

“THIS CUTTING-EDGE BOOK IS OUR FUTURE”

- Anson Dorrance, UNC Soccer Head Coach, 22 National Championships

WHAT DRIVES WINNING



Building Character Gets Results. Here's How.

BRETT LEDBETTER

An excerpt from the chapter:

Positive

What Golf Can Teach Us

College golf can teach us a great lesson. I was working with a high-level college team and I asked the team a few questions:

Me: How long does it take for you to complete a swing?

Team: One second.

Me: How many shots will you take in a normal round?

Team: 72.

Me: How long does a normal round take to play?

Team: 5 hours.

Me: Let me get this straight, you're only swinging a golf club for one minute and twelve seconds out of 300 minutes?

Think about that for a second. The great golfers are the ones who can manage the other two hundred, ninety-eight minutes, and forty-eight seconds the best.

I asked them a few more questions:

Me: Out of the 72 shots, how many go exactly according to plan (outside of tap-ins)?

Team: (Laughing) 5–10.

In college, players caddy their own bags. Five players play and only two coaches are present. What does that mean? Players

spend a lot of time by themselves, between shots, when (most of the time) things aren't going according to plan.

Nobody on the team had ever really thought about it like that before. How we manage the time in-between shots is critical, and having strong positive thoughts is critical.

Your Two Voices

We have two voices—a public voice and a private voice. Think of it this way:

Public voice: This is your voice that everybody gets to hear. It's what you say out loud. A lot of times this is the "edited version" of what you are thinking.

Private voice: This is your voice that only you have access to. These are your innermost thoughts. It's the "uncut version" of how you process a situation.

Jim Loehr talked to me about the private voice. Here are two questions that he asks his players to consider:

1. How does it speak to you?
2. Is it someone who helps you out or breaks you down?

He added, "Once you realize that, that voice is almost always saying something, you can start to take responsibility for how that voice is actually speaking to you. This voice will be the only voice that's with you until your death. You want it to be somebody who's a contributor to your life."

Here's how we illustrate this point to our Academy.

The Scrolling Scoreboard

Put yourself in this situation: you're in a game. The whole student body is watching you. Things are going badly for you. Things are going badly for your team. You are losing 28-42 to a team that you should be beating.

What if the thoughts that you were thinking in that moment scrolled across the bottom of the scoreboard for the entire gym to see? How would you feel?

I love asking that question to players because they start to laugh. They know they'd be embarrassed. They wouldn't want people to see the way they talk to themselves.

One person said, "My friends have never heard me talk like that."

Can you relate?

Think about this: when you talk negatively to yourself, not only are you being challenged by the other team, but you're also making it harder on yourself. Think about the energy that you're wasting.

We need to win the conversation in our head. We need to turn our private voice into an inner coach that can guide us through the storms of life. Building a player's inner coach is one of the most important things that we do.

Brad Stevens

What does a good inner coach look like in real life? There's an example that we show every player that we work with that

has become the gold standard for what our inner coach should look like.

Here's the situation: Butler is down one against Gonzaga with 4.6 seconds left. They have the ball and have to take it the length of the floor. They inbound it to their point guard and he travels, giving the ball back to Gonzaga—up one with 3 seconds left.

If you're Butler and that happens, 99% of the time you lose that game. As soon as the point guard is called for traveling, if you pay attention to Brad Stevens, the head coach of Butler at the time, he calmly walks to his bench and subs a player in for the next play. (Important to note: he didn't sub out the player who made the mistake.)

Gonzaga gets ready to inbound the ball and has trouble. As the ball is inbounded it's deflected and Butler steals it. Their player takes it the length of the court and makes a game-winning floater as the buzzer sounds. Pandemonium ensues. It was magic and everybody in Hinkle Fieldhouse went crazy... except for one person.

If you zoom in on Brad Stevens, and you keep your eye on him the entire time, you'll notice that his demeanor doesn't change at all from his observant (arms crossed) posture. As the ball goes in, and he's surrounded by chaos, he calmly walks down to shake the other coach's hand.

Why is this one of my favorite clips of all time? You have two plays to end the game. One play is an example of extreme failure. The other is an example of extreme success. His reaction to each is identical.

That's what a strong inner coach looks like. A strong inner coach has the ability to counterbalance the external forces and sift through that chaos in order to get you to the next step despite what's going. That's what Positive looks like to us. Here's how we define the word:

Positive: good and useful thinking.

Find this book, videos and more at
WHATDRIVESWINNING.COM