

OUR KIND OF GUYS

BEAUMONT COUGARS FOOTBALL

WE NEED

“OKGs”

CHARACTER

Does The Right Thing In Public & Private
Lives In Truth
Great Person
Low Maintenance

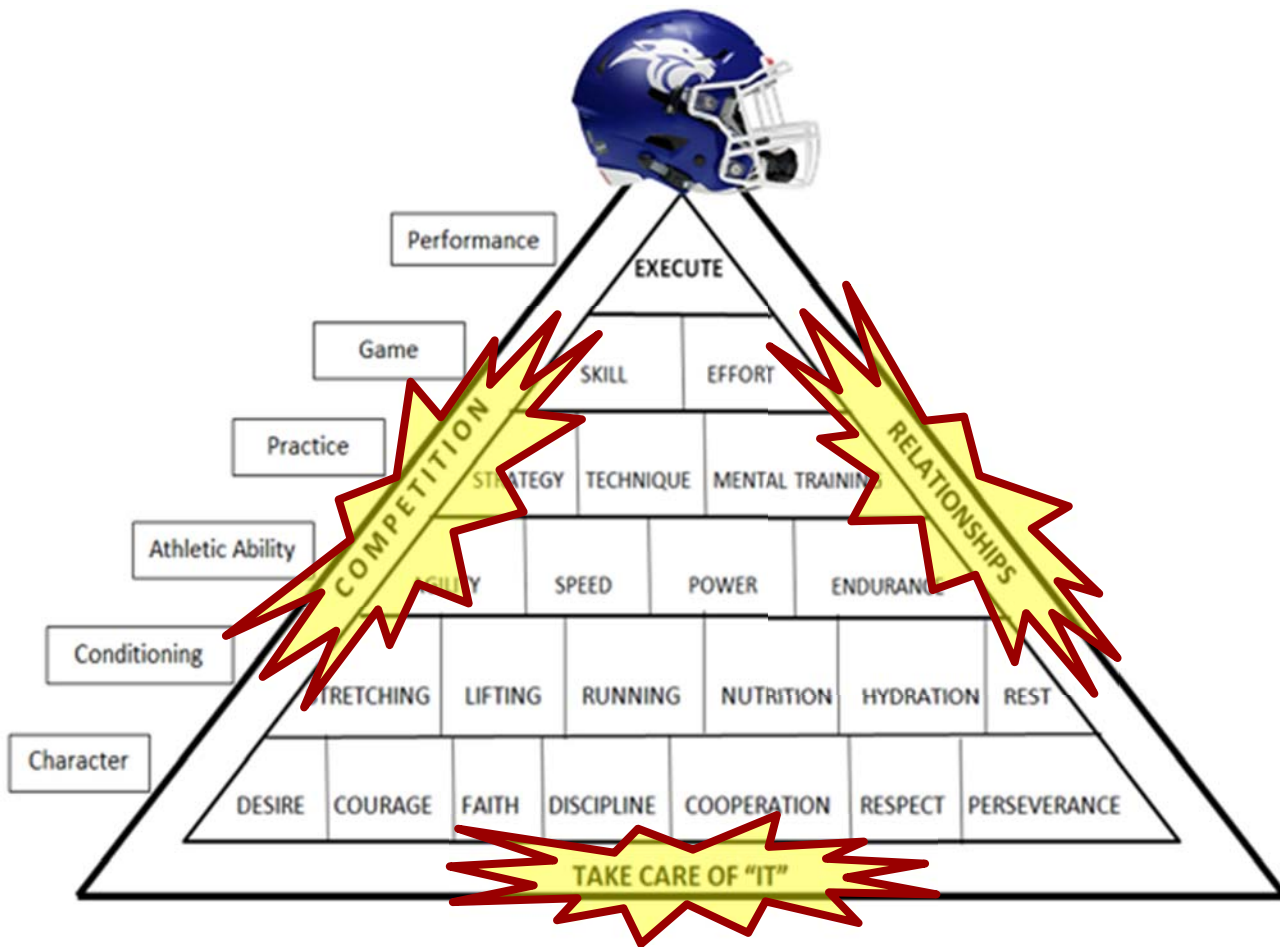
ACADEMICS

It's Important. Wants to Learn & Graduate
Competes in class. Strives for 3.0 GPA

INTANGIBLES

Loves Football Competitive Driven to be Great
Physically & Mentally Tough
Coachable
Team Player





The following performance pyramid outlines those character qualities and athletic skills that will allow athletes to be successful on the field. The character qualities at the base of the pyramid are necessary to not only be a successful teammate but also to help an individual become successful in life. It is important for each athlete to understand them and work to master them each day. Working to perfection is something each athlete should strive for. The desire to be the best in all we do is not merely related to football but can be applied in the classroom and the community as well.

Three key ingredients that go into the Performance Pyramid are competition, relationships and accountability.

1) **Competition** – We will compete in everything we do. Competition brings out the best in each of us and abilities. Competition provides an opportunity for our Character to be tested. This takes place when we compete with our teammates or opponents but most importantly when we compete to outdo our previous standards.

2) **Relationships** – Throughout our program you will see great relationships with all those involved (players, coaches and support staff).

3) **Take Care of “It” Mentality** – Everything we do is all important whether it’s in the classroom, on the field, in the weight room or around the community. Take care of all the little things as they all matter. Taking Care of it means no excuses and finding a way.

These 3 key ingredients serve as the glue that holds all other facets of our program in place.

Character

Having a strong foundation at the basis of our pyramid will allow us to work towards excellence in all we do. At the foundation of any program it all begins with great character. Character is essential in order to be successful in anything you do. Character involves an individual’s attitudes and behaviors. It is based on one’s values. Our core values include: *Desire, Courage, Faith, Discipline, Cooperation, Respect and Perseverance.*

Desire – Desire is where it all begins. These individuals are passionate to work and get better. As you pursue your goals you will see the results through hard work and enjoying the process.

Courage – Every individual will encounter challenges at some point. It may be in your training or in life. Those individuals that have the courage to attack these challenges

become tougher and gain confidence in themselves. Your true test as an individual will be how you respond when adversity shows up.

Faith – Faith is having the confidence or trust in yourself and/or others. You must be confident in not only your own abilities but the abilities of those around you.

Discipline – Discipline involves following through on your commitments. It includes making good choices and having the ability to walk away from those things counter-productive to your goals.

Cooperation – Great teams must be able to work together. The unity of coaches, players and support staff is imperative so that everyone is moving in the same direction.

Respect – Our program is built on having great relationships with everyone involved. We must respect everyone in the program, their individual differences. Respect starts with you. Having self-respect is critical in any training program.

Perseverance – Athletes must work to overcome obstacles they are faced with. It takes a lot of hard work and commitment to your goals to reach them. There will be bumps in the road along the way. Individuals must constantly work and believe that they will overcome them and reach their goals. They must also understand that there are no short cuts along the way.

Conditioning

The next step in the Performance Pyramid is Conditioning. As a team, we have a responsibility to the coaches and each other to train properly. This training involves Stretching, Lifting, Running, Nutrition, Hydration and Rest.

Athletic Ability

As we work together as a team and display our core values and pay attention to proper conditioning we will reach the third level on the performance pyramid, Athletic Ability. Our Agility, Speed, Power and Endurance will all show improvements as a result.

Practice

Practice is a very important level in our performance pyramid. Our practices will be highly structured with attention to detail and while creating a game like atmosphere. They will be based on players getting maximum reps. Practices will specifically focus on Strategy, Techniques and the Mental Part of the Game to prepare our athletes for the next level of the Performance Pyramid.

Game

The 5th level of the pyramid is the actual games. Our objective during games is for our players to utilize their skills with maximum effort.

Performance

At the pinnacle of the Performance Pyramid is having the ability to execute the play. Execution is the direct result of all the levels of the Performance Pyramid. Athletes that have high character, focus on the principles of Conditioning, work on their athletic ability, have good practice habits and play with maximum effort will have an opportunity to make plays for their team.

Today's Athletes

Short Attention Span

Instant Gratification & Me Centered – What's in it for me NOW!

Adult Organized Everything

Helicopter Parents

Athletes Wants To Stay In Comfort Zone

Safety winds up trumping growth!

Immature (in quality relationships)

Their attitude towards authority is extremely different than Baby Boomers & Gen X – Today's athlete will CHOOSE their authority figures.

What Hinders Motivation in Youth

1. Cafeteria Lifestyle – Too many choices makes it hard to stay committed.
2. Fast paced lifestyle – as a result of not having to wait for anything we see diminished motivation when they have to.
3. Credit Bubble – Parents have purchased all their "Wants" on credit makes it hard for kids to learn how to wait or remain motivated.
4. Celebrity Culture – Worship the lives of train wrecks rather than those with self discipline.
5. Social Media – altered reality. Youth have a "fake" sense of who they are.
6. Self Esteem Movement – Tendency to constantly praise kids actually reduces motivation.

Working With Athletes

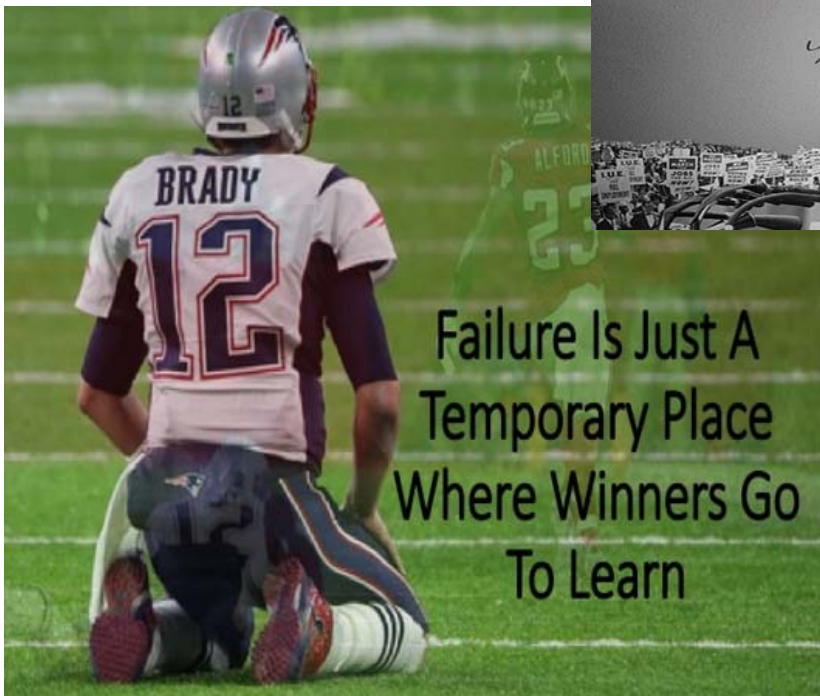
How you are as a team & how you will be remembered is determined by how you respond (individually & collectively) when adversity shows up.

EMBRACE ADVERSITY WITH KIDS – IT WILL MAKE THEM BETTER.



“THE ULTIMATE MEASURE OF A MAN IS NOT WHERE HE STANDS IN MOMENTS OF COMFORT & CONVENIENCE, BUT WHERE HE STANDS AT TIMES OF CHALLENGE AND CONTROVERSY.”

Martin Luther King Jr.



**Failure Is Just A
Temporary Place
Where Winners Go
To Learn**

Four Traits That Lead to Success

Coaches must develop a relentless competitive attitude in their players so that they develop intrinsic motivation to "do things right." It is important that your team does the right thing in everything that they do: from the mental toughness that is developed as they prepare their bodies for battle by committing to a year-round strength and conditioning program; to the character that they demonstrate off the field as students and community members. Your team must be committed to being the best that they can be in all areas of the program. This will be what really drives your program's success. Too many young coaches think that success comes from the playbook, or the talent level of their team, and this is shallow thinking. Championship programs that are successful year in and year out are consistent because everyone associated with the program are constantly "doing things right" in everything they do.

Moreover, while everyone must take pride in the program, they must also demonstrate humility and how to handle success. Players learn to push each other and hold others accountable should they falter. Standards will be set high, never settling for anything but excellence. Championship programs are concerned with how they win and not the act of winning itself, it is through mental toughness that will keep the team focused on the goal of always trying to "do things right."

1. Don't Lie

2. Don't Cheat

3. Don't Steal

Character: *The collection of traits that form the individual nature of some person or thing.*

Our character will guide our actions on the field, in the classroom, and throughout the community. We will be responsible for these actions, and attempt with 100% effort to do what we say. We will do right by self and others, being good citizens who take care of our school and community. When a potentially negative situation is present, we will be self-disciplined and "do things right". We understand that being part of a program sets a higher standard, an expectation that requires great integrity to uphold. We will be courageous, doing what is right even when others lead us to stray.

Commitment: *Being bound emotionally to a course of action or to another person.*

We are committed to everything that we do. Our program and the relationships that are built through the program are extremely important to us. These relationships remind us that there is a football program that is counting on us to give our best and participate in every organized team activity, even when we have other things going on in our lives. Commitment requires sacrifice...success will follow this sacrifice.

Pride & Humility: *Pride is the best of a group or class; Something that causes person or persons to be proud. Humility is the quality of being modest & respectful.*

We must learn to control pride, and neglect the urge to demonstrate false humility. We should be proud of our commitment to "do things right", and the accomplishments that accompany that quest. However, too much pride and false humility can lead to selfishness, and many other negative traits which can be a detriment to the program.

Mental Toughness: *Withstand great strain without tearing or breaking; strong & resilient.* Our minds must be able to withstand adversity. Nothing in life goes perfectly. As a program, we must prepare ourselves for this adversity. On the field, we will turn the ball over, give up big plays, etc... but our ability to overcome this adversity in the game will often determine the outcome. There will be times we do not want to come to practice, do our homework, show strong character, or get in the weight room. We must overcome this and mentally focus on the job at hand. Champions will find a wa

1. Don't Whine

2. Don't Complain

3. Don't Make Excuses

Working With Athletes

Develop Themes/Ideas/Concepts that players can grab a hold of.

Studies have shown that Gen iY's entering the work force want to be part of companies that are more than being about earning a paycheck .

Yearly Theme (No Struggle/No Story, 1Family1Destiny, Invictus)

Weekly Themes (Pyramid of Success)

Daily Themes (Pete Carroll Win Forever) in season & off season



Working With Athletes

Create Challenging But Attainable Goals

Yearly Goals (Team, Individual – Athletic, Academic, Social)

Daily/Weekly Goals (measurable & objective not subjective)

Game Goals (posted charts)

Push Them/Know Their Limits

Keep The Focus On Us (It's all about us)

Be Process not Product Oriented

WINNING WILL BE A PRODUCT OF DOING THE RIGHT THING