



Leadership Secrets of the World's Best Coaches

Developing Warriors not Winners

www.ChangingTheGameProject.com



Children with Warrior Mindsets



Values-Based
Leadership

Children with
Warrior Mindsets

A photograph of a majestic, snow-covered mountain peak, likely Mount Everest, during the "golden hour" of sunset. The sky is a deep blue, and the mountain's ridges are illuminated with a warm, orange-gold light. Two red rectangular text boxes with white text are overlaid on the image. A red arrow points from the bottom-left box to the middle-right box, and another red arrow points from the middle-right box to the top-center box.

#PassTheBall

Values-Based
Leadership

Children with
Warrior Mindsets

Winners

Warriors



Winners



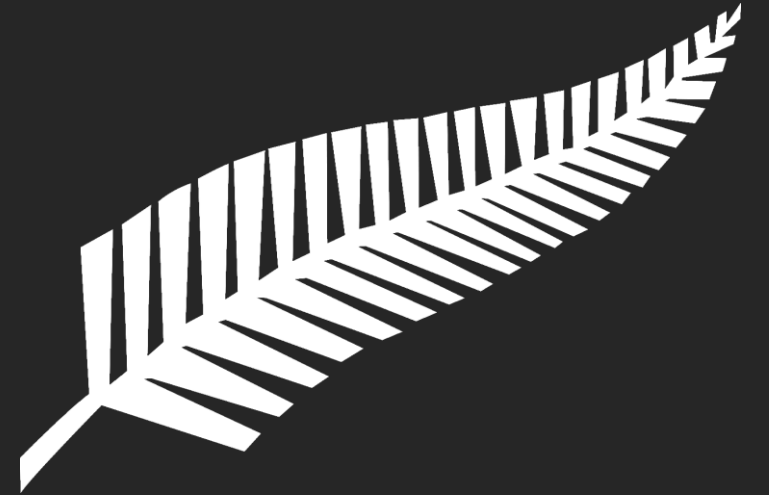
Warriors



Winners



Warriors



Winners

External Locus

Trophies
Outcomes
Selfish



Warriors

Internal Locus

Purpose
Process
Selfless

Winners

Fixed Mindset

Short-term

No Effort

One-Day

Perfection



Warriors

Growth Mindset

Long-term

All Effort

Everyday

Excellence

Winners

The Arrival

Glory-based
Finish the Skill
Win at all
costs



Warriors

The Journey

Values-based
Master the Skill
Compete at all
times

Winners

Everest

I'm Done with
My Mountain.
I'm the
Greatest!



Warriors

Everest

We've
Climbed Our
Mountain!
What's Next?

Winners

Focused
on what's
IN the
Game



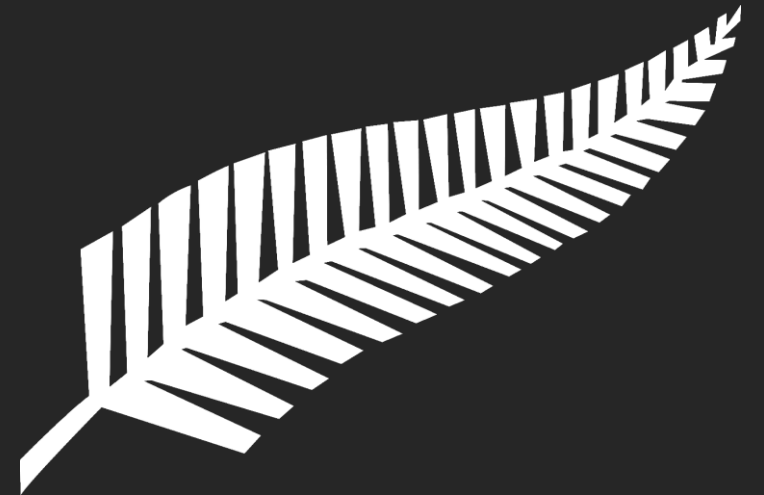
Warriors

Focused on
what's
BEYOND
the Game

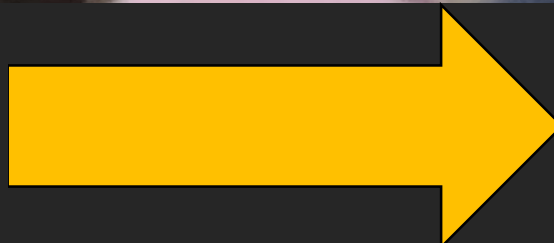
Winners



Warriors



What



Why

"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."

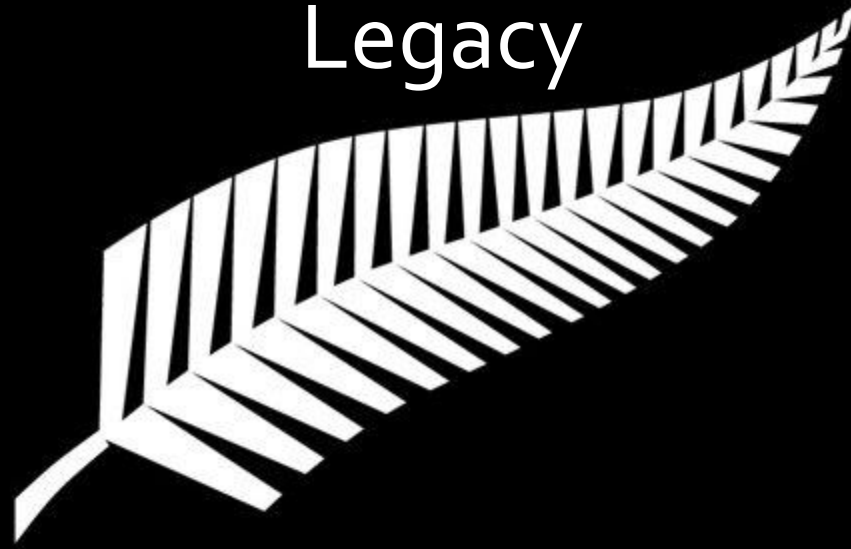
- Bill Walsh

*All Warriors are
Winners.*

*Not all winners are
Warriors.*



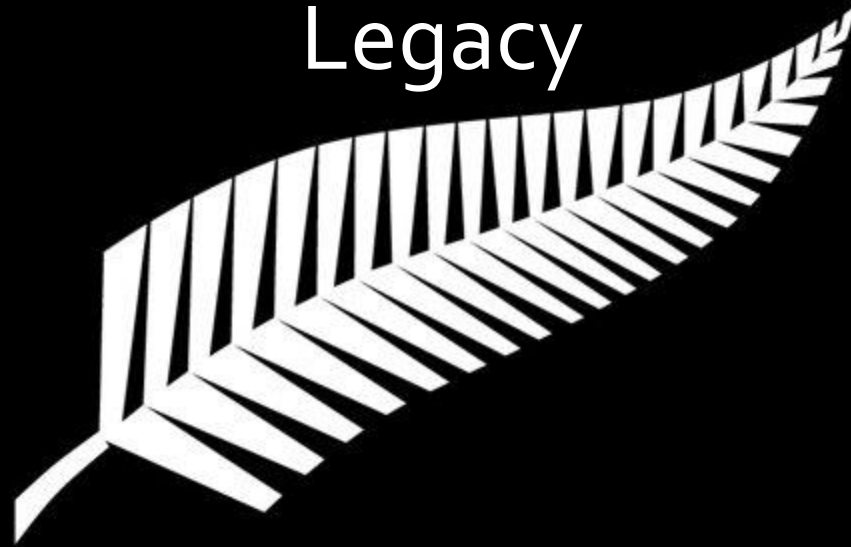
Legacy



Values-Led and Purpose-Driven

Sweep The
Sheds

Legacy



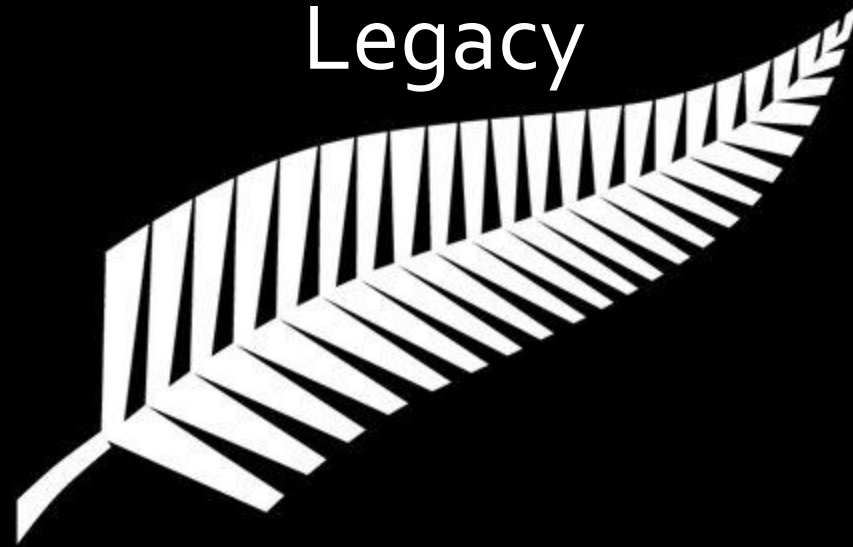
Values-Led and Purpose-Driven

*Never be too big to do the small
things that need to be done*

Sweep The
Sheds

Go for the
Gap

Legacy



#PassTheBall

Values-Led and Purpose-Driven

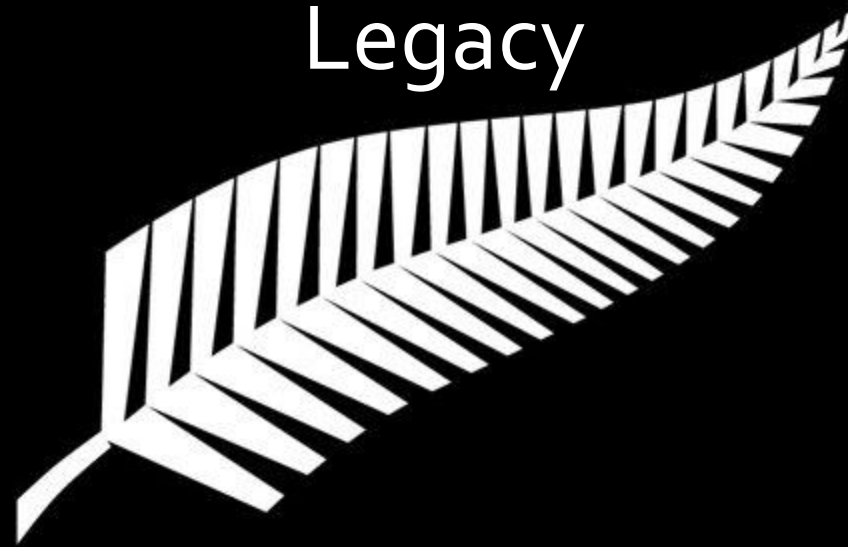
*When you're on top of your game,
change your game.*

Sweep The
Sheds

Go for the
Gap

Keep a
Blue Head

Legacy



Values-Led and Purpose-Driven

Control your attention.

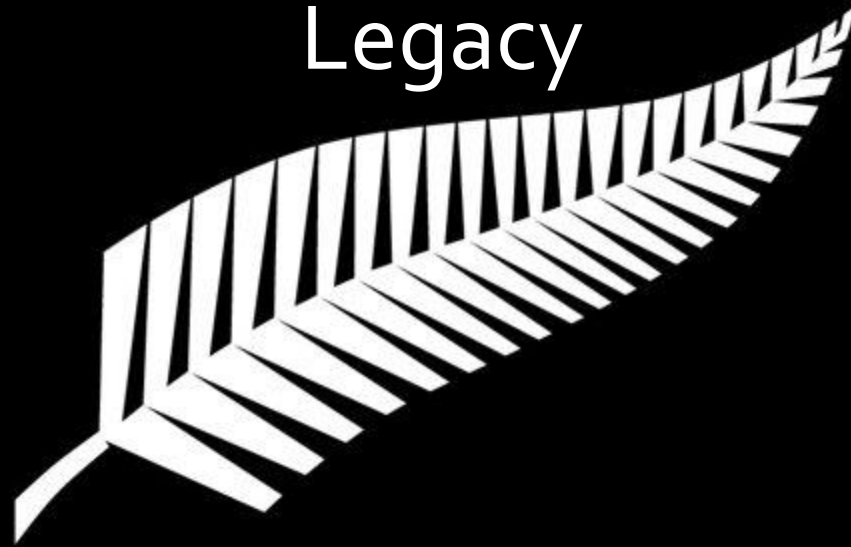
Sweep The
Sheds

Go for the
Gap

Keep a
Blue Head

Follow the
Spearhead

Legacy



Values-Led and Purpose-Driven

*For the strength of the pack is the
wolf, and the strength of the
wolf is the pack.*

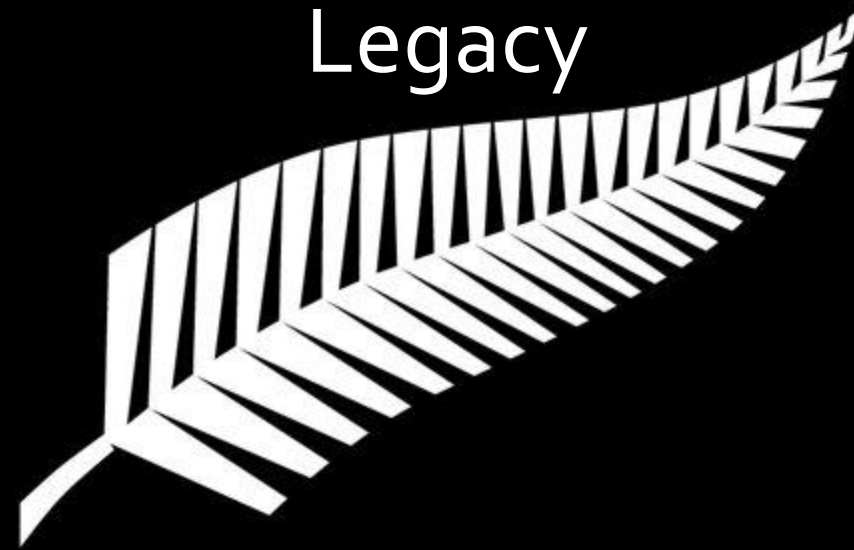
Sweep The
Sheds

Go for the
Gap

Keep a
Blue Head

Follow the
Spearhead

Ritualize to
Actualize



#PassTheBall

Values-Led and Purpose-Driven



Create a culture.

Sweep The
Sheds

Go for the
Gap

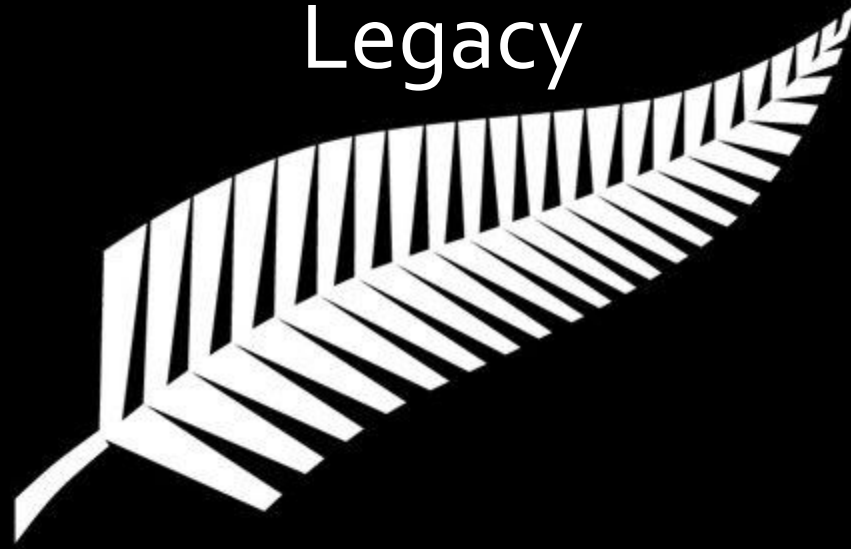
Keep a
Blue Head

Follow the
Spearhead

Ritualize to
Actualize

Play with a
Purpose

Legacy



Values-Led and Purpose-Driven



Ask "why".

Sweep The
Sheds

Go for the
Gap

Keep a
Blue Head

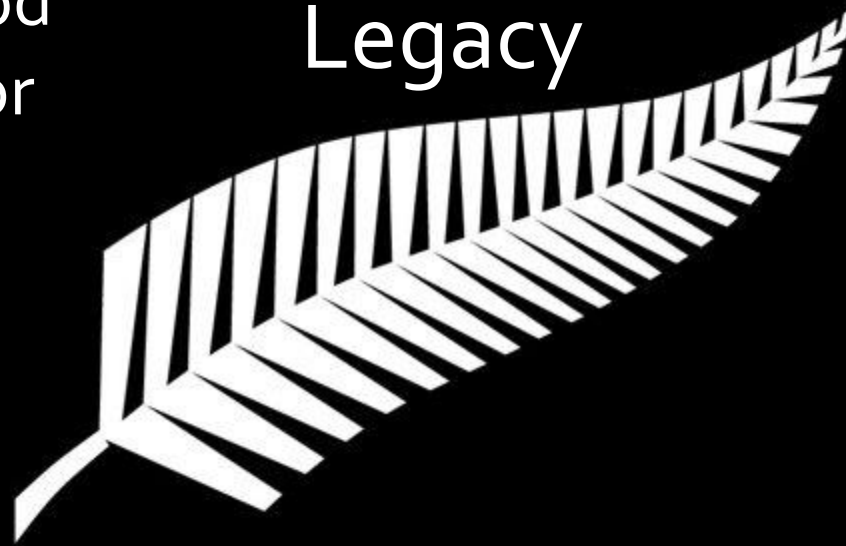
Follow the
Spearhead

Ritualize to
Actualize

Play with a
Purpose

Be a Good
Ancestor

Legacy



Values-Led and Purpose-Driven



Plant trees you'll never see.

Sweep The
Sheds

Go for the
Gap

Keep a
Blue Head

Follow the
Spearhead

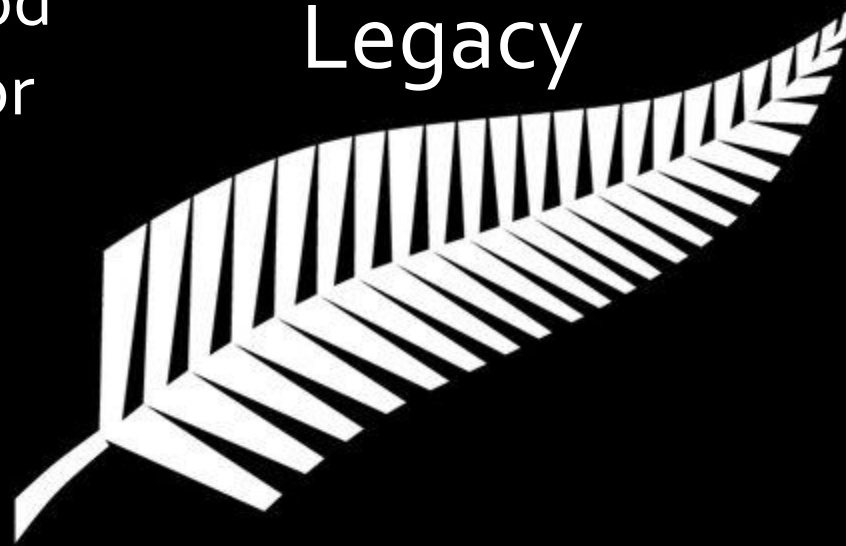
Ritualize to
Actualize

Play with a
Purpose

Be a Good
Ancestor

Legacy

Train to
Win



Values-Led and Purpose-Driven

Practice under pressure.

Sweep The
Sheds

Go for the
Gap

Keep a
Blue Head

Follow the
Spearhead

Ritualize to
Actualize

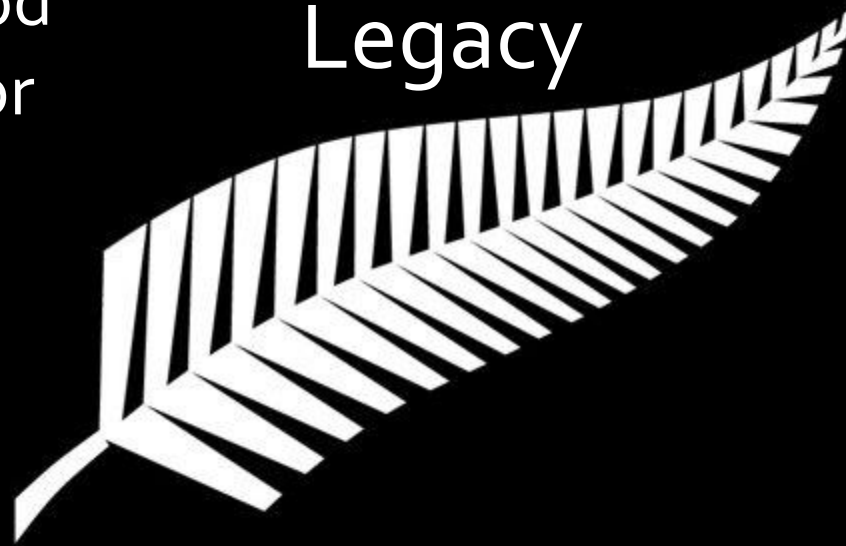
Play with a
Purpose

Be a Good
Ancestor

Legacy

Train to
Win

Know
Thyself



Values-Led and Purpose-Driven



Keep it real.

Sweep The
Sheds

Go for the
Gap

Keep a
Blue Head

Follow the
Spearhead

Ritualize to
Actualize

Play with a
Purpose

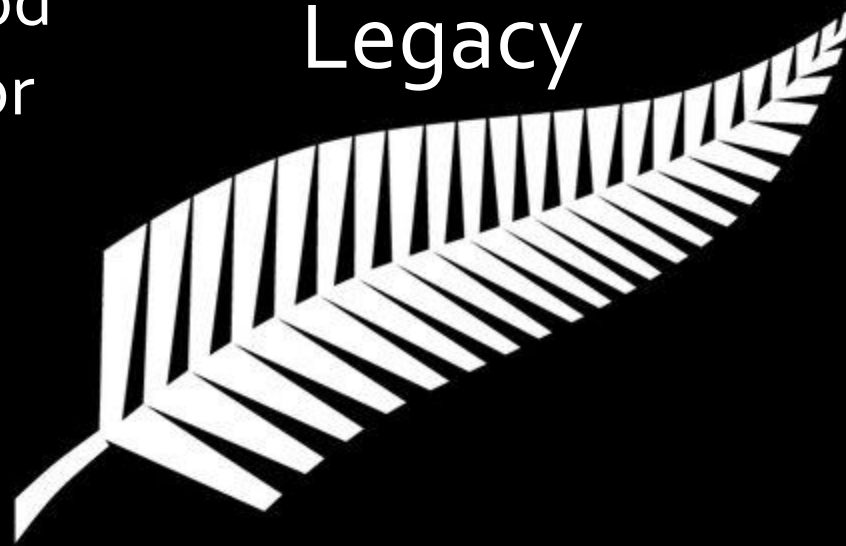
Be a Good
Ancestor

Legacy

Train to
Win

Know
Thyself

Leaders are
Learners



Values-Led and Purpose-Driven

Create a learning environment.

Sweep The
Sheds

Go for the
Gap

Keep a
Blue Head

Follow the
Spearhead

Ritualize to
Actualize

Play with a
Purpose

Be a Good
Ancestor

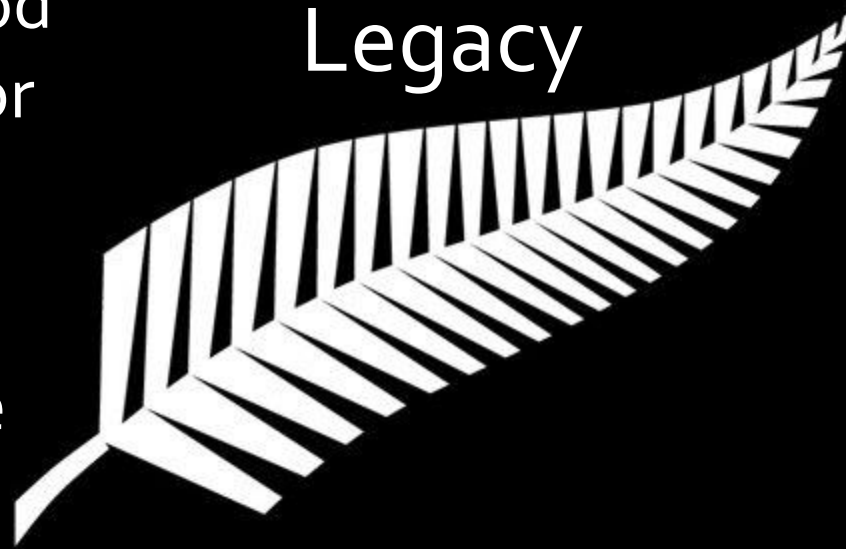
Legacy

Train to
Win

Know
Thyself

Leaders are
Learners

Sacrifice



Values-Led and Purpose-Driven

*Find something you would die for
and give your life to it.*

Sweep The
Sheds

Go for the
Gap

Keep a
Blue Head

Follow the
Spearhead

Ritualize to
Actualize

Play with a
Purpose

Be a Good
Ancestor

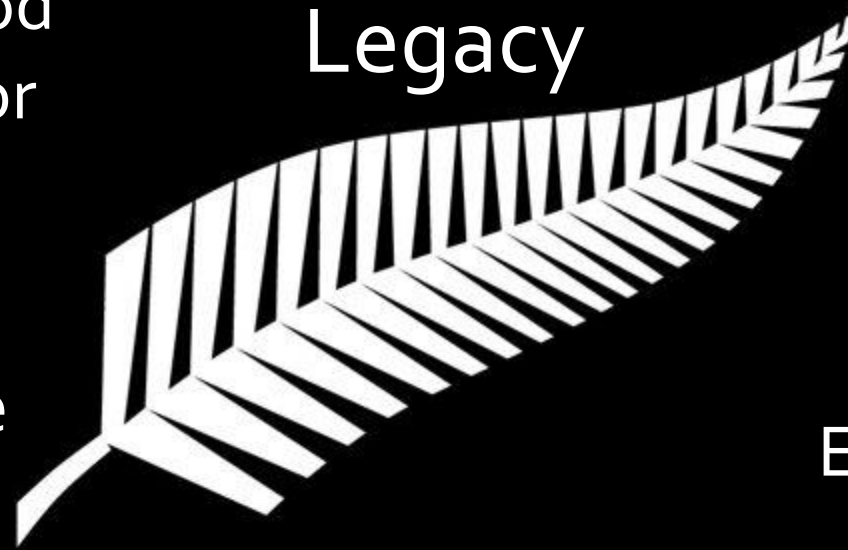
Legacy

Train to
Win

Know
Thyself

Leaders are
Learners

Sacrifice



Embrace
Expectations

Values-Led and Purpose-Driven

Aim for the highest cloud.

Sweep The
Sheds

Go for the
Gap

Keep a
Blue Head

Follow the
Spearhead

Ritualize to
Actualize

Play with a
Purpose

Be a Good
Ancestor

Legacy

Train to
Win

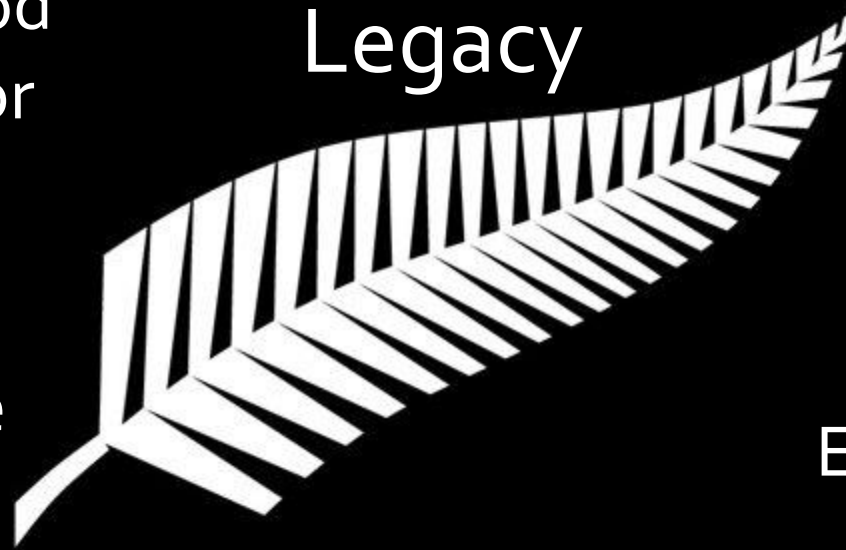
Know
Thyself

Leaders are
Learners

Sacrifice

Embrace
Expectations

Invent a
Language



Values-Led and Purpose-Driven

Sing your world into existence.

Sweep The
Sheds

Go for the
Gap

Keep a
Blue Head

Follow the
Spearhead

Ritualize to
Actualize

Play with a
Purpose

Be a Good
Ancestor

Legacy

Train to
Win

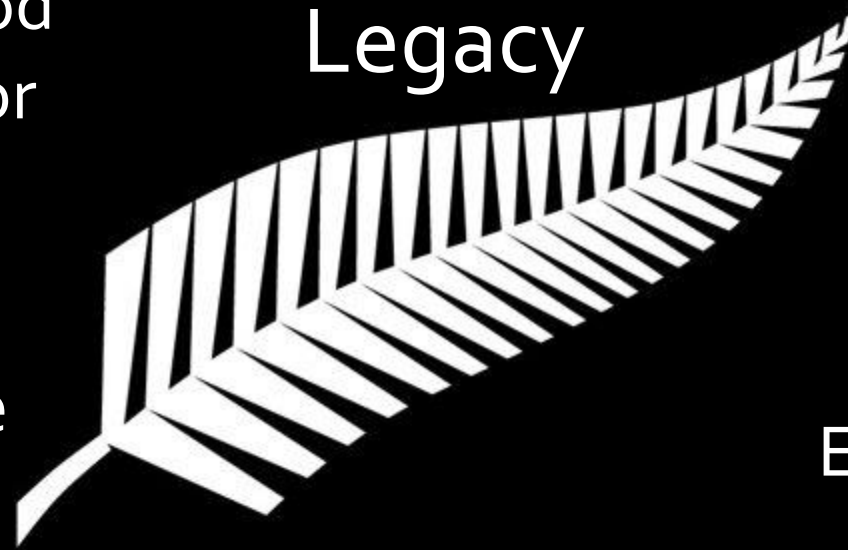
Know
Thyself

Leaders are
Learners

Sacrifice

Embrace
Expectations

Invent a
Language



#PassTheBall

Values-Led and Purpose-Driven



Leaders create leaders.



Sweep The
Sheds

Go for the
Gap

Keep a
Blue Head

Follow the
Spearhead

Ritualize to
Actualize

Play with a
Purpose

Be a Good
Ancestor

Legacy

Train to
Win

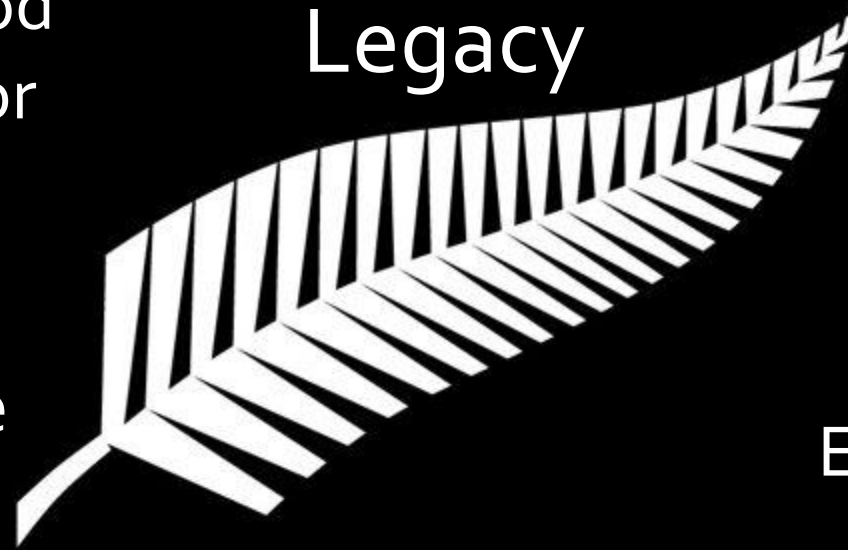
Know
Thyself

Leaders are
Learners

Sacrifice

Embrace
Expectations

Invent a
Language



#PassTheBall

Values-Led and Purpose-Driven



All progress hinges on the
gap between those who will
talk in private and those
who will **ACT** in Public.

-Scott Berkun

#PassTheBall

Bigger Brains

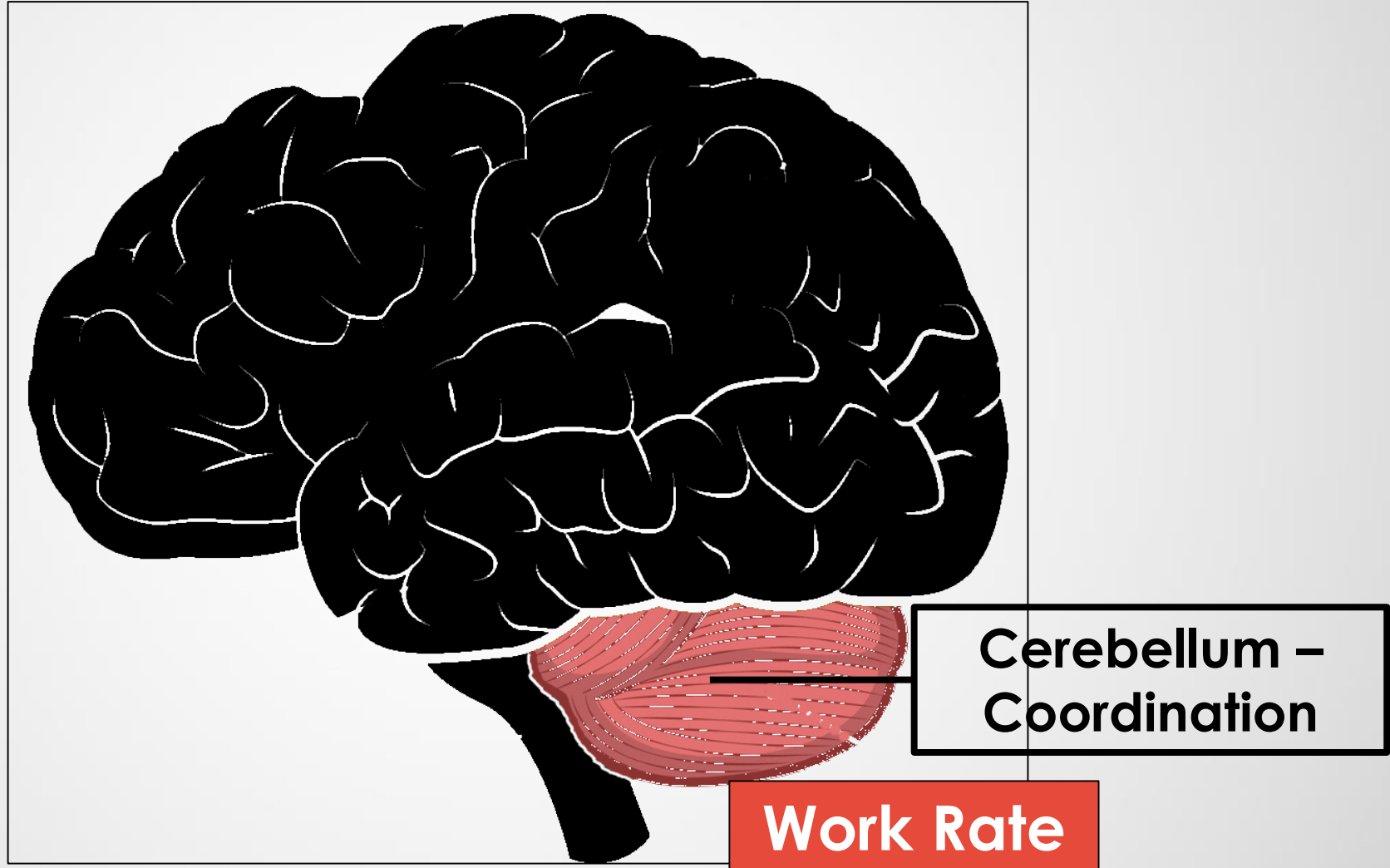


Building Warrior Brains





W – Work Rate



W – Work Rate

Encourage effort
rather than praise
skill in children.

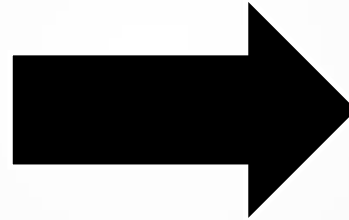


Cerebellum –
Coordination

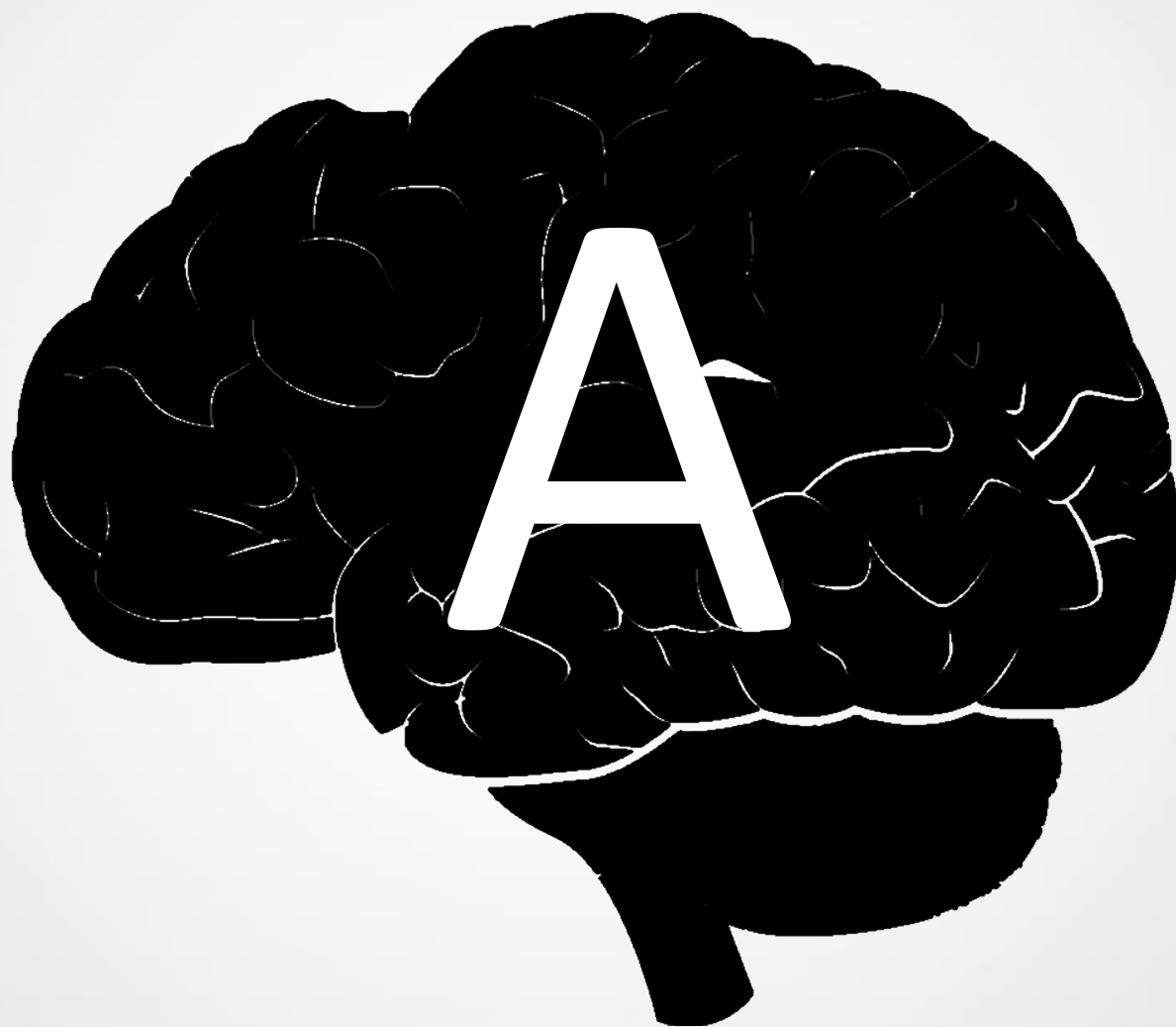
Work Rate

Say This *not* That

Instead of
unspecific
praise like
“good job”...



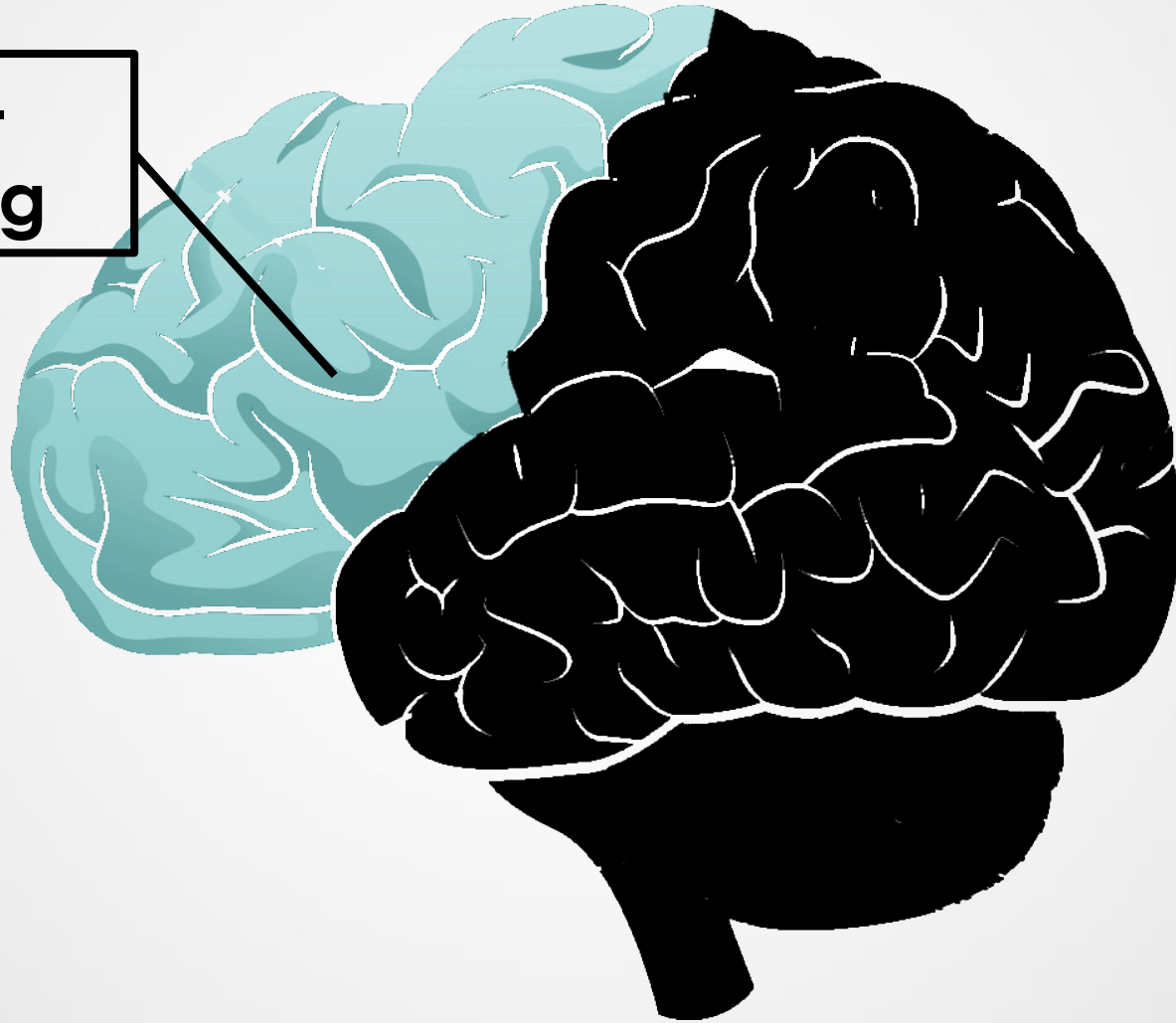
Use
encouragement
based on effort
and work ethic.



A - Analytical

**Frontal Lobe –
Problem-Solving**

Analytical

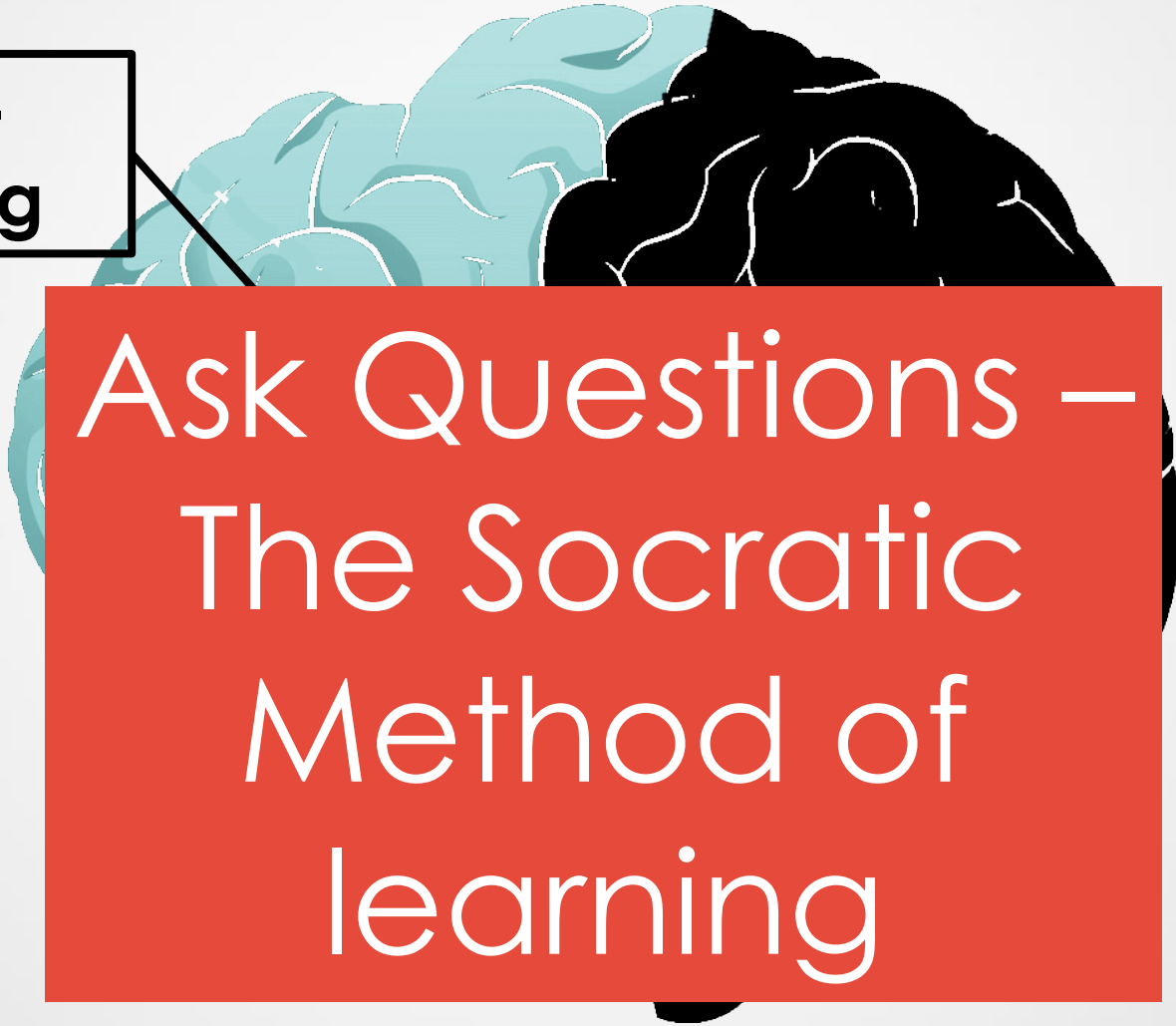


A - Analytical

**Frontal Lobe –
Problem-Solving**

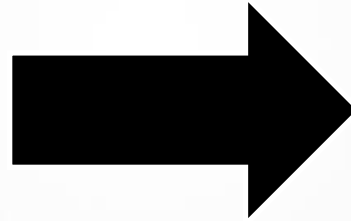
Analytical

**Ask Questions –
The Socratic
Method of
learning**

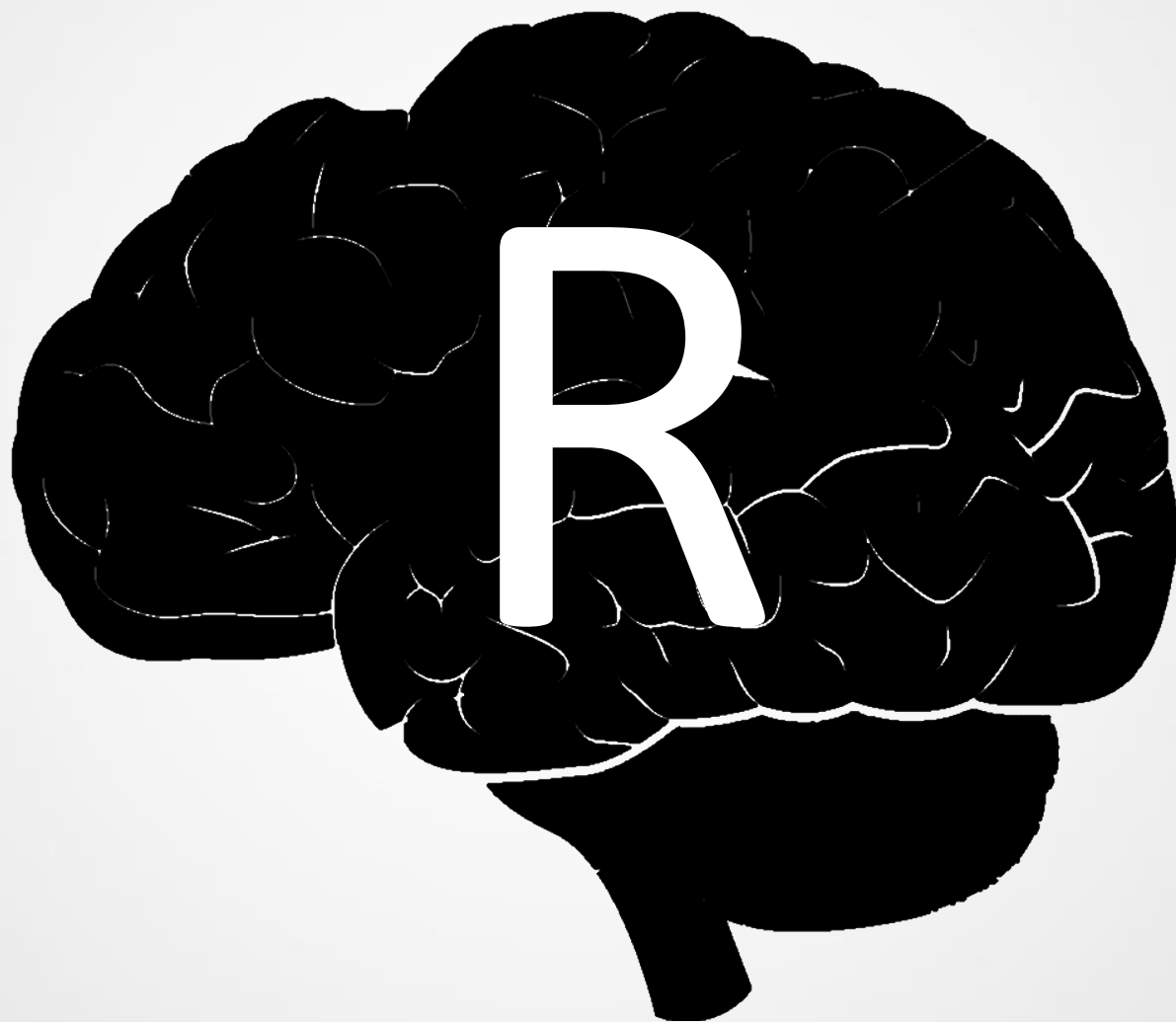


Say This *not* That

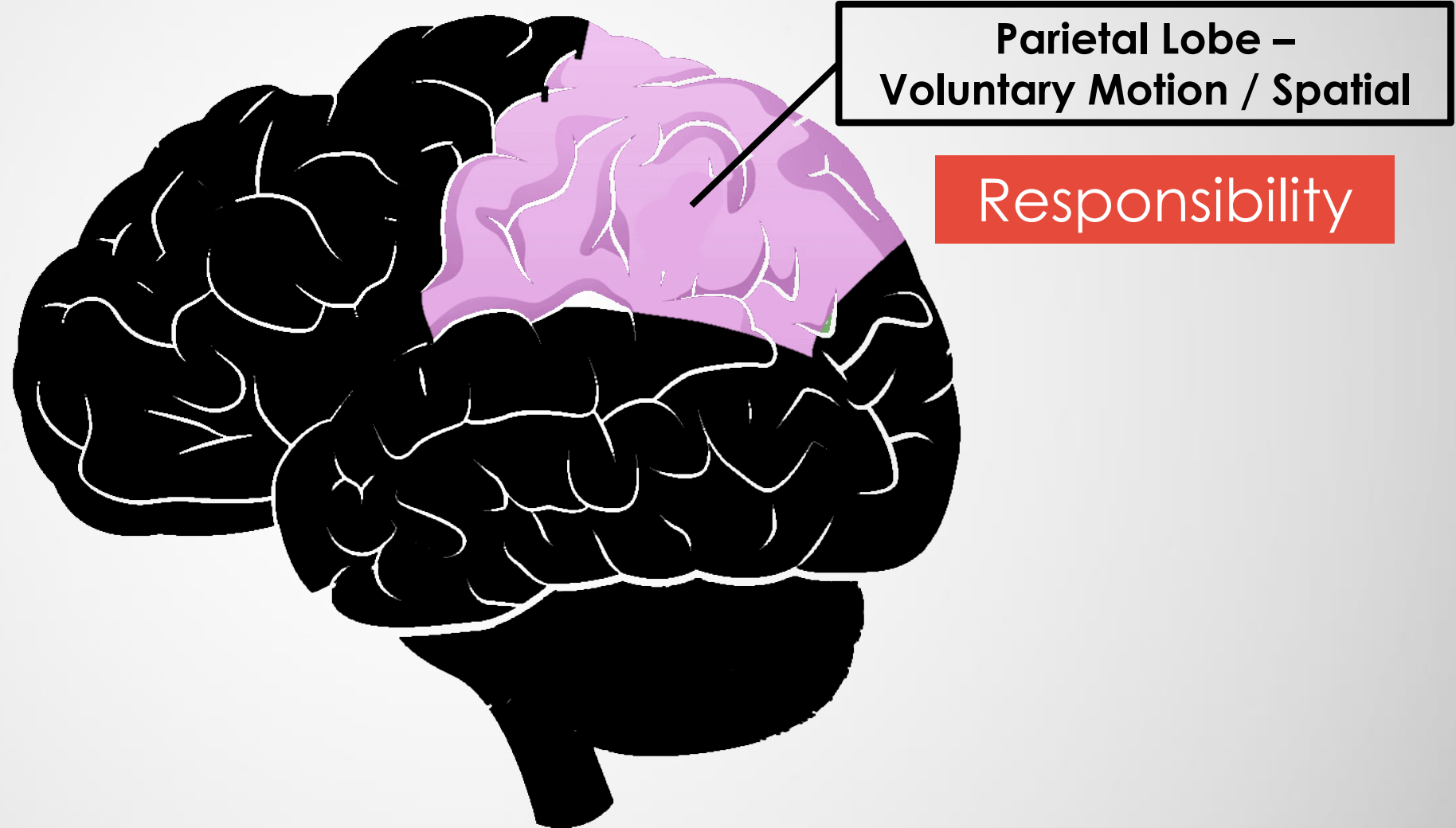
Instead of giving
all the answers
to our players,
we should learn
to...



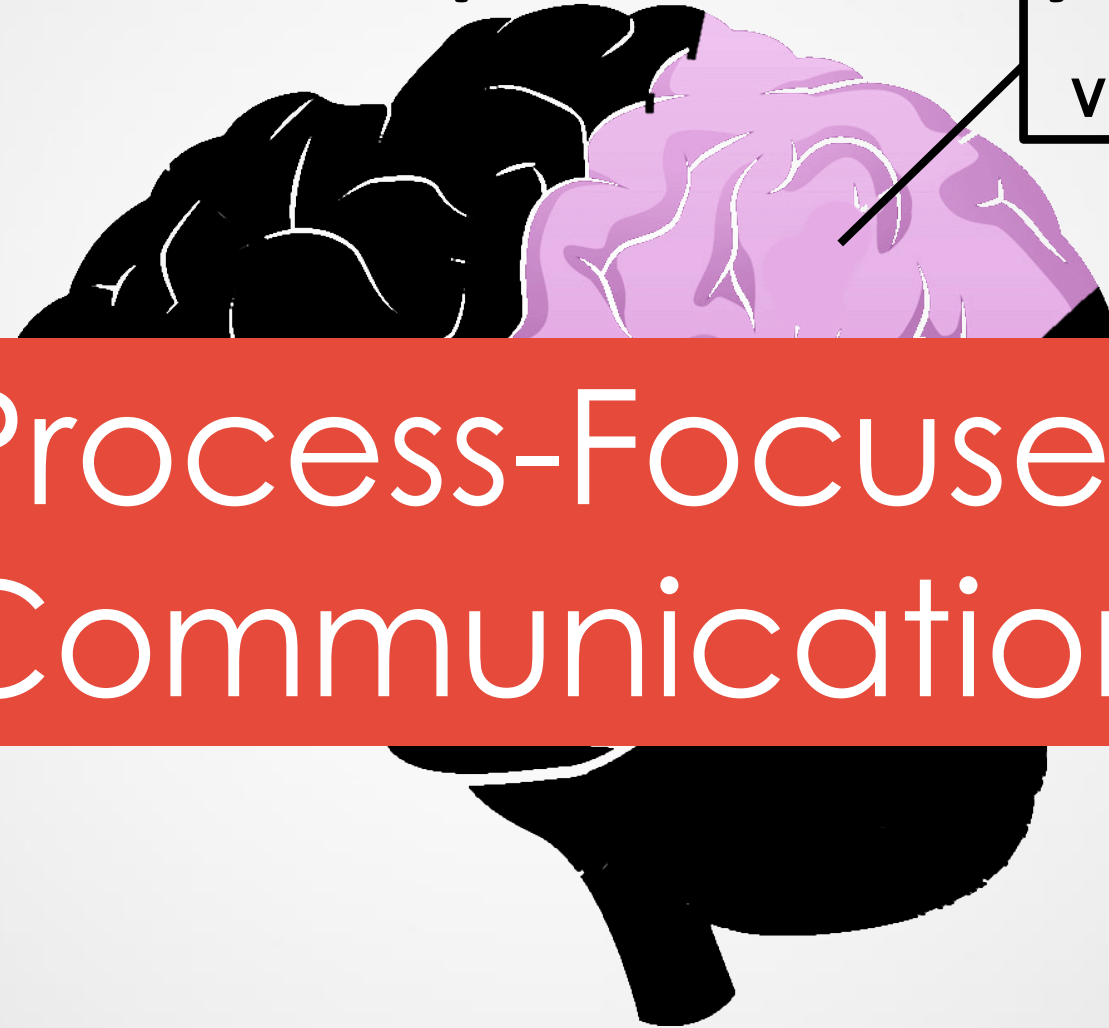
Teach children
problem-solving
by asking more
questions like
how, what, when



R- Responsibility



R- Responsibility



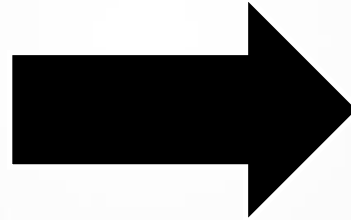
Parietal Lobe –
Voluntary Motion / Spatial

Responsibility

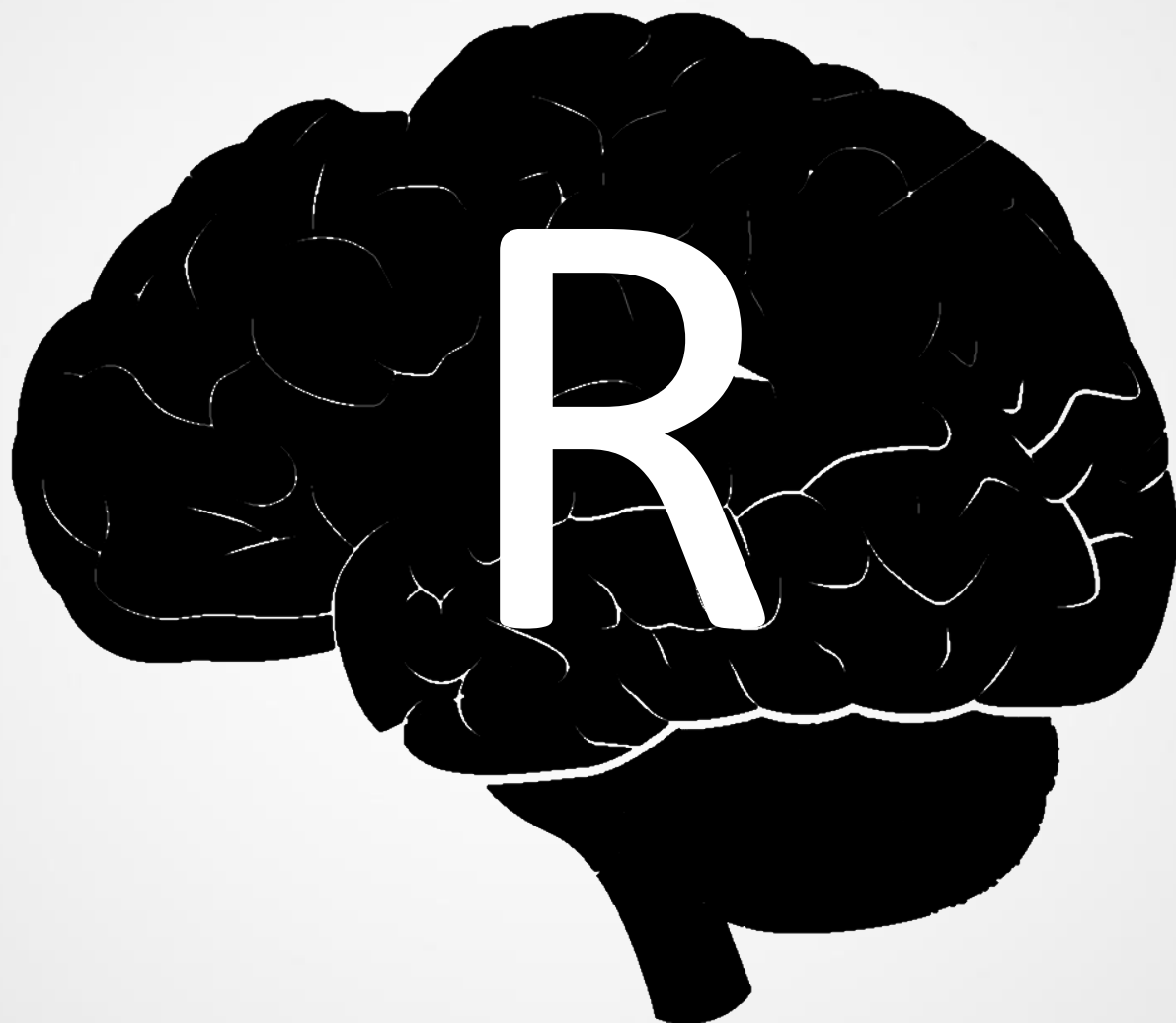
Process-Focused
Communication:

Say This *not* That

Instead of asking about outcomes: “did you score?” or “did you win?”



Say something more like: “tell me about your game”



R - Relevance



R - Relevance

Speak about
the Who and
not the What.

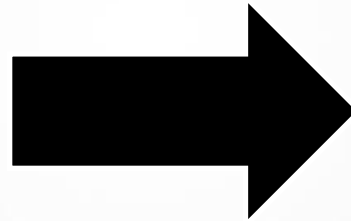


Occipital Lobe –
Identity/Vision

Relevance

Say This *not* That

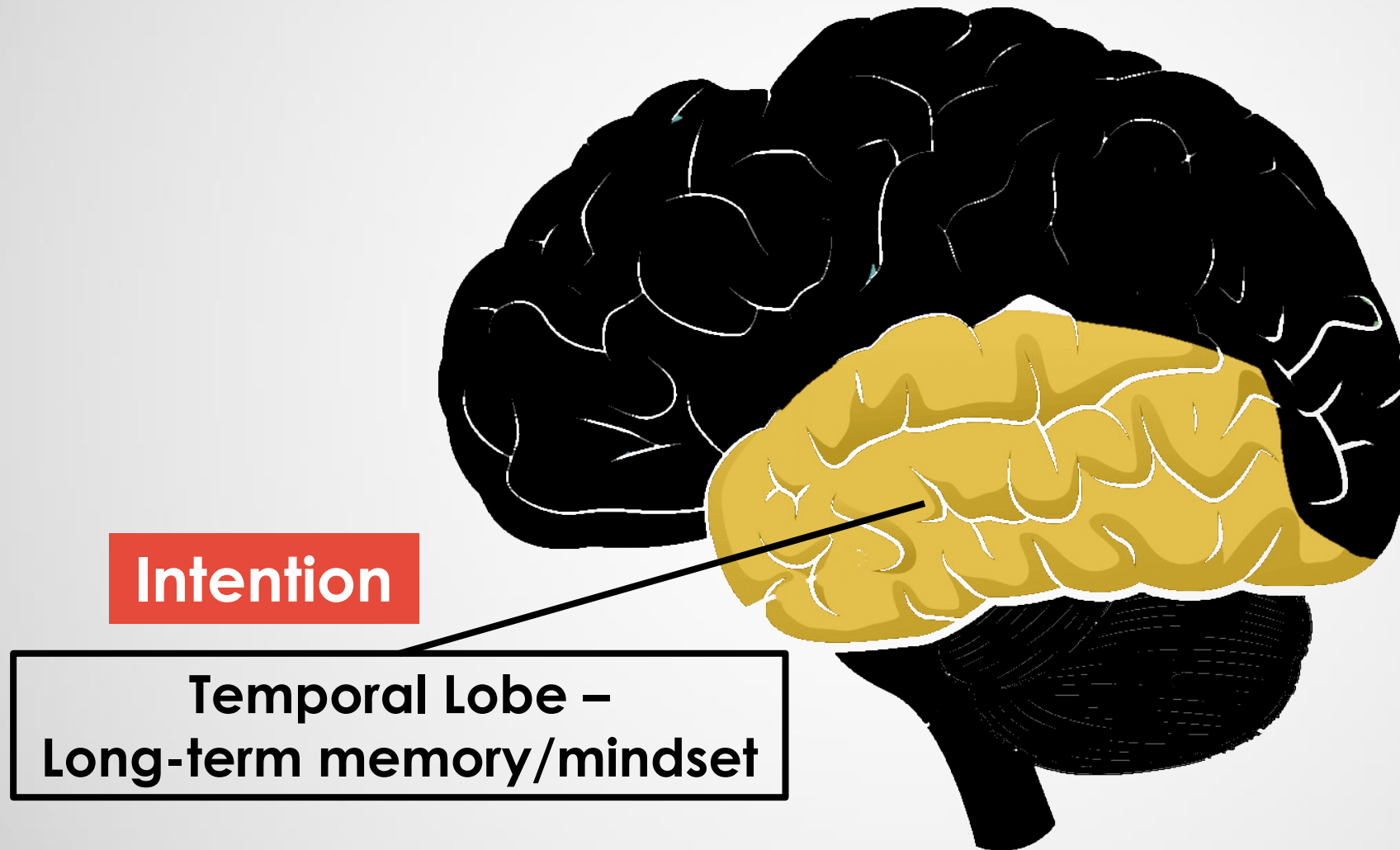
Instead of
speaking about
your player in
terms of what
she does



Speak about her
in terms of who
she is to root
identity in
personal vision.



I - Intention



I - Intention

Use language to develop
a growth-mindset

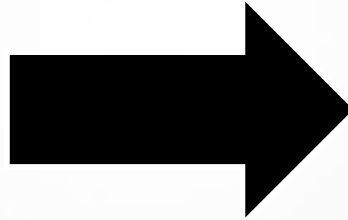
Intention

**Temporal Lobe –
Long-term memory/mindset**

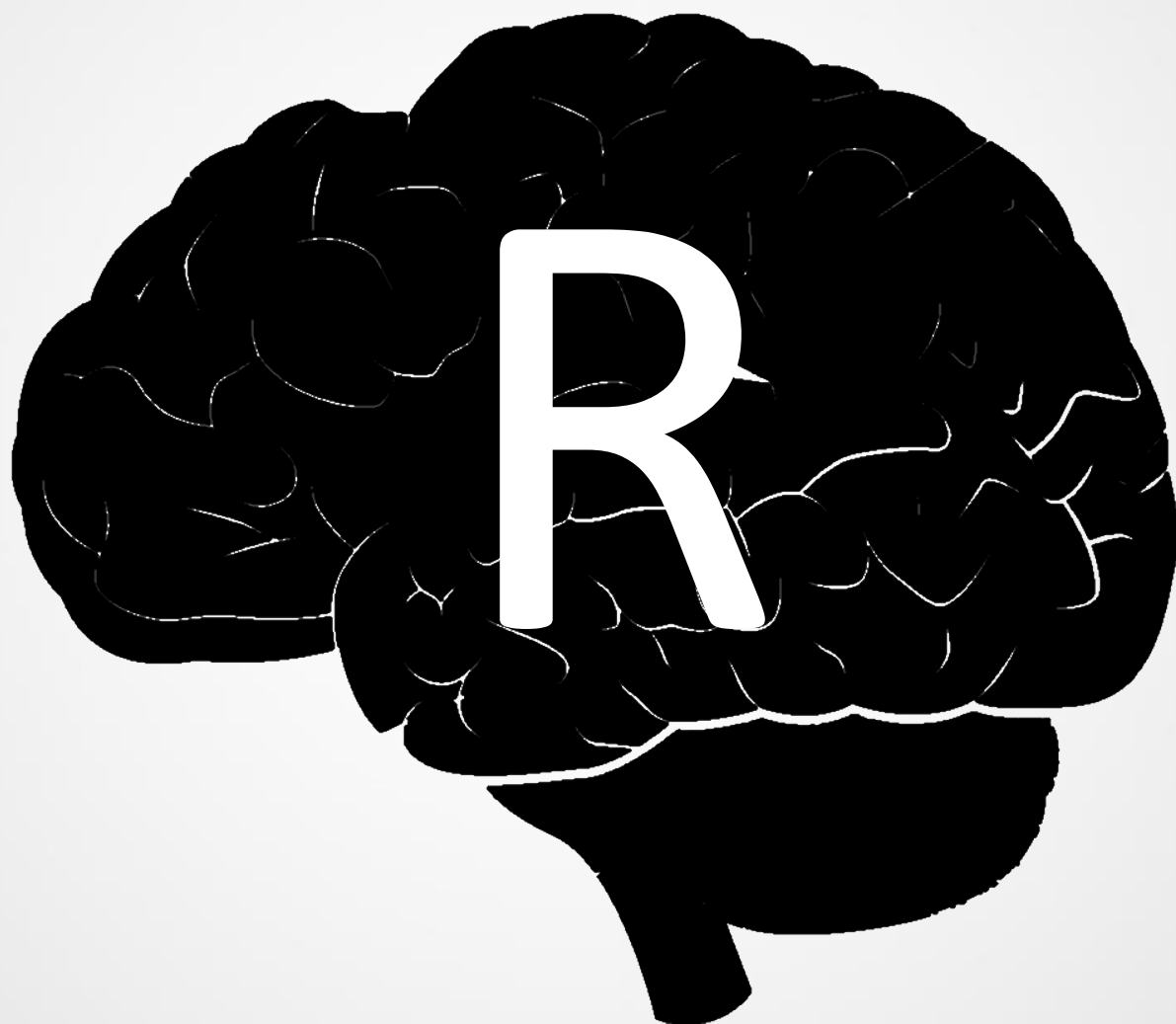


Say This *not* That

Instead of
letting him use
terms like
“can’t”, “done”,
“not”...



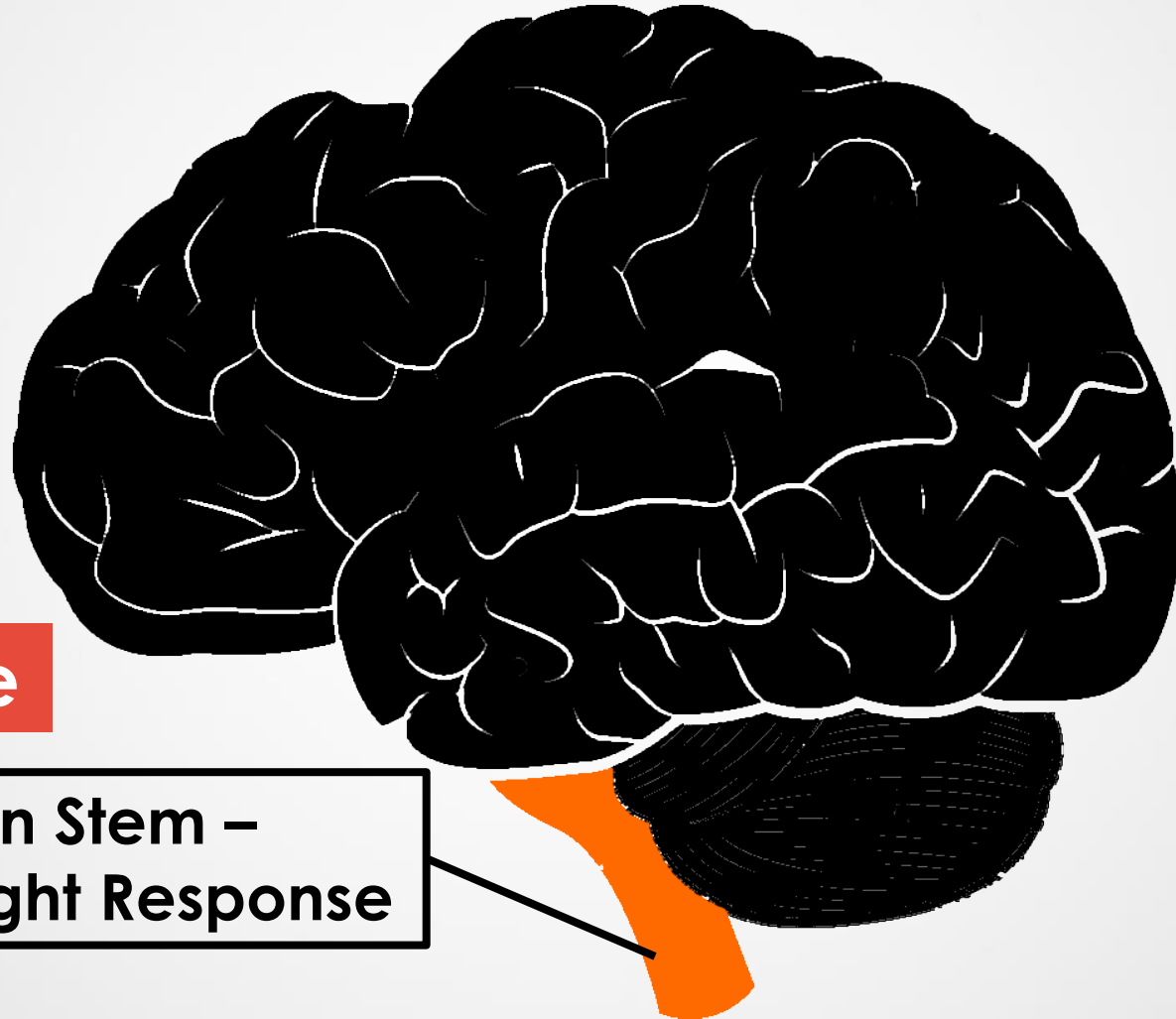
Yet
When
Will
What if
Next
C.A.N.T



R - Resilience

Resilience

**Brain Stem –
Fight/Flight Response**

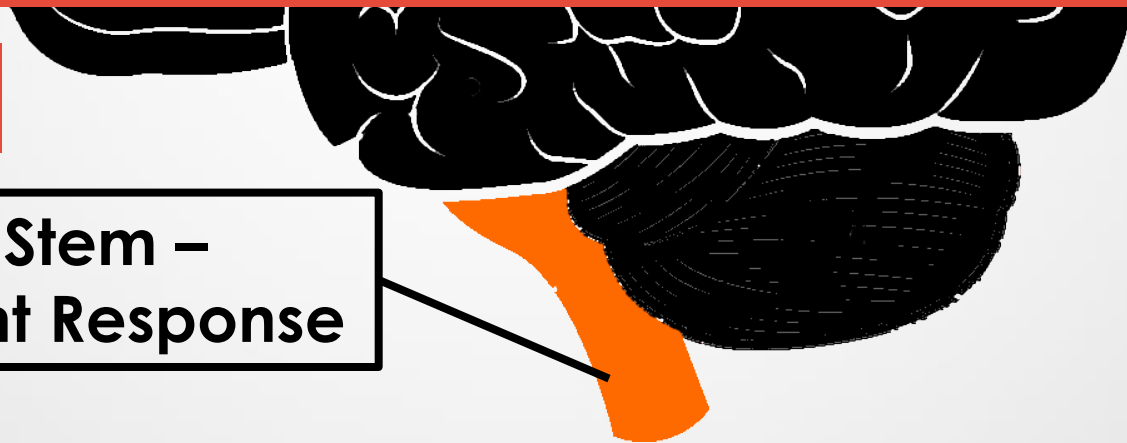


R - Resilience

Use language that shows unconditional love for athletes.

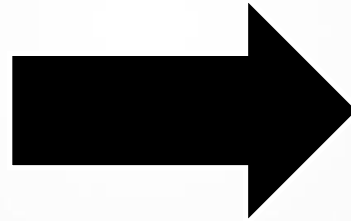
Resilience

**Brain Stem –
Fight/Flight Response**



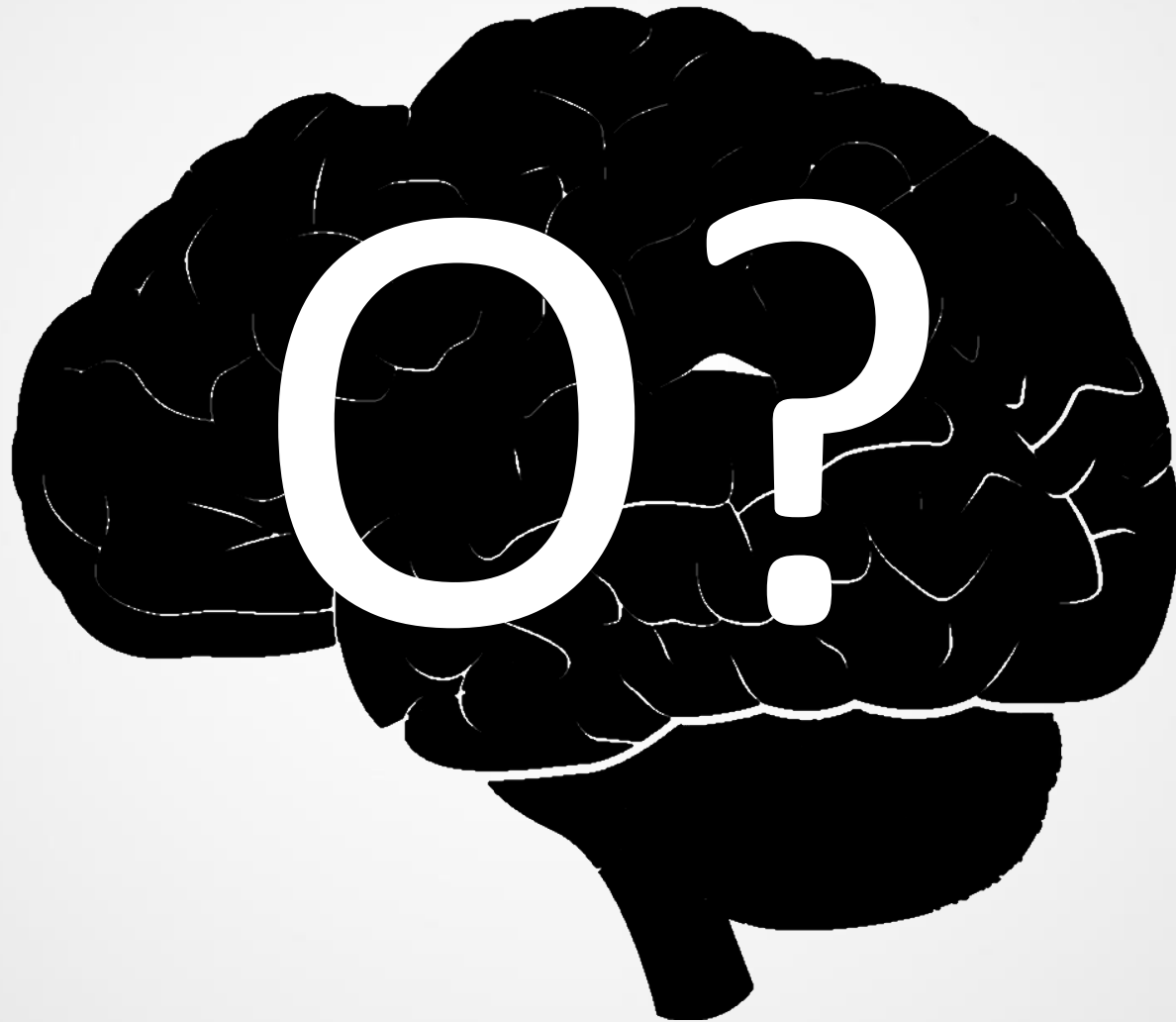
Say This *not* That

Instead of
talking about
consequences
based on
outcomes



Say: "I love
watching you
play" or "I love
you regardless of
the outcome"

W.A.R.R.I.R ?




Building the Warrior Brain



Ownership

Ventral Tegmental Area—
Motivation



Building the Warrior Brain

Empowerment and Internal Motivation Language

Ventral Tegmental Area–
Motivation

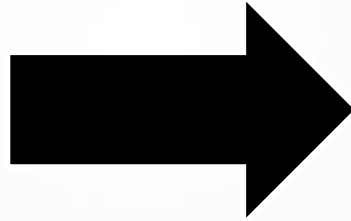
Ownership



Say This *not* That

No

“|”



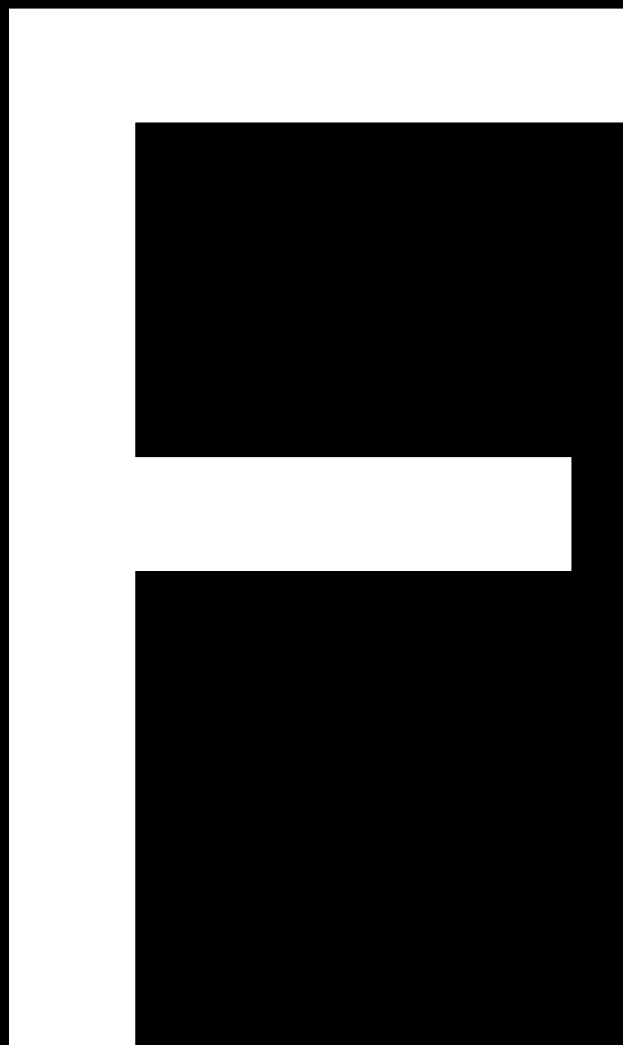
Use

“You”

Building the Warrior Brain

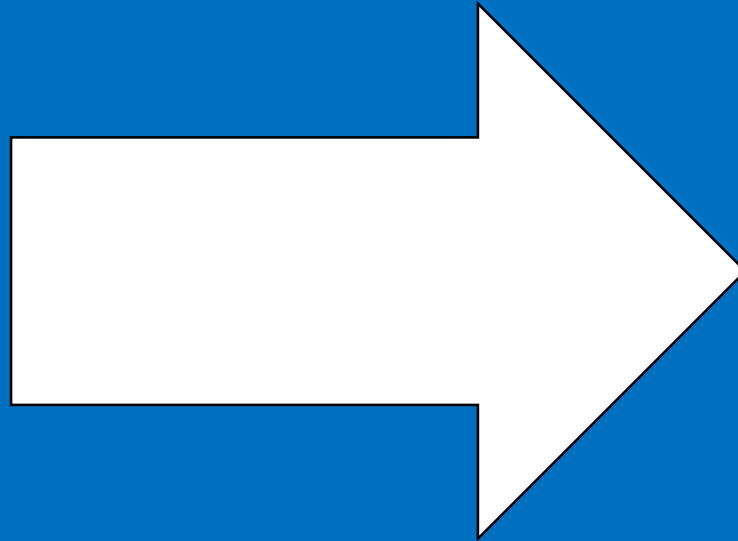






Peril Words

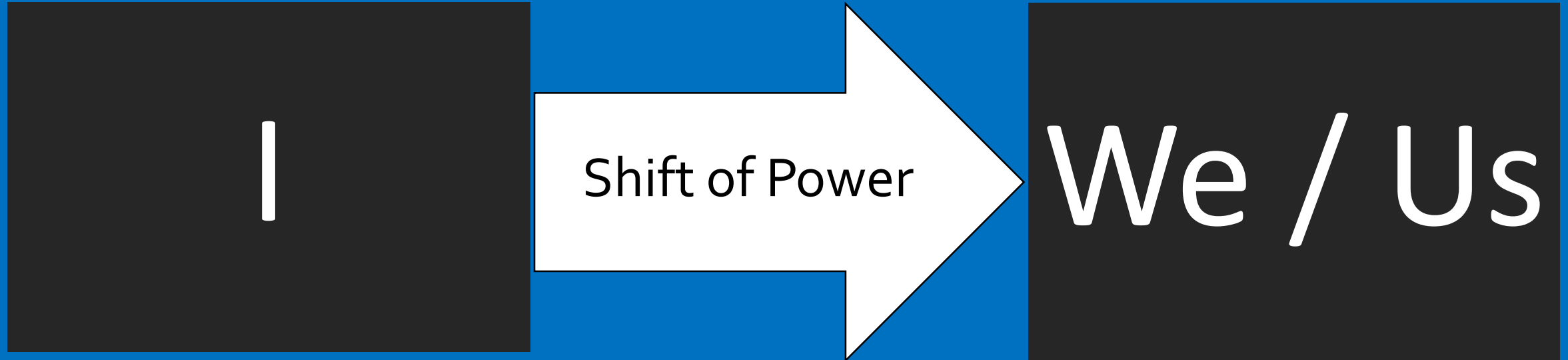
Power Words



Words Create Peril or Power Processes in the Brain

Peril Words

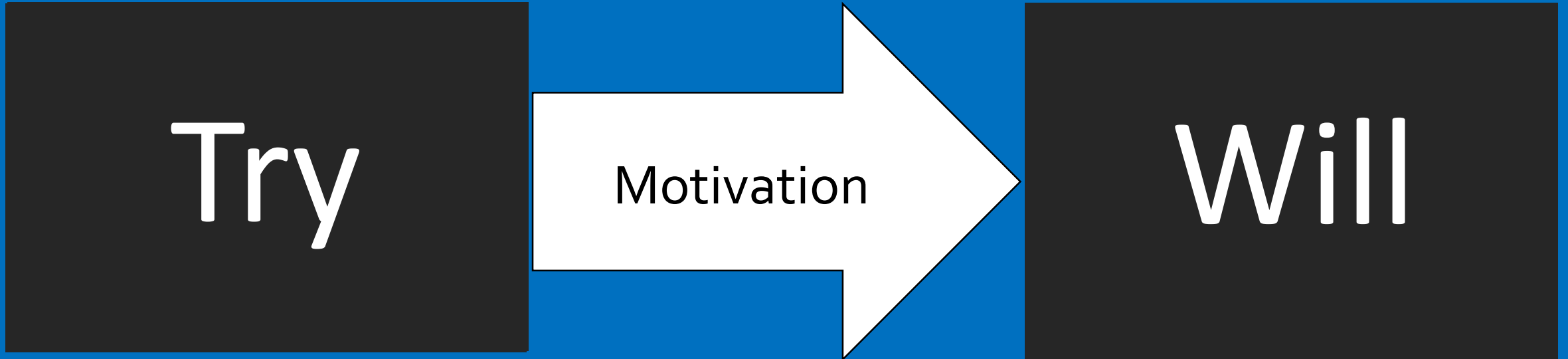
Power Words



Words Create Peril or Power Processes in the Brain

Peril Words

Power Words



Words Create Peril or Power Processes in the Brain

Peril Words

Power Words

But

Perspective

How

Words Create Peril or Power Processes in the Brain

Peril Words

Power Words

Never

Confidence

When

Words Create Peril or Power Processes in the Brain

Peril Words

Power Words

Don't

Resilience

What if

Words Create Peril or Power Processes in the Brain

CONTACT US

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Email: reed@ChangingTheGameProject.com

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