
RESILIENCY

“Failing Forward is the ability to get back up after you’ve been knocked down, learn from your mistake, and move forward in a better direction.”

~ **John C. Maxwell**

“Men succeed when they realize that their failures are the preparation for their victories.”

~ **Ralph Waldo Emerson**

“Hardships often prepare ordinary people for an extraordinary destiny.”

~ **C.S. Lewis**

“Rock bottom became the solid foundation on which I rebuilt my life.”

~ **J.K. Rowling**

“Do not judge me by my successes, judge me by how many times I fell down and got back up again.”

~ **Nelson Mandela**

Adversity is any difficulty or struggle that we encounter. It is something we all are faced with, especially in a competitive environment. When we are faced with adversity, it will either be a setback or propel us forward. It is something that we either let beat us or we beat it. It can serve as our motivation.

This ability to be motivated by adversity or to bounce back in the face of hardships can be described as resiliency. Resiliency is when our passion to achieve some kind of goal motivates us to keep going. It is the driving force behind our

powerful desire to achieve a certain outcome. Essentially, we do not let anything get in the way – or keep us down – from achieving what is most important to us.

We know Abraham Lincoln as the 16th president of the U.S. However, he lived a life of struggle and obstacles. Yet, through perseverance, he was able to overcome the adversity that he came across. He would not be defeated. He kept making comeback after comeback until he was a champion. He was resilient.

For nearly half a century, he faced challenge after challenge that could easily have led him to quit. Yet, he never gave up and was determined that he would overcome all the adversity he was facing. He was a classic underdog but choose to pull upset after upset in life. From his birth in a log cabin, he grew up facing one struggle after another. He faced multiple business failures. He had to deal with the loss of his fiancé. He suffered several political campaign defeats.

However, at the age of 52, he was elected the President of the United States. However, his adversities wouldn't end there as he was elected president right at the brink of the Civil War. His Gettysburg Address is known as one of the most popular and powerful speeches given in history. His Emancipation Proclamation also led to the abolishment of slavery. This man was known for his incredible leadership and pure humility through all the struggles he had faced.

In a 2017 poll of 91 historians, C-Span ranked Abraham Lincoln as the greatest president in U.S.

History. Even though he scored high in many categories, the historians held him in highest esteem for his crisis leadership. One has to wonder what would have ever become of Abraham Lincoln – and our country – if he hadn't been resilient and overcome all the challenges that came his way. ¹

At the tragic 2013 Boston Marathon terrorist bombing, Rebekah Gregory and her son were in the crowd cheering on the runners. When the bomb went off, Rebekah's legs took all the shock and saved her son Noah, who was sitting at her feet. After 17 surgeries to try and save her leg, it was finally amputated. But that didn't stop her. She was determined to run in the Boston Marathon. In 2015, she was not fully healed or cleared by the doctors, but they allowed her to run the last 3.5 miles – right past the spot that her son and she had been two years previously. Though she was in tremendous pain, she persevered through it as spectators cheered her on. ²

It is people like Lincoln and Gregory that use difficulties and adversities and propel further ahead that provide inspiration to others. Our perspective changes when we are faced with a setback. It reminds us why we do what we do. It is a reminder that what we are capable of doing and accomplishing is not something everyone gets a shot at.

Think of your team, and the last form of adversity the team faced; how did the team grow from it? It is important to focus on whatever we can to positively help our teams on the road to success. Adversity is not something that we can beat once and never have to deal with again. Adversities will

keep appearing for everyone. Each time, we have the choice to continue to let it help us grow, our team grow, and even our coaches grow. Our attitude when we face adversity reveals our true character.

In every situation we face, we get to choose whether we will be bitter or better, whether we will move forward or backwards. When life puts you in a tough position, instead of asking “why me”, try saying “try me”! At the end of the day, resilience is not what happens to us. It is how we react, respond to and recover from those things that happen to us.

STRENGTH

“Adversity causes some men to break; others to break records.”

~ **William Arthur Ward**

“When everything seems to be going against you, remember that the airplane takes off against the wind, not with it.”

~ **Henry Ford**

“Stop letting people who do so little for you control so much of your mind, feelings, and emotions.”

~ **Will Smith**

“Things turn out best for the people who make the best of the way things turn out.”

~ **John Wooden**

“My deepest fear is not using what God blessed me with to its’ full potential.”

~ **Kobe Bryant**

One of the most talked about phrases or character traits in sports is mental toughness. Having this means that you have the strength that is rooted deep within an individual. Our mental toughness becomes who we are. It is not necessarily something that we can turn on and off. It is a habit that is developed like any other skill we might have. These are healthy habits. Mentally tough people learn how to control and manage their thoughts, actions, and emotions. They are strong people.

Amy Morin lost her mother to cancer and then

on the three-year anniversary her mother's death, her 26-year old husband died suddenly. She wrote a book and gave a TEDx Talk called "The Secret to Becoming Strong", which has been viewed more than 6 million times. Her best-selling book *13 Things Mentally Strong People Don't Do* has been translated into 30 languages. Here are the 13 things that she learned through her experiences on what a strong person doesn't do: 1

1. They Don't Waste Time Feeling Sorry for Themselves
2. They Don't Give Away Their Power
3. They Don't Shy Away from Change
4. They Don't Waste Energy on Things They Can't Control
5. They Don't Worry About Pleasing Everyone
6. They Don't Fear Taking Calculated Risks
7. They Don't Dwell on the Past
8. They Don't Make the Same Mistakes Over and Over
9. They Don't Resent Other People's Success
10. They Don't Give Up After the First Failure
11. They Don't Fear Alone Time
12. They Don't Feel the World Owes Them Anything
13. They Don't Expect Immediate Results

Those are some great thoughts. Amy has been through a lot and shown a great deal of mental toughness and strength. She has been an inspiration to many people.

Theodore “Teddy” Roosevelt Jr. was born on October 27, 1858. He was the second of four children. He had repeated nighttime asthma attacks that felt like he was being smothered to death. The doctors could not cure him. He also had extreme near sightedness. By all health standards Roosevelt was a weak boy. He was a determined young man and would not let his bodily weakness define him.

His father once said “Theodore you have the mind but you have not the body, and without the help of the body the mind cannot go as far as it should. I am giving you the tools, but it is up to you to make your body.” To which Teddy replied “I will make my body!”²

Teddy and his father called his new way of living the “strenuous life.” Each day he worked to improve what he could in himself and strive after fearlessness. They built a gym and Teddy began to box and lift weights. He hiked in every type of weather. Once considered frail and weak, Teddy mocked his circumstances and became an elite athlete. He rowed competitively and boxed at Harvard. Despite his athletic achievements doctors encouraged Teddy to avoid strenuous activity and find a desk job. Instead he climbed the Matterhorn.³

Roosevelt had acquired the strength to overcome, the strength to work, and the strength to have courage in dark times through his initial debilitating circumstances as a child. Strength is not an ability one is born with but a heartiness that is developed through trials. His mental toughness led him to become physically strong. “A soft, easy life is not worth living, if it impairs the fiber of brain and

heart and muscle”, said Roosevelt. “We must dare to be great; and we must realize that greatness is the fruit of toil and sacrifice and high courage ... For us is the life of action, of strenuous performance of duty; let us live in the harness, striving mightily; let us rather run the risk of wearing out than rusting out.”⁴

Roosevelt went on to serve in the army, was elected Vice President of the United States, Governor of New York, Assistant Secretary of the Navy. He even won the Medal of Honor and the Nobel Peace Prize. In 1901, he was elected as the 26th President of the United States. Among all of these honors and positions, he also fought to preserve national parks, forests, and the nation’s natural resources.

After his presidency he led a two-year expedition to the Amazon basin where he almost died of tropical disease. Remember this is the same frail boy once afflicted with asthma. There is no doubt that Roosevelt led a full life; his strength was admired by all and demonstrated again and again. He chose the “strenuous life.” The beautiful truth is that anyone can choose the strenuous life; there is no weakness so big that can prevent one from displaying strength.

On October 14, 1912 in a car on the way to give a speech Roosevelt was shot in the chest by John Schrank. The bullet passed through the manuscript for the speech and did not reach his lungs or heart, but Roosevelt still had a bullet in his chest. He refused to go to a hospital and demanded that he give his speech. Standing up behind the podium he

said “Friends, I shall ask you to be as quiet as possible. I don't know whether you fully understand that I have just been shot; but it takes more than that to kill a Bull Moose.” He stood in a bloody shirt and spoke over an hour that day. ⁵

Roosevelt time and time again chose strength over circumstance. He focused on what he could do instead of what was going on around him. He had asthma, so he took up boxing; he was shot, but he still gave his speech. To most people even the notion of these responses seems ridiculous, but most people will never be President of the United States or win a Nobel Peace Prize. Roosevelt's strength started with weakness. He chose to look it dead in the eyes and defeat it.

Strength and toughness are not elusive. Anyone can attain this. One of the best ways to be tough is to accept responsibility for our actions. Roosevelt used to say, “If I kicked the person in the pants most responsible for my problems, then I wouldn't be able to sit down for a week.”

Often, we need to discipline ourselves and others won't have to. We have to recognize that we can control our attitudes and responses. Many times, tough people aren't necessarily tougher or stronger than someone else, but they choose to be tough just a little longer than the other person.

Whether we cause our own problems or are caught up in a situation that we can't control, we can always choose to be strong.

TRUST

“Good teams become great ones when the members trust each other enough to surrender the ME for the WE.”

~ **Phil Jackson**

“A team is not a group of people who work together. A team is a group of people who trust each other.”

~ **Simon Sinek**

“Like a tree that grows for decades, but can be cut down in a day, trust is built slowly but can be lost in an instant.”

~ **Ancient Proverb**

“Whoever is careless with the truth in small matters cannot be trusted with important matters.”

~ **Albert Einstein**

“You build trust with others each time you choose integrity over image, truth over convenience, or honor over personal gain.”

~ **John C. Maxwell**

The strength of each wolf is the wolfpack and the strength of the wolfpack is each individual wolf. The same is true of teams. Having a successful team requires trust in each other. Together everyone achieves more is true more often than not. Players need teammates that are willing and able to do the things that they can't or don't want to do. We all have strengths and weaknesses.

The best teams have players that understand

that they all fit together like a puzzle. Even the most talented softball pitcher can't strike out every batter. They need competent fielders to make plays in the field when the batter hits the ball. A talented outside hitter in volleyball knows that their skills are not maximized if they don't have a good setter. Understanding the unique talents of your teammates and how their talents fit into the team framework leads to teammates trusting each other.

The Bryan Brothers (Bob and Mike) are, arguably, the most successful tennis duo of all-time. They won several Olympic medals, held the World Number 1 doubles ranking jointly for 438 weeks, which is the longest in doubles history. They have also won more matches, professional games, tournaments, and Grand Slams than any other pair of men in history.

The twin brothers were born on April 29, 1978. Mike was born first and three minutes later Bob was born. Mike is right-handed and Bob is left-handed. Their father, Wayne Bryan, saw the potential for a successful tennis partnership. He had them training intensely from a young age and took them to professional matches to excite them and show them what their dreams could look like.

While many other kids were playing games outside or goofing around with their friends, Mike and Bob were training. Although their parents let them live normal lives and did not pressure them into measuring their worth by wins and losses, they did encourage them to train to their highest potential. 1

Kathy and Wayne Bryan had their sons print

out their short term and long-term goals as boys and put it up on the fridge. Bob Bryan said “We have reached every single goal that we set for ourselves on our list on the refrigerator when we were little tiny boys.” Mike and Bob trusted their parents’ guidance and ultimately trusted the process. Putting in the kinds of hours and hours of work that the brothers did was unusual but then again, so were all of the records that the Bryan Brothers achieved. ²

Doing anything with a partner requires cooperation, doing anything with a partner well requires trust. Whether that be a group project or a business initiative you have to trust that the other people you are collaborating with will carry their weight so that you can focus on your role. Bob and Mike trusted each other in training, in competition, with each match, and in every championship. Mike and Bob trusted that the other twin would put in the same work as they were and push them to be the absolute best.

To prevent the problems that competition brings in relationships, they refused to compete against each other. They would take turns forfeiting individual championship matches and refused to let the unhelpful thought of comparison seep in. They celebrated each other’s victories and the victories they won together with their classic chest bump. On the court, they moved seamlessly trusting that the other would move to the proper position.

“They always anticipate where each other is moving, where each other is going to hit the ball, so the brother who’s not hitting has the chance to reposition himself” said Tom Gullikson, a national

coach for the U.S.T.A. ³

"We're never gonna give up on each other", said Bob Bryan. "You know, other teams are worried if they play a bad match, is the guy going to leave me and leave me out on the street? And we're never going to do that." ⁴

They trust that despite the good and bad they will have their partner's back. You can build a career and many championship runs on a strong foundation like that.

The core of any successful business partnership, team, or tennis duo is a sturdy foundation glued together by a deep trust for those we are working with. This is trust that people have our best interest in mind and can lead us to greatness. We also need to trust that our peers will work as hard as we do, push us, do their job, and never leave our side. Mike and Bob Bryan displayed this through and through and they have many championships to show for it. ⁵

Someone else with plenty of championships on display is Nick Saban, who is a 6-time national championship college football coach. He once described why his defense is so effective by saying, "Players need to trust and respect the fact that if I do my job we have the best chance of being successful. I don't have to make every play I just need to make the plays I'm supposed to make in the gap I'm supposed to make them and trust the guy next to me will do the same."

Duke basketball coach Mike Krzyzewski likes to talk about collective responsibility. If we are in a sinking boat, we should not be glad that the hole is at the other end of the boat. Eventually, the hole at

the other end of the boat is going to end up sinking everybody. With collective responsibility, we are all accountable to each other.

When a player hits a double, that is our double. When a player scores a touchdown, that is our touchdown. When a player misses a shot, that is our miss. Collectively, as a team, we are responsible to one another. You are your brother's keeper. What one teammate does affects everybody else. What we do affects others. In order to maximize the potential of our team, we need to trust that our teammates are going the same direction

UNSELFISH

“Humility is not thinking less of yourself but rather thinking of yourself less.”

~ **C.S. Lewis**

“Carry out a random act of kindness, with no expectation of reward, safe in the knowledge that one day someone might do the same for you.”

~ **Princess Diana**

“If you’re not humble, it’s hard to be coached. If you can’t be coached, it’s hard to get better.”

~ **Jay Wright**

“No act of kindness, no matter how small is ever wasted.”

~ **Aesop**

“Everybody can be great ... because anybody can serve.”

~ **Martin Luther King, Jr.**

“Everyone should find something greater than themselves. You need to find a place to serve others, and then you do it.” That quote came from Tim Tebow in 2016 when he was in Haiti doing missions work. ¹

Tim Tebow is a former Heisman Trophy winning quarterback at the University of Florida. He played quarterback in the NFL and won a playoff game against the Pittsburgh Steelers. Tebow has also played professional baseball and been a television commentator. However, even with all of those labels

and accomplishments, Tebow is committed to giving of himself to others. He is definitely not a spoiled and selfish athlete that oftentimes dominate the news headlines.

Tim Tebow was born August 14, 1987 in Makati, Philippines. His parents were missionaries in the Philippines at that time. Tebow was homeschooled along with his 4 older siblings. His family later moved to Florida, but he returned to the Philippines for three summers to help with his family's missionary and orphanage work. From an early age Tebow learned to be a servant and throughout his life he has kept this servant mindset.

Tebow has always cared for others and served them with all of the money, influence, and resources he has. As he gained more, he viewed it as a blessing for which he was able to serve in a greater capacity instead of something to be personally proud of.

In high school, Tebow found success in football. At Nease High School his team won the state title, he was named the Florida Player of the Year twice, and was named Florida's Mr. Football. His success continued in college during his career at the University of Florida. His team won two NCAA National Championships and he won the Heisman Trophy as a sophomore. He was drafted in the 1st round of the 2010 NFL draft by the Denver Broncos. While the world was focused on Tebow's athletic success, he was focused on helping others. Despite the many championships and awards, Tebow has remained humble and possessing a servant's heart.

Throughout his youth and into high school Tebow frequently visited the Philippines to help

children and spread the Gospel. Even in college Tebow would spend his Spring Breaks at an orphanage in the Philippines. The Tim Tebow Foundation was formed to partner with charities to provide shelter for orphans. Orphans in four countries receive support which covers food, shelter, clothing, medical care, education, and sharing the gospel.

As Tebow's success has grown he has been blessed with more to give; fame and fortune often have the ability to redirect one's focus from their initial good intention, but Tebow has remained true to his convictions and serving as many people as he can. Tebow likes to say, "You want to be great? Be a servant. You want to be great? Humble yourself."

By all worldly standards, Tebow has accomplished a lot and has been very successful. Tebow attributes his greatness to being a servant and to being humble, so while most would easily be caught up in the fame and fortune he is focused on serving orphans in the Philippines. "We have the chance to change peoples' lives and give them hope for the future." Tebow said. ²

Tebow views the opportunities he has been given as a chance to serve, a chance to give others who have not had the same opportunities as him a greater future. On one of Tebow's first mission trips he met a boy named Sherwin whose feet were on backwards. Tebow carried him around showing the boy that he was loved deeply. Tebow opened the Tebow CURE hospital many years later in the Philippines and devoted it to helping children with pediatric orthopedic needs as an inspiration from

this little boy.

Tebow's life and career have proven that we can be tough, strong, competitive, and tenacious while also displaying the proper attitude and perspective on life. Having a servant's heart did not mean Tebow was soft. He was anything but soft. Various experts and news outlets have proclaimed him as one of the greatest college football players of all-time. They have also labeled him as one of the best leaders. He had the ability to rally his teammates toward a common goal. Because he had a servant's heart combined with a deep commitment and work ethic, he was able to be successful and live a life of significance.

VALUABLE

“Not adding value is the same as taking away.”

~ **Seth Godin**

“Strive not to be a success but rather to be of value.”

~ **Albert Einstein**

“To add value to others one must first value others.”

~ **John C. Maxwell**

“The most valuable player is the one that makes the most players valuable.”

~ **Peyton Manning**

“I want to keep improving, continue to help my teammates improve, make my teammates look good, continue bringing something new to the game, never getting completely content and always trying to get better.”

~ **Alex Morgan**

Coaches, employers, and supervisors desire to hire and work with people who add value to others and add value to the team. One of the definitions of the word value is “to consider with respect to worth, excellence, usefulness, or importance.”¹

Are we useful to others? Are we important to others? The key to being valuable is becoming an irreplaceable asset. When the company needs someone to step up, who will do it? When the team needs something done, who will do it?

Regardless of the significance of the role, a person can add value wherever they fall in the line-

up. Sometimes the best value we can add is encouraging a player who has to make the big play or taking some of the burdens off of the boss's plate, so that they are freed up to do an even bigger task. It is never a question of when I can add value, it is the question of how can I add value right now, with my skills, with my time, and with the opportunities I have been given.

We often see the word valuable thrown around in the sports world. In fact, we see it debated in terms of the MVP award. The most valuable player is not the same as the most outstanding player. Being valuable is not the same as being talented. Certainly, it is ideal if the two go hand-in-hand but that is not always the case. Being valuable takes everything into consideration. Not only are talent and performance considered but also the ability to motivate, inspire, encourage, or involve our teammates. It is enabling our teammates and the team to excel.

Usually, the most valuable player is thought of as the player that is most important to the team. The person that the team can least afford to do without. This player might not be the best player, but they just might be irreplaceable. Oftentimes, they might be the heart and soul of the team.

One of the most sought-after Major League Baseball free agents in 2013 and then again in 2015 was a guy most people were not familiar with. In his 15 years in the major leagues, David Ross had a batting average of .229 and only hit 106 home runs. But his ability to inspire his teammates and make his teams better was why teams wanted to roster him even though he was near the end of a career that

included less-than-stellar statistics. Yet, with Ross as a backup, the 2013 Boston Red Sox and the 2016 Chicago Cubs both won World Series Championships.

Jon Lester has been an All-Star pitcher and was the Cubs ace in 2016. He also played with Ross both in Boston and Chicago. He understood the importance of the veteran's value when he remarked, "The guy never ceases to amaze me", said Lester. "No knock on him, but we're talking about a backup catcher. The impact he has had on these guys here, had on me – has on me . . . On and off the field, I consider him a brother. I don't have any brothers, I don't have any sisters. There's very few people I let into my family circle, and he's one of them." ²

In fact, the Cubs carried Ross off the field after Game 7 of the 2016 World Series. He had a story book ending when he became the oldest player to ever hit a home run in a World Series game (remember that this was the guy with only 106 home runs in his career). His Game 7 home run off of Andrew Miller was pivotal in winning the team's first World Series in 108 years.

Ross was a valuable team member. He could also be described as the glue to the team. In an article for *The Players' Tribune*, David Ross wrote about current "glue guys" around Major League Baseball and what the definition of a glue guy is when he said, "It's a guy who's unselfish and who's a good teammate – the kind of guy I like to think I developed into. A guy who communicates well and who's honest with his teammates and himself.

Somebody the other guys can count on to offer advice or encouragement. He keeps everybody loose, but at the same time, focused. Basically, it's a guy who — in baseball clubhouses that often have age gaps, varying talent levels and even language barriers — just sort of keeps everything together. You know, like glue.”³

We might not ever win a World Series. We might not ever play professional sports. We may never have a huge trophy collection. But we can leave a legacy. We can be valuable. We can be respected. We can make our team better. David Ross will never go into the Hall of Fame as a player. He was never an All-Star but he is a 2-time World Champion and he helped others become World Champions. He was a Hall of Fame teammate, though, because he was so valuable to his teams.

WORK ETHIC

“Be humble. Be hungry. And always be the hardest worker in the room.”

~ **Dwayne “The Rock” Johnson**

“You can’t have a million-dollar dream with a minimum wage work ethic.”

~ **Unknown**

“Work like there is someone working twenty-four hours a day to take it away from you.”

~ **Mark Cuban**

“I find that the harder I work, the more luck I seem to have.”

~ **Thomas Jefferson**

“There may be people that have more talent than you, but there’s no excuse for anyone to work harder than you do.”

~ **Derek Jeter**

Every athlete wants to be successful, but not everyone is willing to put in the work required. There are no shortcuts to success. The best athletes approach their training and preparation like it’s a job. They are professional about it and have a blue-collar mentality. They tend to punch in and punch out on the proverbial time clock.

Roy Halladay was a great Major League pitcher. In fact, he was a rookie sensation as he took a no-hitter into the 9th inning in only his second career start with the Toronto Blue Jays in 1998. But, it was not always smooth for the young pitcher. He actually

was demoted to the minor leagues for a little bit just a couple of years into his career. However, he never abandoned his work-ethic and his mentality of professionalism. He just went to work every day. That work paid off in a big way.

Between 2002 and 2011, Halladay was as good as anyone in the history of the sport. He went won nearly 70% of his games (170-75) with a 2.97 ERA. He earned the 2003 and 2010 Cy Young Award. He also finished 2nd twice and 3rd once. In 2010, when he was playing for the Philadelphia Phillies he became only the 5th pitcher in history to throw two no-hitters in the same season. He was selected to 8 All-Star teams during this 10-year span.

His work ethic was noticed by his teammates. "As a teammate, you hear that he's a hard worker", said former Phillies teammate, Brad Lidge. "But holy smokes, I would get to the clubhouse early on certain days and feel like I was going to be the first guy there. And sure enough, I would pop into the training room, and he would already be icing from his two-hour workout." ¹

"He was the guy that you aspired to be", said former Blue Jays teammate John McDonald. "The competitor and the dedication to his craft...He seemed to want to be amazing at everything. You knew he was a good player, but you saw why. You saw the mental side of what he wanted to do on the field, the physical side of what he prepared to do on the field and how that came together in a mindset of just wanting to win." ²

Kyle Kendrick was a pitcher who was influenced by Halladay's work ethic and started

working out with him.

"He was one of the best pitchers in the game", said Kendrick. "I wanted to learn from him and follow his work ethic, the way he came in every day and had a plan. I knew he would work hard, but I didn't know how hard, how much he studied hitters, and watched film." 3

Even his coaches noticed how hard Halladay worked. "He was the consummate professional", said Hall of Fame second baseman Ryne Sandberg, who was a minor league manager with the Phillies organization.

"He did things the right way and put out feelers to players to do the right things as well. In spring training, the coaches would get there well before most of the players, but we would arrive, and he'd be halfway through his workout. He'd get there 4:30, 5 o'clock in the morning. He had a sled in the hallway with I don't know how many 45-pound weights and he was sliding it down the hill. By 6 a.m. his conditioning was done." 4

We are constantly faced with the choice of doing extra or doing what is required. Being mediocre is just as close to the bottom as it is the top. Athletes who come early, stay late, and do a little extra are the individuals that will be in a better position to gain a competitive advantage.

Whether we are a star player or a reserve, we can outwork our talent. We can always get better. This not only makes us better but it also can inspire our teammates to be better. What are we doing to be the hardest worker on the team? Whether we are a role player or a star, how will we outwork our talent?

X-FACTOR

“Destiny is not a matter of chance, it is a matter of choice; it is not a thing to be waited for, it is a thing to be achieved.”

~ **William Jennings Bryan**

“There are 86,400 seconds in a day. It’s up to you to decide what to do with them.”

~ **Jim Valvano**

“Success isn’t the same as talent. The world is full of incredibly talented people who never succeed at anything.”

~ **Tim Grover**

“The separation is in the preparation.”

~ **Russell Wilson**

“The winner ain’t the one with the fastest car. It’s the one who refuses to lose.”

~ **Dale Earnhardt, Jr.**

What takes us from good to great? What gives us an edge over the competition? How do we reach our potential? What is the winning margin that the best seem to have? That “X-factor” can vary among different athletes but one thing remains constant and that is that the best of the best have “it”. They are able to put it all together and find whatever is needed in any given situation.

In his book *Talent is Never Enough*, John C. Maxwell says, “People who neglect to make the right choices to release and maximize their talent

continually underperform. Their talent allows them to stand out, but their wrong choices make them sit down. Their friends, families, coaches, and bosses see their giftedness, but they wonder why they so often come up short of expectations. Their talent gives them the opportunity, but their wrong choices shut the door. Talent is a given, but you must earn success.”¹

Talent is important to success, but it is not the only part of being successful. Champions know how to call upon their gifts when they are needed, in the manner that they are needed. Champions know that in one game, they might need to use a certain skill but in another situation their team will need more of another skill.

Having an X-factor means that we have something that sets us apart. We have something that positively differentiates us from others. This might not matter when our talent or skills are far superior, but it is crucial for us to tap into something else when talent is equal. Do we work harder, smarter, or more efficient? Do we plan better? Do we use strategy better? Do we use our skills in a different way? Do we stay focused longer? Do we maintain our poise? All of these things can set us apart.

When a person goes into an interview, sporting contest, or business meeting, their confidence can be a difference maker. But why does a person have confidence? It could be that they know something that others don't. They might have prepared differently. They might have taken care of their body in a healthy way with their nutrition or their

strength training.

Navy Seals feel that they can conquer and overcome any situation because they have trained better than anyone else. They are prepared. It is often said that a person doesn't rise to the challenge, but they sink to the level of their training. Well, for Navy Seals, their training is intense and very comprehensive. The level of their training is higher and they know that they will be successful.

Tim Grover trained Michael Jordan, among many others, and he wrote the best-selling book *Relentless: From Good to Great to Unstoppable*. In the book, he mentions future Hall of Fame basketball player Dwayne Wade as a great example of possessing "it" or the "X-factor".

"Dwyane Wade is the perfect example of receiving nothing but talent, and taking it to the top", says Grover. "From a small high school in Chicago not known for its great basketball program, he was barely recruited by any colleges and ended up at Marquette. He didn't even play his freshman year because of academic reasons. But he knew what it was going to take if he had any chance of making it to the pros, and he fought his way back."

"In 2003 he was drafted by the Miami Heat, the fifth pick after LeBron James, Darko Milicic, Carmelo Anthony, and Chris Bosh. That's right, of the Big Three, Dwyane Wade was the last one drafted. He arrived in Miami without billboards, mega-million dollar shoe deals, or a crown. He just showed up and played. Three years later, he had his first championship ring. It would be years before anyone drafted ahead of him would do the same."

“You cannot understand what it means to be relentless until you have struggled to possess something that’s just out of your reach. Over and over, as soon as you touch it, it moves farther away. But something inside you— that killer instinct— makes you keep going, reaching, until you finally grab it and fight with all your might to keep holding on. Anyone can take what’s sitting right in front of him. Only when you’re truly relentless can you understand the determination to keep pursuing a target that never stops moving.”

On July 27, 2017, Jeff Bezos became the first person to ever have a net worth of \$90 billion. His company, Amazon, seems to turn everything it touches into gold. There are many things that Amazon has done through the years to make themselves the gold standard for businesses. One thing in particular stands out and that is Amazon’s ability to make things happen and find ways to get things done. John Rossman was a former Amazon executive. He tells of one such time in his book, *The Amazon Way*.

“One year, we ordered four thousand pink iPods from Apple for Christmas”, said Rossman. “In mid-November, an Apple rep contacted us to say, ‘There’s a problem – we can’t make the Christmas delivery. They’re transitioning from a disk drive to a hard-drive memory in the iPods, and they don’t want to make any more using the old technology. Once we get the new ones made, we’ll get you your four thousand. But it won’t be in time for the holiday.’ Other retailers would have simply

apologized to their customers for the failure to deliver a product on time. That wasn't going to fly at Amazon.com."

"We were not the kind of company that ruined people's Christmases because of a lack of availability – not under any circumstances. So we went out and bought four thousand pink iPods at retail and had them all shipped to our Union Street office. Then we hand-sorted them, repacked them, and shipped them to the warehouse to be packaged and sent to our customers. It killed our margins on those iPods, but it enabled us to keep our promise to our customers." ³

We can make excuses, or we can have success, but we can't have both. True champions find a way to get done what they need to get done. What is in the middle of all excuses? "U". When we make excuses, for why something can't be done, we essentially give up on ourselves. We make it easy for others (or life) to defeat us. Champions do whatever is needed without excuses or explanations.

Amazon was willing to take a loss on an item to maintain its' high-quality and reputation. What will we do to stand out from the crowd? How will we position ourselves to be different? Why will we be the person that our coach, supervisor, boss, or friends look to with confidence? Our talent and skills will only take us so far. What is our X-factor? How will we position ourselves to maximize our potential?

YES

“If someone offers you an amazing opportunity and you’re not sure you can do it, say yes – then learn how to do it later.”

~ **Sir Richard Branson**

“Success is when I add value to myself. Significance is when I add value to others.”

~ **John C. Maxwell**

“Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence.”

~ **Sheryl Sandberg**

“A word of encouragement during a failure is worth more than an hour of praise after success.”

~ **Unknown**

“Positivity is like a boomerang. The more we put it out there, the more it comes back to us.”

~ **Jon Gordon**

The “Yes” trait is not that you say yes to everything and try to please everyone. Rather, this trait is about being solution-oriented. It is having a can-do attitude. It is the ability to be positive and find ways to get things done. This is accomplished through enthusiasm and positive leadership. Positive leadership is not about ignoring negatives or living in denial, but rather it is the ability to overcome the negative.

Years ago, National Soccer Team coach Tony DiCicco and Sports Psychologist Colleen Hacker

wrote a book entitled *Catch Them Being Good*. Even though I was a basketball coach, I read it and it changed the way I coached. I started finding reasons to empower, encourage and lift up my players. I wanted them to believe that they could reach their untapped potential. Certainly, I was not always perfect at doing this, but it was what I strived for. It was something I was intentional about.

People want to be encouraged, empowered and uplifted. People want to know that others believe in them. I am not talking about fake encouragement. This is not saying “you can win this game” when we are down 30 points with one-minute left to play. This is the type of encouragement that says “together we will continue to fight, scrape and claw to finish strong and then learn so that we are better the next game.” Empowering people means that we will find ways to utilize their talents and strengths.

Going into the 2017 College Football Playoffs, very few people gave the Clemson Tigers much of a chance to win the National Championship. In fact, even though they had the same 11-1 record as Ohio State, their semifinal opponent, they were big Vegas underdogs. Yet, they upset the Buckeyes 31-0. They would now face the seemingly unbeatable Alabama Crimson Tide led by Nick Saban. Alabama had won 26 straight games. However, Clemson pulled off the upset in the National Championship game. Later, Clemson’s coach Dabo Swinney would be described as an overachiever, but he would refute that label. He said, “I am not an overachiever, I am an overbeliever”.

If you have ever watched a press conference or

interview with Dabo Swinney or seen him on the sidelines of a game, then you know that he is passionate about his players. He truly cares about them and believes in them. That belief had a huge impact on his team winning the 2017 National Championship. His ability to find ways to motivate, inspire, and encourage his guys has been the main reason Clemson has become a consistent championship contender.

Apple's founder Steve Jobs was famous for inspiring his team to do more, create more and become more than they ever thought possible. His employees called this his reality distortion field. He was able to distort their reality from pessimistic (some would say realism) to optimism. He did not want to accept the norm. Just like Dabo Swinney, he believed in the ability of his people to go higher and accomplish more.

A study by a professor at Harvard University supports the ideas that the emotions that we feel are contagious and can affect the people around us. Student-athletes are just as likely to catch the coach's bad mood as they are to catch a cold. Likewise, an athlete can also catch a coach's good mood. Whether we are a coach or a player, when we walk into practice, the locker room or the cafeteria, are we a germ or a big dose of Vitamin C? We can have a huge impact and influence (both positive and negative) by the words we use and the actions that we take.

We do not have to invent the iPhone or have an Ivy League education or be a championship coach to add value to others. All we need to do is

intentionally seek out ways to help the people around you do more, create more and become more than they ever thought possible. This is not just about coaches empowering and encouraging their players. Anyone can do it. Students can do this for teachers. Players can do this for their coaches. Players can do this for other players. The best players make those around them better.

If a teammate misses all eight of their three-point attempts, including the last shot of the game then we are presented with an opportunity to uplift that teammate. We also have the opportunity to send a positive message to the entire team. Oftentimes, players will say something to the effect of “We have to make more shots next time” or “We just didn’t shoot very well tonight”.

However, what if we said, “I love that we were able to get J.R. eight shots tonight. He is a great shooter, which is exactly why I keep passing him the ball. I am glad that he is on our team and I don’t have to go against him. I am going to keep feeding him the ball when he is open.” Those kinds of statements can go a long way toward keeping our teammates motivated and encouraged.

Another common situation is when things do not go our way. Maybe we are sitting on the bench and not getting as much playing time as we would like. We can choose to fixate on our situation or choose to focus on what we can do to turn it into a positive. If we are sitting on the bench but still cheering on our teammates, what kind of effect could this have? Maybe our teammates will respect us more. Maybe our coach will notice us. Maybe a

future employer will be in the stands and take note of your positive mindset and attitude. Our attitude and enthusiasm might end up being contagious. In the same way, having a pity-party can also be contagious. Our teammates (and coaches) need as much encouragement as possible. Sometimes the best way to cheer ourselves up is to cheer someone else up.

Some of you reading this might be coaches. Some of you are players. Some of you are seniors. Some of you are freshmen. Some of you are stars. Some of you are bench-warmers. Some of you may have a position of leadership while others of you may not.

However, when it comes to encouragement, anyone can do it. Anyone can make a situation better. Making situations better can allow us to have a stronger influence. Influence is leadership. The leadership expert, John C. Maxwell says that “Leaders become great, not because of their power, but because of their ability to empower others.” It is a valuable skill we all can possess.

Remember that we have the choice in every word and action whether we will be a big dose of Vitamin-C or a germ. Will we make a situation better or worse? Will we add value to those around us or look out only for ourselves? What will we do today to believe the best in people.

Try to add something of value to every situation that we encounter. Spread positivity. Catch people being good. Be a big dose of Vitamin-C to those around us. Find a way to get things done. Be solution-focused rather than problem-fixated.

ZEST

“It’s not the size of the dog in the fight, it’s the size of the fight in the dog.”

~ **Mark Twain**

“The more difficult the victory, the greater the happiness in winning.”

~ **Pele**

“A lot of what is most beautiful about the world arises from struggle.”

~ **Malcolm Gladwell**

“Nothing can dim the light that shines from within.”

~ **Maya Angelou**

“There is no passion to be found in playing small – in settling for a life that is less than what you are capable of living.”

~ **Nelson Mandela**

Sometimes we are going to be on top of the world. Sometimes we are going to be an underdog. Regardless of where we find ourselves, if we don’t have enthusiasm we will struggle to accomplish anything of significance. However, whether we are the favorite or the underdog, our approach should be the same. We all need to approach life as underdogs. We need to have the will power to be our best regardless of our situation.

This doesn’t happen unless we have energy and enthusiasm. We must have zest if we are going to face down any situation that we will encounter.

We must be unflappable. Win or lose, easy or tough, favorite or underdog, we should always approach our work with a zest for life. Whatever we are doing, make it fun. Cherish the opportunities that we have.

Kevin Durant, one of the best players in the NBA, once was described by his head coach as practicing every day like he was trying to make the team. Durant is somebody that has a chip on his shoulder – not necessarily from a victim or negative standpoint but from the perspective that he loves what he is doing so much that he refuses to let anyone, or anything take it away from him.

Cliff Young was born in 1922 to a poor family living in an old bark hut. They struggled during the depression. His father worked whenever he could so Young had to take to caring for the sheep. The farm was over 2000 acres and there were around 2000 sheep. His family could not afford equipment, so he was forced to continuously run to herd all of the sheep. Young was not a stranger to grit.

Most people begin their professional athletic career at a young age. Not Young. He began his professional running career when he was 56. Not surprisingly, he was usually doubted by spectators and even TV commentators. The race from Sydney to Melbourne was a famous race considered to be one of the most difficult in the world. It was more than 500 miles long (875 kilometers, to be exact). The participants were typically world-class athletes and usually backed by a large sponsor. Most of the athletes were also under 30. They had youth, experience, and money for the best equipment, but

none of them were Cliff Young.

The 61-year old farmer showed up on race day wearing overalls and work boots – his typical sheep herding outfit. People could not believe it when he put on a race number. Someone told Young “You’re crazy, there’s no way you can finish this race.” To which Young replied, “Yes, I can. See, I grew up on a farm where we couldn’t afford horses or tractors, and the whole time I was growing up, whenever the storms would roll in, I’d have to go out and round up the sheep. We had 2,000 sheep on 2,000 acres. Sometimes I would have to run those sheep for two or three days. It took a long time, but I’d always catch them.”

“I believe I can run this race”, continued Young. “I think I can do it. In fact, I am sure I can do it. Only death will stop me. If I get run over by a semi-trailer that is the only thing that will stop me. Of course, I hope I don’t because I have a lot of living to do after this.” ¹

After the race started most of the competitors left Young in the dust; he was mocked by the media. The tone of the race changed when all of the other competitors went to sleep. Young kept running. He had the will power and endurance to not only push through the fatigue of running but the exhaustion of the human sleep cycle. Each night while others slept Young kept running. By the end of the race Young led the pack. ²

Young crossed the finish line in first place. The run took him 5 days, 15 hours, and four minutes. This beat the world record by two days. He finished before any other competitor by 10 hours. He told the

media that he imagined he was running after sheep and trying to outrun a storm.

First prize was \$10,000. Young didn't know he would be receiving any prize money. He didn't run the race for a prize. He ran the race for himself. He loved running. He loved competing. He loved life. Young actually gave all of his prize money away to the other runners to honor their efforts. ³

The will power of a 61-year old potato farmer and sheep herder surpassed human logic that day. No one would have ever expected the result, but Young knew what he was made of and he showed the world what one of the most underestimated athletes could do. There is no way that he could accomplish something so amazing without having a passion and zest for what he was doing. He enjoyed running. He enjoyed proving people wrong. He embraced the underdog role. He embraced the opportunity that he had and treasured the chance to live life to its fullest.

FINAL THOUGHTS

“People ask how I stay so positive after losing my legs. I simply ask how they stay so negative with theirs.”

~ **SSgt. Johnny ‘Joey’ Jones**

“Champions never complain, they are too busy getting better.”

~ **John Wooden**

“Positive energy and positive people create positive results.”

~ **Jon Gordan**

“I am not a product of my circumstances. I am a product of my choices.”

~ **Stephen Covey**

“Some people want it to happen, some wish it would happen, and others make it happen.”

~ **Michael Jordan**

Success is a choice. What choice will we make today? As Aristotle says, “We are what we repeatedly do. Excellence then is not an act but a habit.” The traits in this book were presented to help provide insights on how to become the best we are capable of becoming. Life is about ups and downs and how we handle these situations. Life is about having goals and putting a plan in place to achieve these goals.

I might not be 6’7” or run a 4.3 forty-yard dash. My upside for certain athletic endeavors might be capped. I might never be LeBron James. I might

never be Usain Bolt. I might never be Tom Brady. However, I can certainly strive to be the LeBron James, Usain Bolt, or Tom Brady in life. Here's the thing, though. We don't always know what our limits are. LeBron and Bolt are two extreme examples. Most of us know that we aren't them but where is the line? Where is our ceiling?

Consider the case of Nick Foles. Foles was nearly out of the NFL after having one of the greatest seasons in NFL history when he had 27 touchdowns and only 2 interceptions in 2013. He just didn't have the talent of some of the other players he was competing against. Even his great season was attributed to the right coach at the right time in the right situation. During the 2017 season, it looked as if Nick Foles was destined to spend another season as a backup quarterback. In fact, that is exactly what he was. Second-year quarterback Carson Wentz was in the midst of leading the Philadelphia Eagles to the best record in the NFC. Wentz was the front runner for the MVP award (over Tom Brady). But Wentz got hurt in Week 15 of the season.

Nick Foles took over and proceeded to underperform in the last two games of the regular season. His play in the playoffs wasn't spectacular but was good enough to help the Eagles win two games when they were massive underdogs. When they met Brady and the New England Patriots in the Super Bowl, they were once again underdogs.

All Nick Foles did was win Super Bowl MVP honors. We never know what life will throw at us. Sometimes we will be up. Sometimes we will be

down. Sometimes we are the bug. Sometimes we are the windshield. That would describe Nick Foles' career. He has been a highly paid starter and a forgotten backup. Here is what Nick Foles said at his press conference after the Super Bowl . . .

“I think the big thing is don't be afraid to fail. I think in our society today, Instagram, Twitter, it's a highlight reel. It's all good things. And then when you look at it, when you think like, wow, when you have a rough day, 'My life's not as good as that.' (you think) you're failing. Failure is a part of life. It's a part of building character and growing.

Without failure, who would you be? I wouldn't be up here if I hadn't fallen thousands of times. Made mistakes. We all are human, we all have weaknesses, and I think throughout this, (it's been important) to be able to share that and be transparent. I know when I listen to people speak and they share their weaknesses, I'm listening because (it) resonates. So I'm not perfect. I'm not superman. I might be in the NFL. I might have just won a Super Bowl, but, hey we still have daily struggles. I still have daily struggles. And that's where my faith comes in, that's where my family comes in.

I think when you look at a struggle in your life, just know that's just an opportunity for your character to grow. And that's just been

the message. Simple. If something's going on in your life and you're struggling? Embrace it. Because you're growing."

This is a great perspective from a class-act individual. If Nick Foles hadn't won the Super Bowl, he'd still be a winner. Bill Walsh, the legendary NFL coach of the San Francisco 49ers, used to say "The culture precedes positive results. It doesn't get tacked on as an afterthought on your way to the victory stand. Champions behave like champions before they're champions; they have a winning standard of performance before they are winners."

This is most often applied to organizations or teams, but it is just as applicable to individuals. Nick Foles was a champion before he was a Super Bowl champion.

What about us? What do our choices say about us? How do we go about our daily lives to become a champion? Do we make excuses or find ways to make things happen?

Being a winner is not an accident. Some of us might start off with a head start in some areas but this doesn't mean that we will end up winners. By reading this book, you have already taken a giant step toward being successful. There is no guarantee that you will always get what you want. However, making the right choices on a regular basis moves us in the right direction.

Success is a choice. Do we want to be successful? Choose success. Unfortunately, failure is also a choice. Every choice that we make in life either complicates or simplifies our life – usually in

the area of fulfilling our goals and aspirations. Sometimes we've got to do some things we don't want to do so that we can accomplish things that we want to accomplish.

Our daily choices lead to daily habits which lead to success or failure. Who we want to be in the future and what we want to accomplish is determined by what we do today, tomorrow, next month, next year. This is the same with us when it comes to our daily choices shaping our habits. Eventually, we will have either winning habits or losing habits. It is up to us. It is our choice.

As we make our daily choices, it is also important to keep Coach John Wooden's approach to success at the forefront of our minds. "Success", said Wooden, "is peace of mind which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming."

Success is a choice. What choice will we make today?

NOTES

ATTITUDE

1. Winston Churchill speech to the House of Commons on June 4, 1940, <https://www.winstonchurchill.org/resources/speeches/1940-the-finest-hour/we-shall-fight-on-the-beaches/>

BELIEF

1. Ben Reiter, “About That Prediction...How the Astros Went from Baseball’s Cellar to the 2017 World Series”, *SI.com*, October 24, 2017, <https://www.si.com/mlb/2017/10/24/houston-astros-sports-illustrated-world-series-prediction>

DETERMINED

1. <http://www.michaeljordanquotes.org/>

FUNDAMENTAL

1. https://en.wikipedia.org/wiki/Tim_Duncan
2. Siddarth Sharma, “12 reasons Tim Duncan can be considered as the greatest basketball player of all time”, *Sportskeeda.com*, July 16, 2016, <https://www.sportskeeda.com/basketball/12-reasons-tim-duncan-can-be-considered-greatest-basketball-player-time>
3. Siddarth Sharma, “12 reasons Tim Duncan can be considered as the greatest basketball player of all time”, *Sportskeeda.com*, July 16, 2016, <https://www.sportskeeda.com/basketball/12-reasons-tim-duncan-can-be-considered-greatest-basketball-player-time>
4. Matt Fitzgerald, “Gregg Popovich Comments on Tim Duncan’s Decision to Retire”, *Bleacher Report*, July 12, 2016, <http://bleacherreport.com/articles/2651741-gregg-popovich-comments-on-tim-duncans-decision-to-retire>

GRIT

1. Brent Yarina, “A Race to Remember”, *Big Ten Network*, June 3, 2015, <http://btn.com/2015/06/03/a-race-to-remember-i-had-no-idea-i-fell-like-that-in-inspirational-2008-run/>

HONORABLE

1. Doug Binder, “Prep Runner Carries Foe to Finish Line”, *ESPN.com*, June 5, 2015, http://www.espn.com/high-school/track-and-xc/story/_/id/8010251/high-school-runner-carries-fallen-opponent-finish-line

IDEALS

1. http://www.azquotes.com/author/36609-Pat_Tillman
2. <http://www.azquotes.com/quote/812641>

JOURNEY

1. Talal Elmasry, “Alabama Coach Nick Saban Explains The Process and Its Birth”, *SEC Country blog*, January 31, 2018, <https://www.seccountry.com/alabama/alabama-coach-nick-saban-explains-process-and-where-it-all-started>

KNOWLEDGE

1. Kathleen Elkins, “NFL player who lives on \$60,000 a year says this book changed his mindset about money”, *CNBC.com*, August 11, 2017, <https://www.cnbc.com/2017/08/11/nfl-player-says-rich-dad-poor-dad-changed-his-mindset-about-money.html>
2. Steven Kutz, “Why NFL player Ryan Broyles lives like he made \$60,000 last year, and not \$600,000”, *Marketwatch.com*, September 17, 2015, <https://www.marketwatch.com/story/nfl-player-ryan-broyles-has-made-millions-but-still-uses-groupon-2015-09-17>
3. Kathleen Elkins, “NFL player who lives on \$60,000 a year says this book changed his mindset about money”, *CNBC.com*, August 11, 2017, <https://www.cnbc.com/2017/08/11/nfl-player-says-rich-dad-poor-dad-changed-his-mindset-about-money.html>
4. Kathleen Elkins, “NFL player who lives on \$60,000 a year says this book changed his mindset about money”, *CNBC.com*, August 11, 2017, <https://www.cnbc.com/2017/08/11/nfl-player-says-rich-dad-poor-dad-changed-his-mindset-about-money.html>

LISTENING

1. Nick Elliott, “5 ways Alex Ferguson Molded Cristiano Ronaldo into the greatest player on Earth”, *DreamTeamFC.com*, April 8, 2017, <https://www.dreamteamfc.com/c/archives/uncategorized/184878/alex-ferguson-cristiano-ronaldo>

2. Nick Elliott, “5 ways Alex Ferguson Molded Cristiano Ronaldo into the greatest player on Earth”, *DreamTeamFC.com*, April 8, 2017, <https://www.dreamteamfc.com/c/archives/uncategorized/184878/alex-ferguson-cristiano-ronaldo>

MENTALITY

1. Turney Duff, “Why a millionaire hired a Seal to kick his butt”, *CNBC.com*, October 30, 2015, <https://www.cnbc.com/2015/10/30/why-a-millionaire-hired-a-seal-to-kick-his-butt-commentary.html>

NEXT PLAY

1. Mike Krzyzewski, *Beyond Basketball: Coach K's Keywords for Success* (New York: Grand Central Publishing, 2017), 112-113
2. Julia LaRoche, “Basketball legend Coach K perfectly summed what separates great players — and investors — from the rest”, *Business Insider*, February 20 2016, <http://www.businessinsider.com/coach-k-on-investing-2016-2>
3. Scott Michaux, “Green Jacket Will Soften Blow for Jordan Spieth”, *Augusta.com*, April 15, 2016 <http://www.augusta.com/masters/story/news/michaux-green-jacket-will-soften-blow-jordan-spieth>
4. John McAuley, “Rory McIlroy hails Jordan Spieth's 'resilience' as they prepare to do battle at US PGA Championship”, *The National*, August 9, 2017, <https://www.thenational.ae/sport/golf/roly-mcilroy-hails-jordan-spieth-s-resilience-as-they-prepare-to-do-battle-at-us-pga-championship-1.618096>

OPEN-MINDED

1. Tom Morris, “The Top Three Things Leaders Do To Differentiate Themselves”, *Huffington Post*, January 10, 2014, https://www.huffingtonpost.com/tom-morris/the-top-three-things-lead_b_4577774.html
2. *Stephen R. Covey, 7 Habits of Highly Effective People (New York, Simon & Schuster Publishing, 2013, 25th Anniversary Edition)*,

PREPARATION

1. Elizabeth Merrill, “The Game Nobody Would Forget”, *ESPN.com*, February 15, 2016, http://www.espn.com/espn/story/_/id/14780896/jason-mcelwain-changed-lives-inspired-autistic-community-20-

- point-game-10-years-ago
2. Jason King, "From Walk-on to UNC's NCAA Tournament Hero: Luke Maye's Amazing Story", *Bleacher Report*, March 27, 2017, <http://bleacherreport.com/articles/2700182-from-walk-on-to-uncs-ncaa-tournament-hero-luke-mayes-amazing-story>

QUALITY

1. <http://www.mywaltdisneyquotes.com/business-quotes/>
2. Frederique Murphy, "Top Business Principles Inspired by Walt Disney", *RV-Pro.com*, July 14, 2014, <https://rv-pro.com/features/top-business-principles-inspired-walt-disney>
3. Marcio Disney, "Disney's Air Smellitizers", *Disney Fun Fact of the Day Blog*, September 4, 2014, <http://disneyfunfactoftheday.blogspot.com/2014/09/disneys-air-smellitizers.html>
4. Theodore Kinni, *Be Our Guest: Perfecting the Art of Customer Service* (White Plains, NY: Disney Press, 2011) 33
5. <https://www.helpscout.net/customer-service-quotes/inspirational/>
6. Theodore Kinni, *Be Our Guest: Perfecting the Art of Customer Service* (White Plains, NY: Disney Press, 2011) 13-14

RESILIENCY

1. Staff Report, "Presidents Ranked from Worst to Best", *CBSNews.com*, January 1, 2018, <https://www.cbsnews.com/pictures/presidents-ranked-from-worst-to-best-presidential-historians-survey-2017/>
2. Amy Van Deusen, "Bombing Survivor Rebekah Gregory Runs in Boston Marathon." *ESPN.com*, April 20, 2015, www.espn.com/espnw/athletes-life/article/12729607/bombing-survivor-rebekah-gregory-runs-boston-marathon

STRENGTH

1. Amy Morin, "13 Things Mentally Strong People Don't Do", *AmyMorinLCSW.com*, November 11, 2013, <https://amymorinlcsw.com/mentally-strong-people/>
2. Brett & Kate McKay, *Art of Manliness* blog, February 4, 2008, <https://www.artofmanliness.com/2008/02/04/lessons-in-manliness-the-childhood-of-theodore-roosevelt>
3. Brett & Kate McKay, *Art of Manliness* blog, February 4,

- 2008,
<https://www.artofmanliness.com/2008/02/04/lessons-in-manliness-the-childhood-of-theodore-roosevelt>
4. Drake Baer & Richard Feloni, “15 Teddy Roosevelt Quotes on Courage, Leadership, and Success”, *Business Insider*, February 14, 2016,
<http://www.businessinsider.com/theodore-roosevelt-quotes-2016-2/#on-inaction-to-sit-home-read-ones-favorite-paper-and-scoff-at-the-misdeeds-of-the-men-who-do-things-is-easy-but-it-is-markedly-ineffective-it-is-what-evil-men-count-upon-the-good-mens-doing-2>
 5. Adrienne Crezo, “The Time Teddy Roosevelt Was Shot in the Chest, Then Gave a Speech Anyway”, *MentalFloss.com*, October 14, 2017,
<http://mentalfloss.com/article/12789/time-teddy-roosevelt-got-shot-chest-gave-speech-anyway>

TRUST

1. Charles Curtis, “Wayne Bryan Explains How He Raised Champion Twin Sons”, *USA Today*, August 29, 2017,
<http://ux.guampdn.com/story/sports/ftw/2017/08/28/wayne-bryan-explains-how-he-raised-his-twins-sons-to-become-doubles-tennis-legends/105056916>
2. Neel Ramachandran, “Q&A with the Bryan Brothers, Tennis’ Best Duo”, *The Stanford Daily*, May 28, 2016,
<https://www.stanforddaily.com/2016/05/28/de-nr-qa-with-the-bryan-brothers>
3. Eric Konigsberg, “Unseparated Since Birth”, *New York Times*, August 24, 2009,
<http://www.nytimes.com/2009/08/30/magazine/30brothers-t.html>
4. 60 Minutes Profile, “Bob and Mike Bryan the Tennis Twins”, *CBS News*, March 18, 2010,
<https://www.cbsnews.com/news/bob-and-mike-bryan-the-tennis-twins-18-03-2010>
5. Kirk Mango, “The Athlete’s Sports Experience: Making A Difference”, *Chicago Now*, September 30, 2013,
<http://www.chicagonow.com/the-athletes-sports-experience-making-a-difference/2013/09/trust/>

UNSELFISH

1. Steve Helling, “Go Behind the Scenes of Tim Tebow’s Mission Trip to the Philippines.” *People.com*, August 26, 2016, <http://people.com/celebrity/go-behind-the-scenes-of-tim-tebows-mission-trip-to-the-philippines>
1. 2. Veronica Neffinger, “Tim Tebow Opens Up About

Philippines Mission Trip”, *ChristianHeadlines.com*, August 26, 2016, <https://www.christianheadlines.com/blog/tim-tebow-opens-up-about-philippines-mission-trip-there-are-so-many-people-who-need-our-help.html>

VALUABLE

1. <http://www.dictionary.com/browse/value>
2. Jorge Ortiz, “David Ross’ Amazing Exit”, *USA Today*, November 3, 2016, <https://www.usatoday.com/story/sports/mlb/2016/11/03/david-ross-retirement-world-series-game-7-home-run-carried-off/93227072>
3. David Ross, “Elite Glue Guys 101”, *The Players Tribune*, July 19, 2017, <https://www.theplayerstribune.com/david-ross-mlb-elite-glue-guys-101>

WORK ETHIC

1. Jerry Crasnick, “Workhorse Roy Halladay was ‘the ultimate professional and the ultimate teammate”, *ESPN.com*, November 8, 2017, http://www.espn.com/mlb/story/_/id/21333365/workhorse-halladay-was-ultimate-professional-ultimate-teammate
2. Jordan Bastian, “Selfless Halladay defined by tireless work ethic”, *MLB.com*, November 7, 2017, <https://www.mlb.com/news/roy-halladay-led-by-example-with-work-ethic/c-260892610>
3. Bill Evans, “Roy Halladay’s work ethic set him apart during time with Phillies”, *NJ.com*, August 10, 2014, http://www.nj.com/phillies/index.ssf/2014/08/roy_halladays_work_ethic_set_him_apart_during_time_with_phillies.html
4. Bill Evans, “Roy Halladay’s work ethic set him apart during time with Phillies”, *NJ.com*, August 10, 2014, http://www.nj.com/phillies/index.ssf/2014/08/roy_halladays_work_ethic_set_him_apart_during_time_with_phillies.html

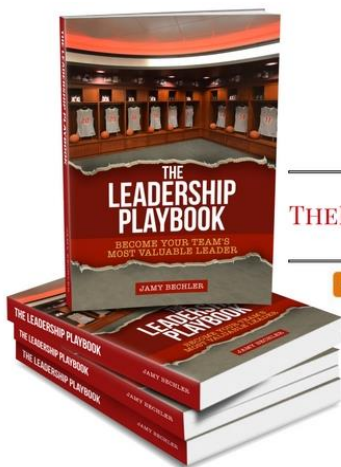
X-FACTOR

1. John C. Maxwell, *Talent is Never Enough* (Nashville: Thomas Nelson, Inc., Publishers, 1997), xiv
2. Tim S. Grover, *Relentless: From Good to Great to Unstoppable* (New York: Scribner Press, 2014), 162-163
3. John Rossman, *The Amazon Way: 14 Leadership Principles Behind the World’s Most Disruptive Company* (CreateSpace, 2014), 17

ZEST

1. A. Hari, “Cliff Young– 61 yr old farmer who Won the World’s Toughest Race”, *Inspire Minds Blog*, September 8, 2012, <https://changeminds.wordpress.com/tag/quotes-of-cliff-young>
2. Blog Post, “The Legend of Cliff Young: The 61 Year Old Farmer Who Won the World’s Toughest Race”, *EliteFeet.com*, <https://elitefeet.com/the-legend-of-cliff-young>
3. Hari, “Cliff Young– 61 yr old farmer who Won the World’s Toughest Race”, *Inspire Minds Blog*, September 8, 2012, <https://changeminds.wordpress.com/tag/quotes-of-cliff-young>

EXCERPT FROM “*THE LEADERSHIP PLAYBOOK*”



THELEADERSHIPPLAYBOOK.COM

#1 New Release in Basketball Coaching

The following is an excerpt from the TEAMWORK CHAPTER of *The Leadership Playbook: Become Your Team's Most Valuable Leader* . . .

EVERY ROLE IS IMPORTANT

What kind of role do you have on your team right now? Are you happy with your role? Maybe you are the team's star or maybe you are “just a role player”. Whenever you start to think that you are the most important person

on the team or, unfortunately, that you are not important because your role is not glamorous, then think about cars.

Think about the most beautiful car with a big strong engine. Now think about what happens to that shiny fast car that gets everyone's attention if the spark plug is faulty. A \$100,000 car can be sidelined by a bad spark plug that costs \$10. Cars need all the parts working together properly for them to operate effectively. It is the same with teams. No role is more important than another. Here is a story that Kevin Templeton told in his book *To The Hilt* that really drives this point home in an unforgettable way,

Charlie Plumb graduated from the US Naval Academy. He was a fighter pilot who helped start the "Top Gun" school in Miramar, California. He flew seventy-five missions in F-4 and F-14 Tomcat Phantom jets over Hanoi off the USS Kitty Hawk.

On his seventy-fifth mission, just five days before he was to rotate off active duty, Plumb's plane was hit by a surface-to-air missile. The plane was on fire and would not respond. The stick was frozen. Finally, Charlie and his radar man ejected from the F-4 and parachuted, to be captured by angry North Vietnamese soldiers. Captain Plumb spent almost six years the Hanoi Hilton, a notoriously tough prison. There he faced torture, hunger, filth, and oppressive jungle heat. he went into prison at twenty-four years of age and was released at age thirty after a prisoner exchange.

Charlie was eating dinner at a Kansas City restaurant when a guy a couple of tables over was staring at him. The stranger got up and approached Charlie's table. he said, "You're Charlie Plumb. You flew seventy-four successful missions off the USS Kitty Hawk. On your seventy-fifth mission, you were shot down over Hanoi and captured. You spent six years as a POW at the Hanoi Hilton. You got out when they had a prisoner exchange."

Charlie told the man that he was right. But there were hundreds of men on that ship. An aircraft carrier is huge. It's like a floating city. He was sorry, but he didn't remember the stranger. "Who are you?" he asked.

"I'm the man who packed your parachute," the man answered. Charlie thanked him for doing his job well. He asked him if he knew how many parachutes he had packed. The man said, "No, I never counted. I was just glad I had the opportunity to serve."

Think about that for a moment. The famous and glamorous fighter pilot was saved because an ordinary unknown guy packed his parachute correctly on that particular mission. Can you imagine if the parachute packer had felt sorry for himself because of his lowly job? What if he resented going to work that day because he wanted to be a fighter pilot? What if he wanted to wear the fancy uniform and sunglasses and get all of the attention? What if he had said to himself, 'what does it matter, if a pilot gets shot

down, they probably won't survive anyways?'

Parachute packers weren't famous, and they didn't get any glory. They sound a little bit like basketball players that set screens, softball players that lay down sacrifice bunts, or football players that block. However, a team cannot be successful without these people. The media will highlight the player that scores the points but will rarely talk about the people that help make those points possible.

If you are a "parachute packer" on your team, then take inspiration from this story. True, your role won't include saving someone's life, but it certainly entails helping your team win. Whatever parachute you are asked to pack for your team, do it with the attitude of knowing that, though unglamorous, it is every bit as important for your team's success.

If you are like Charlie Plumb and you are a pilot on your team. If you are a star, then understand that you are not the only important person on the team. Legendary Hall of Fame basketball coach John Wooden used to say that it takes ten hands to make a basket. Be the first one to high-five the parachute packers on your team. Be the first one to praise them during an interview after the game.

Charlie Plumb, a star pilot, owed his life to a role player that was a star in his role – a role player that took pride in his role regardless of whether he would ever be recognized for it. If Charlie Plumb had died that day, no one would have blamed the parachute packer. All eyes would have been on what the pilot could have done better. Just like in a basketball game, no one notices a bad screen being set or when a pass is a little off target, but they do see the shot being missed. If you are in a team sport, it takes every player to do their job in order to achieve success.

"How do I get my team to play together?"

"Our team is not committed to winning!"

"Why don't they run the plays right?"

"Our leaders are not leading others!"

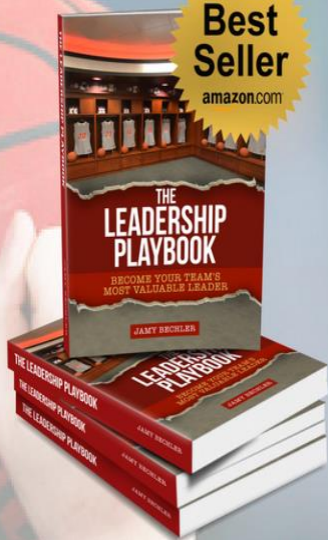
"How do we change our culture?"

"These kids are _____!"



**Best
Seller**

amazon.com



Help Your Student-Athletes . . .

Focus on goals

Build team trust

Accept their roles

Handle challenges

Act like champions

Take responsibility

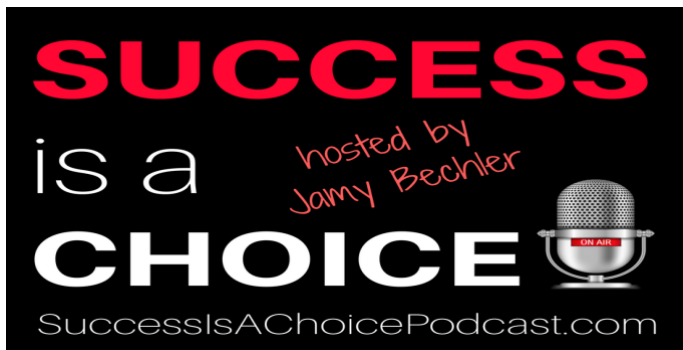
Develop leadership skills

Prepare for opportunities

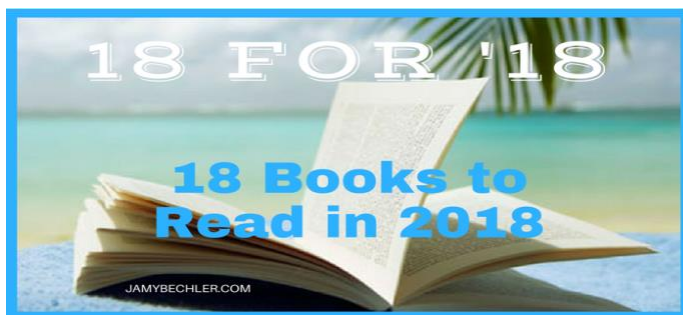
Become a person of influence

Learn how to be a good teammate

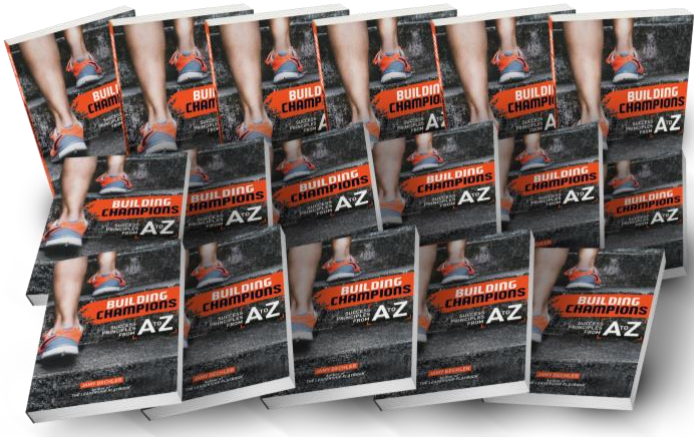
TheLeadershipPlaybook.com



The “Success is a Choice” podcast features some of the most successful people across various industries (including professional/college sports, educators, entertainers, millionaire business people and thought-leaders) to help you maximize your potential. Listen to episodes and see guest list at www.SuccessIsAChoicePodcast.com



If you like to read, then you might want to check out www.JamyBechler.com/2018Books to see book recommendations. There are a wide variety of topics and books to satisfy your reading interests.



Order bulk copies and inquire about discounts for your large group or team, by emailing **BuildingChampions@JamyBechler.com**.



ONLINE RESOURCES

Get free access to additional resources by going to **www.TheLeadershipPlaybook.com** and using the code “Champions”. There are discussions questions, handouts, and other valuable tools to help you maximize your potential success.

SUCCESS IS A CHOICE

WHAT CHOICE WILL YOU MAKE TODAY?

Interested in Jamy speaking at your event, working with your team, or conducting a workshop for your organization? You can connect with him at . . .

Email: Speaking@JamyBechler.com

Facebook: [JamyBechlerLeadership](#)

Twitter: [@CoachBechler](#)

Instagram: [@CoachBechler](#)

Linkedin: [JamyBechler](#)

Website: [JamyBechler.com](#)

