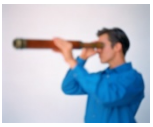
Strategy:

Welcome them
Educate them
Ask for their support
Earn their trust and respect, don't expect it.

Keep your relationship friendly but professional.
Define roles of swimmers, parents, and coaches.
Bring them into the process.
Know every parent on the deck, why they are there and what they think of you.
Use any opportunity to talk to parents.
Use every opportunity to thank parents.
Have a parent liaison.
Meet regularly with chairperson.
Be proactive in dealing with problems or potential problems.

Know how you are perceived – young adult looking to make a little money or a young professional looking to m make a difference?

Selling the Training/Building the Team



"He who is good at making excuses is seldom good at anything else."
"Don't mistake activity for achievement."
"Pain is temporary. Pride lasts forever."
"If you don't find the time to do it right, you will find the time to do it over."
"If your life is too hard, how easy would you like it"?
"If the going is easy, be careful, you may be headed downhill."

What is your "Training" vision?
What is your current "Training" environment?

What would fill the gap?

The Sale:

One of the greatest virtues of life is hard work. It does not guarantee success but it does guarantee character.
Without sacrifice, neither success nor failure will matter much.
Challenge creates growth and opportunity.
Discipline as an athlete carries over into the rest of your life and visa versa.
The better you train, the better the lane trains, the workout trains, and the team trains.
Why do people remember their hardest sets? Why do people avoid the hardest sets?
The movie, "The Greatest Gift"

The Strategy:

Have kids start with "big picture" goals - not times, records, or other people, but attendance, effort, and team commitment. This is a guaranteed way of achieving lasting success and fulfillment.

Know your competitive objective. What are we doing here everyday?

Manage the swimmer rather than the set or the workout.

Is it a four-year or eight-year process? (high school swimmers)

Create an environment where kids look forward to coming to practice and look forward to being challenged.

Training

- **Have main objective and secondary objective with general themes.**
- **Monitor workout in every capacity.**
- **Be creative and challenging every day**
- **Is this the best workout for today, this week, this cycle, this season, this year, and this career?**
- **Will this workout make him/her a better swimmer, athlete, teammate?**
- **Always make them think.**
- **Will it make their stroke better?**
- **Create an environment where discipline is inevitable.**
- **Everything in workout should be controlled, challenging, and somewhat creative.**
- **Get kids out of the pool to talk about sets, the workout, etc.**
- **Get kids out of the pool if you sense their focus is diminishing.**
- **Explain everything. "This is why we are doing this. These are the expectations/benefits."**
- **Sets and workouts should be designed to reflect a race.**
- **If it is not working, be flexible, make a change.**
- **Plan the season, the cycle, the week, the day, the set.**
- **Working smart is as important as working hard.**
- **So is working positive.**

Controlled Technique; 20x25 Catch-up Freestyle

- 6 SPL
- Odd – breathe all, even - no breath
- SL through flags-5 dolphin kicks
- All-out leg drive through the set
- Any time the white water drops, the group goes 25 fly swim no breath
- Interval = 25

Variables include SPL, BP, interval, SD, legs, pads, fins

Controlled Endurance: 12 x100 Free:

- 3x4x100 @ 1:20, 1:15, 1:10 (by round)
- Half catch-up/DPS
- Roll a blast off UW to the half way point
- Build each round (desc./desc.)
- Give a SC
- Breathe on “off” side one lap per 100
- Do 1x25 vertical SL for every swimmer who does not hit the half way point (after set).

They will work endurance, DPS (SC), Hypoxic (1/2 UW), SL, UW speed, and ABS!

Variables include interval, SC, BP, equipment (pads, anti-pads, parachute, fins).

Can add a 100 with fins fast, last lap UW.

You can make the last lap fly.

Set becomes 2,000 yards with multiple benefits (endurance, DPS, SL, Hypoxic, abs).

Some things we emphasize:

- 5 fly kicks off wall (free, fly, and back) 2 line SL
- ½ way for advanced
- Pull down to half way point
- Legality (all legal back and two-hand turns). Train "AS IF"
- Hypoxic
- Kicking
- UW speed
- On time (if one minute is OK…)
- If you don't count, you don't care
- Every lap/stroke matters
- A positive and supportive attitude

Organize group to maximize workout objective:

- Interval (training/ability)
- Stroke (Stroke)
- Partner/match-up (racing/UW)
- Heats (drills or uniform set)
- Random (team integration)



A 500 Free or a better stroke?

- SL 2 lines
- ½ CU
- BP = Rt/alt/Lt/1 breath
- Monitor stroke count
- Kick – two beat odd, strong legs even
- Elbow high and to the sky on the recovery on odd laps
- Elbow high and to the side on the catch on the even laps
- Slide to side
- All turns tight and fast
- Equipment options-pads, anti-pads, snorkel, parachute, fins

Selling Technique/Building the Team



"The secret to becoming confident is <u>preparation</u>. By practicing we come to a point of competence. We find ourselves accomplishing our goals gracefully and confidently. It is then that we do things that we never dreamed we could do. We discover powers we never knew existed."

What is your "Technical" vision?
What is your current "Technical" environment?

What would fill the gap?

The Sale:

"Perfect practice makes perfect." "Practice makes permanent."
Technique is like ironing the wrinkles out of a beautiful shirt.
Take pride in technique as an individual and as a team.
Have it become the foundation of your team's development.
Make it an every day, every WO, every set, every lap, every stroke commitment.
Sell kids on the personal responsibility of their own technical development.
A penny in the piggy bank.

The Strategy:



Stroke keys (personal and general).

Drill progressions.

"We do it this way" – get buy in!

Swim for the Judges.

Balancing training vs. technique.

A disciplined swimmer will care about technique.

Strokes change (for better or worse) under fatigue and not simply by doing drills.

Bottom up (build the stroke and train it) or Top down (train the athlete and work on the stroke)?

Technique:

Coaching exercise – do 25's and critique each kids each lap
Drill the drill, build the stroke.
Does each day/practice support that?
Encourage kids to take lessons. Teach the kids you coach.
Maximize your time with them.
Progressive teaching
Use random drills to solidify
Gradually increase stress without giving up technique.
Drill series
Drills for focus
Stroke Keys – general
Stroke keys – specific
Controlled fatigue (previous example of 20x25)
Teaching new = max rest
Reviewing = moderate rest
Training old = min rest
Integrate technique into endurance training.
Turns – EVERY ONE should be a turn you would put into a race?



Selling Negative/Building the Team



The glass is *always* half full!

"A thing is not good or bad. Only your perception makes it so."

"The greatest revolution of our generation is discovery that human beings, by changing the inner attitudes of their minds, can change the outer aspects of their lives.

What is your "Attitude" vision?
What is your current "Attitude" environment?

What would fill the gap?

The Sale:

That which challenges you makes you stronger.

It's *<u>all</u>* good! The greater the challenge, the greater the opportunity and reward.

If it is OK to be negative about anything, it is OK to be negative about everything.

The Strategy:

The "C" word, no complaints allowed. Put an end to negativity! Position everything in a positive light.

Ninety percent of the work done in this country is done by people who were not feeling their best. Get used to it. Get GOOD at it!

The worst race has value. The worst set has value. The worst workout has value.

Be positive for the challenge of being positive.

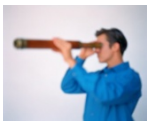
"I can't workout like this," or, "If I could workout like this, I would…" (NCS)

Feeling bad is getting good.

Ex: Taking pool covers off on a cold, windy, rainy morning and getting into a cold pool when you are tired and don't feel well. Now do it with the attitude to be your best and give your best. And support others to do it. *Visualize it!*

What do you dread the most as a coach? Commit to never complain about it. Position it in a positive light and sell it to someone. (Right now)

Selling Character/Building the Team



"Reputation is what others think we are. Character is what we really are."

"How you do anything is how you do everything."

"Discipline yourself and others won't need to."

"Ability may get you to the top but it takes character to keep you there."

"Happiness begins where selfishness ends." "Earn the right to be proud and confident."

What is your "Character" vision? (see it)
What is your current "Character" environment?

What would fill the gap?

The Sale:

"Do the right thing." ***Litmus test: If I were standing next to you, what would you do?***

If you can sell character, the rest is easy. "Character First"!

Character is the foundation for your life. The virtues of discipline, commitment, spirit, teamwork, attitude, and effort will stay with you forever. The character of a champion, pride, and the respect from a team, will never gather dust or end up in a shoebox.

The Strategy:

Develop the person, mold the athlete, and shape the swimmer.

The better the person, the better the athlete, and the better the team.

Talk about it regularly – in terms of training, competing, and interacting.

Create an environment where the character of a champion is inevitable.

Don't reward speed. Reward effort, attitude, and character.

Eliminate all ego (check it at the gate). Ego has ruined more careers and teams that shoulder injuries. If you have an ego, you have a problem!

Lets Get Real!

"Just wait until you get into the real world, " he said.

Negotiating with a five year old to swim the fourth leg of a relay on a cold Wednesday night as the third swimmer is approaching the wall, giving a motivational speech to bring a team back from a deficit, dealing with teenager that has decided to put themselves ahead of the team at the wrong time, creating a line-up to win a meet that could be decided by one point, or staying composed as you deal with an upset (for no reason) parent. It doesn't get any more "real" than that!

What is the real world?

- *Being creative*
- *Being challenged everyday*
- *Communicating clearly to (different age groups)*
- *Having a positive attitude - everyday*
- *Dealing with pressure - everyday*
- *Being energetic - everyday*
- *Being analytical (every meet)*
- *Organizing large groups*
- *Supervising large groups*
- *Teaching (various age groups and ability levels)*
- *Motivating (various age groups and ability levels)*
- *Negotiating (with various ages and personality types)*
- *Managing staffs and large groups*
- *Disciplining (various age groups and personality types)*
- *Planning (short-term and long-term)*
- *Goal setting (short-term and long term)*
- *Creating and selling a vision*

And it is not uncommon to do ten of these within a thirty minute period!

If you can do this (coaching) well, you can do *anything*!

"Business" has too much individualism, ego, and materialism. It has by definition. The business world wants what you offer.

Coaching is about communication, teamwork, selflessness, and effort, without material gain.

Most people in the "business" world want *to do* what you do." I was there.

Take a backseat to no one, in any profession, at any level.

Greatness, value, and making a difference are not measured with dollar signs and titles.

Summary

Vision

Vision: (see it)
Catch phrase:
Sales pitch:



Team

Vision: (see it)
Catch phrase:
Sales pitch:

Coaches

Vision: (see it)
Catch phrase:
Sales pitch:



Parents

Vision: (see it)
Catch phrase:
Sales pitch:

Training

Vision: (see it)
Catch phrase
Sales pitch:



Negative

Vision: (see it)
Catch phrase:
Sales pitch:

Integrity

Vision: (see it)
Catch phrase:
Sales pitch:

“There are teachers with a rare ability to enter a child’s mind; it’s as if their ability to get there at all gives them the right to stay forever.”

Michael Lewis, Coach

Thank you very much for your time!

May your vision become your reality!

References

- The Greatest Salesman in the World
- Jesus, CEO
- Good to Great
- Success Principles
- Wooden
- Bits & Pieces
- Coach