
SUCCESS IS A CHOICE

“Champions do not become champions when they win an event, but in the hours, weeks, months, and years they spend preparing for it.”

~ **Michael Jordan**

“Success isn’t owned. It’s leased, and rent is due every day.”

~ **J.J. Watt**

“Champions are made from something they have deep inside them; a desire, a dream, a vision.”

~ **Muhammad Ali**

“Negative thoughts are the nails that build a prison of failure. Positive thoughts will build you a masterpiece.”

~ **Jon Gordan**

“I do not judge success based on championships; rather, I judge it on how close we came to realizing our potential.”

~ **John Wooden**

Alan Stein, Jr. is considered one of the top performance coaches in the nation. For years he has worked with some of the best basketball players in the world. In fact, when I was a basketball coach, I used many of his conditioning drills for my teams. I even interviewed him on my “Success is a Choice” podcast and you can listen to this episode by visiting www.JamyBechler.com/AlanStein.

Alan once told me about his first encounter with Kobe Bryant back in 2007 when he was in his prime and considered the best player in the world. Nike flew Alan out to the Kobe Bryant Skills Camp. He was so intrigued by all of the talk of how insane Kobe's individual workouts were and wanted to see for himself.

He asked Kobe if he could watch one of these famous workouts and the Lakers guard told him he'd be starting his workout at 4:00 a.m. Alan, who set his alarm for 3:00 a.m., wanted to beat Kobe to the gym but was unsuccessful. By the time Alan arrived, Kobe was already dripping with sweat from a warm up – this before his actual workout even began.

Alan recalled how he was bored to death because for the first 45 minutes, Kobe was practicing basics that any middle schooler would do. Later that day Alan asked Kobe why the best player in the world was spending so much time on the basics. Kobe replied, **“Why do you think I’m the best player in the world? Because I never ever get bored with the basics.”**

You see, even though he was focusing on the basics, he was attacking those basics with an unmatched attention to detail and ferocious competitiveness. He didn't just practice until he got it right. He was practicing until he couldn't do it wrong.

Chuck Noll, the Hall of Fame Pittsburgh Steelers head coach once said, **“Champions are champions not because they do anything extraordinary but because they do ordinary things better than anybody else.”**

This book is about basic building blocks and fundamentals necessary for achieving success and maximizing potential. The 26 traits presented in this book are not the only ones that can help lead to success, but they are important. The more that you can master the fundamentals, the better your chances to maximize your potential. We should always be focused on becoming the best version of ourselves.

UCLA basketball coach John Wooden won 10 NCAA Championships in a span of 12 years. Despite this astounding achievement, he measured success in a different way. He always said, **“Success 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.”**

Kareem Abdul-Jabbar wrote a book in 2017 entitled *Coach Wooden and Me: Our 50 Year Friendship On and Off the Court*. Coach Wooden valued his relationship with Kareem more than the 3 titles he won when Kareem played center for him at UCLA. Here’s the great thing about becoming better as a person – those same traits can also directly lead to success in sports, business, or the community.

Yes, we want to be winners on the scoreboard, but winning in life will ultimately be more important and can lead to a life of significance. Success is a choice. What choice will we make today?