

MOTIVATION

Your desire to work toward a goal and stick with it.

WHAT WILL YOUR COACHING CHALLENGE BE AT DIFFERENT LEVELS?

LOW

Athletes at low levels will:

- Make excuses when they perform below their expectations.
- Give up easily after setbacks or if things don't go their way.
- Tend to lose focus on improving every day.
- Not set clear goals for improvement & won't raise the bar.
- Have lower levels of self-confidence.

HIGH

Athletes at high levels will:

- Always give high effort to do the best that they can.
- Stick with it and overcome setbacks.
- Have a very strong focus on getting better to succeed.
- Set clear goals for improvement and continually raise the bar for their effort.
- Have higher levels of self-confidence.

HOW CAN YOU MOVE YOUR ATHLETES TO HIGH LEVELS?

Coaching Tips

- **Set Effort Goals Over Outcome Goals:**
 - ✓ Discuss that effort goals focus on (1) how hard an athlete tries and (2) things within the athletes' control.
 - ✓ Set effort goals for your team such as: get a defensive touch each play, run hard through first base on every grounder, sprint after the ball after every pass, block out each opponent after every shot.
 - ✓ Reinforce the message that outcome goals (e.g., win the game, become conference champions) are common to most teams and do not provide the same motivational impact as effort goals. Outcome goals can discourage effort. It's all about what each athlete can control.
- **Set Specific Effort Goals:**
 - ✓ The more specific the effort goal, the better because it removes any misunderstandings on expectations.
 - ✓ Setting a general goal like "I will stop my opponent this game" is less effective than saying "I will steal the ball five times this game." Similarly, setting a goal to "Practice every day" is ineffective versus setting a goal to "Make 100 shots every day," which is more effective.
 - ✓ Research shows that setting specific goals over general goals will give you an 8-16% boost in performance.
- **Set Challenging Effort Goals:**
 - ✓ Set challenging, but realistic effort expectations. Slightly increase the difficulty in practice as athletes improve.
 - ✓ Slightly raising the bar, according to psychologists, will give you a 10-16% boost in performance over time.
 - ✓ Know that every team sets goals, but not necessarily the correct way. So, you should make sure you set them correctly for an advantage.
- **Use Feedback to Make Real-time Adjustments:**
 - ✓ It is critical to keep track of progress and provide timely feedback in a positive, developmental way.

Talking Points

- Discuss how the team can collectively set effort goals rather than just having the coaching staff set them.
- Have each athlete bring an example of how their favorite great athletes and teams use effort goals.
- Discuss if the goals being set need to be changed periodically to raise the bar.

Tools

- APP Lessons: Set The Right Goals
- CORE Elements: Coachable, Competitive Drive, Mental Toughness
- PRESSURE Elements: Self-Doubting, Overconfident, Stubborn

"Nothing will work unless you do." – John Wooden, UCLA Basketball Coach & 10-time NCAA National Champion –