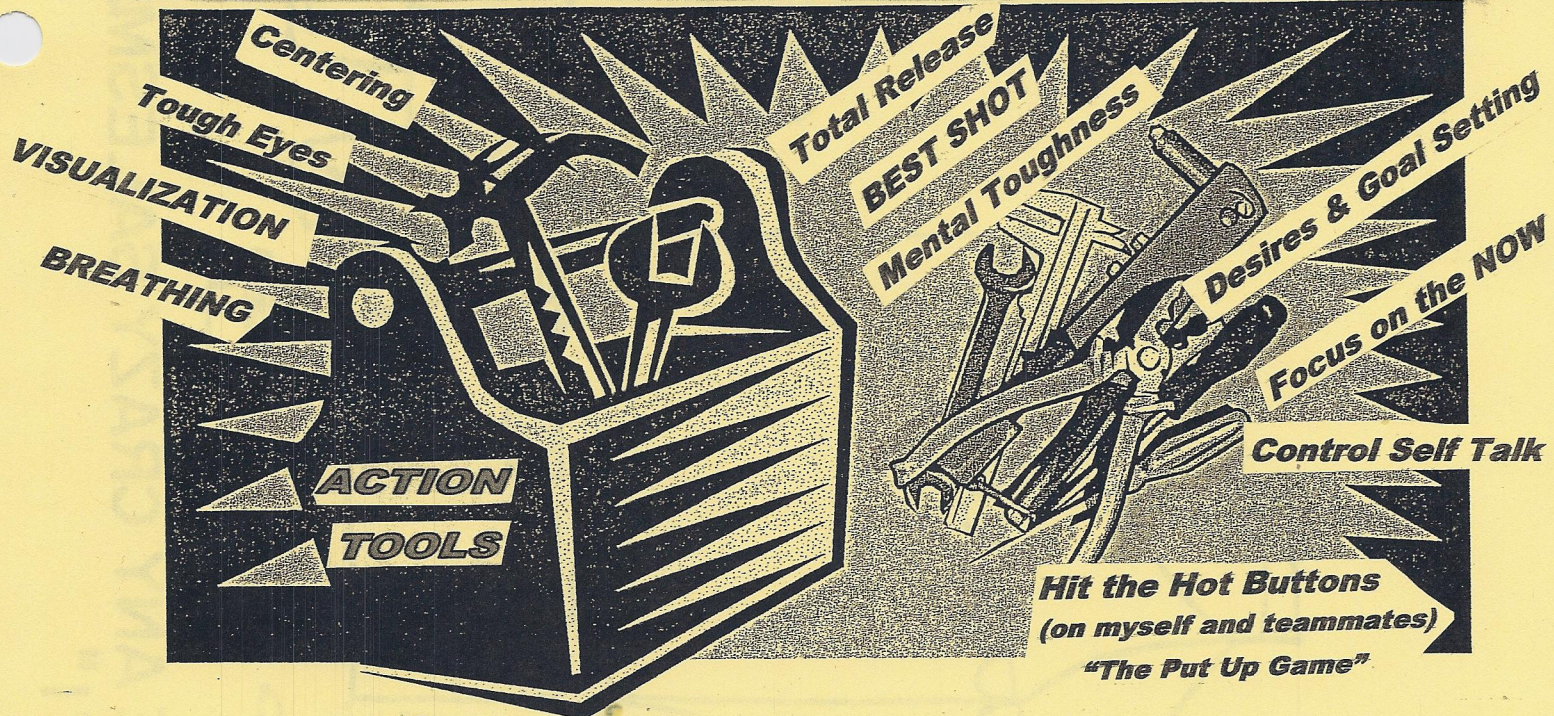
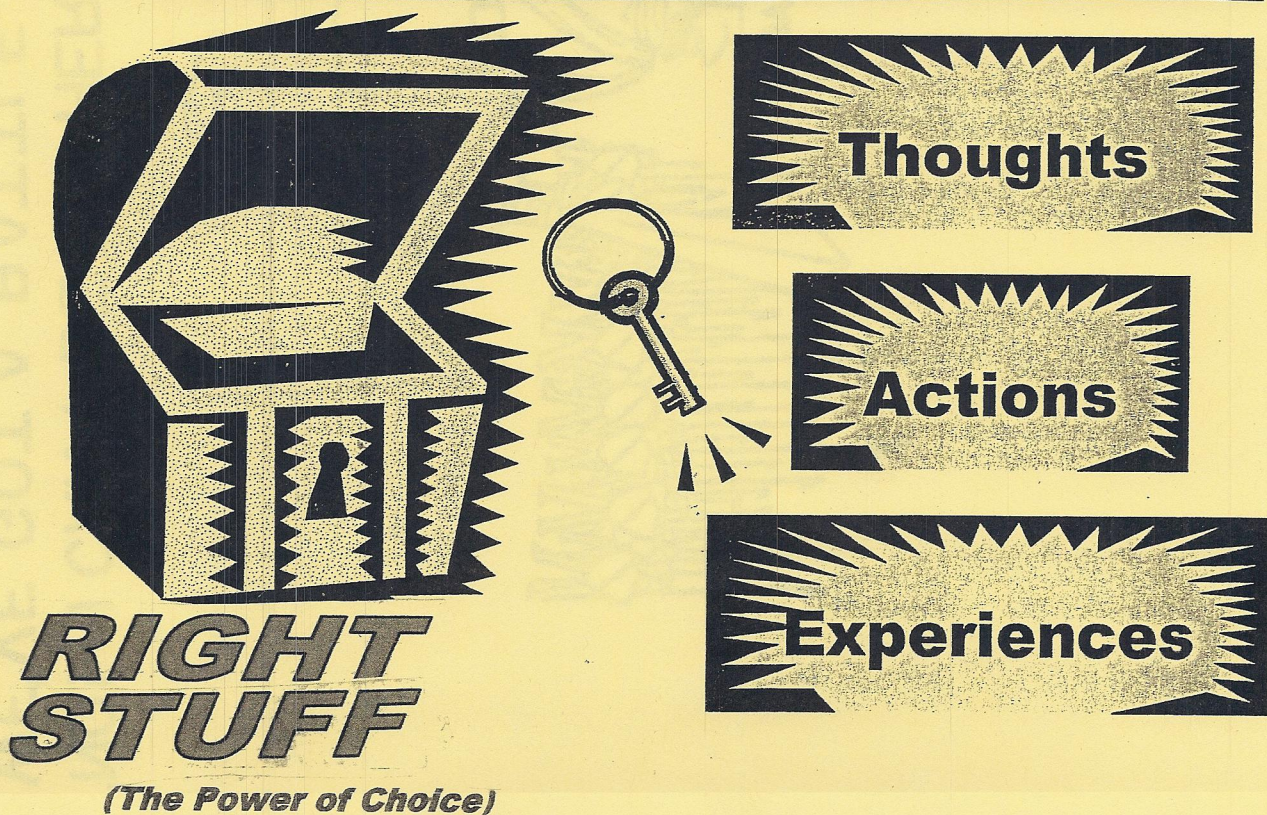
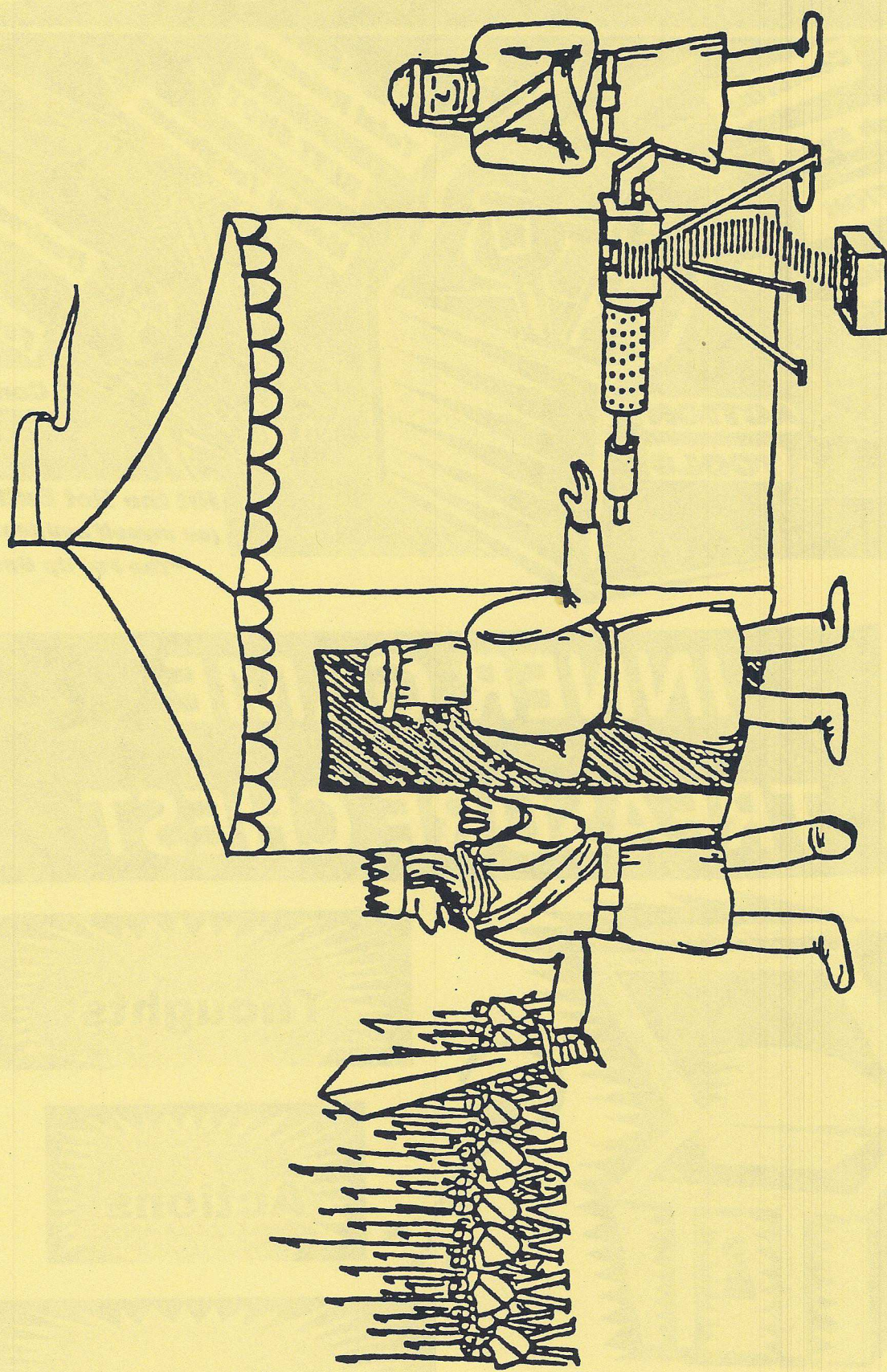


INNER GAME TOOLBOX



INNER GAME TREASURE CHEST

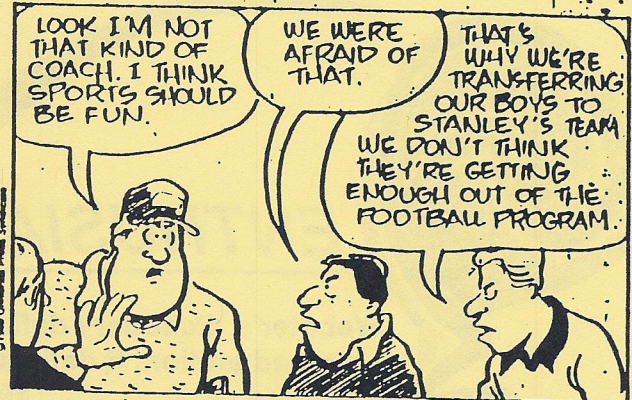
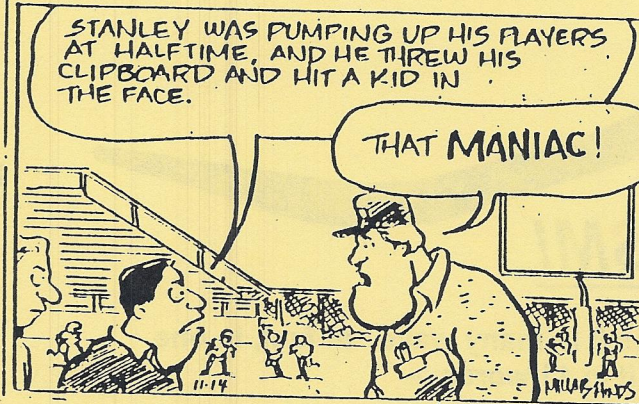




'NO! -I CAN'T BE BOTHERED TO SEE ANY CRAZY SALESMAN-
WE'VE GOT A BATTLE TO FIGHT!'

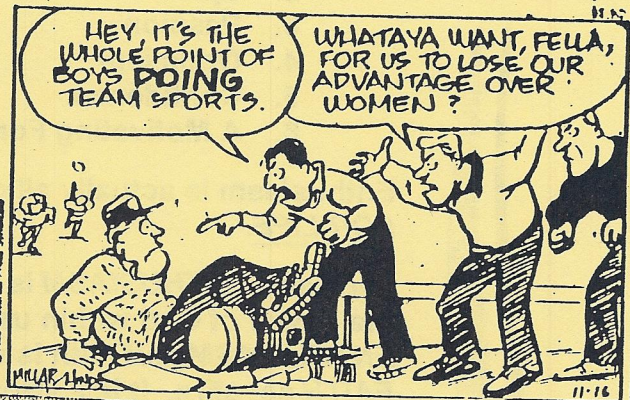
TANK McNAMARA

by Jeff Millar & Bill Hinds



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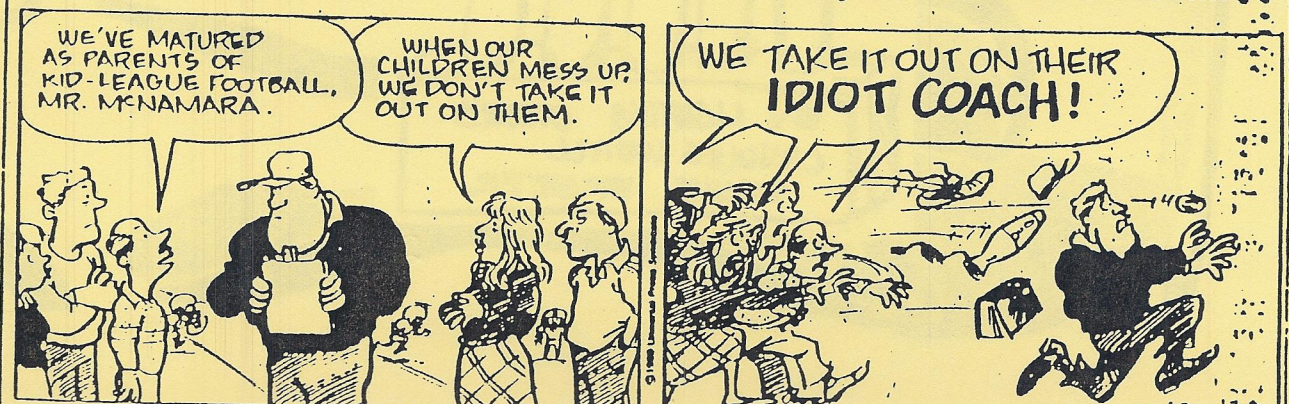
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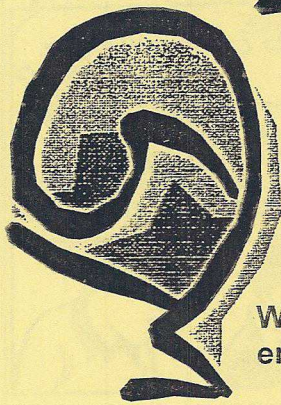
by Jeff Millar & Bill Hinds



TANK McNAMARA

by Jeff Millar & Bill Hinds





ENTHUSIASM!

Webster's dictionary defines it in many ways. In fact, in one enlarged edition, it defines it in 11 words --

Here they are:

- | | |
|-----------------------|---------------|
| 1. Belief | 7. Eagerness |
| 2. Spirit | 8. Vigor |
| 3. Passion | 9. Excitement |
| 4. Optimism | 10. Energy |
| 5. Confidence | 11. Intensity |
| 6. A Motivating Force | |

Enthusiasm is actually all of these and they add up to a ZEST FOR LIFE.

The word *ENTHUSIASM* is from the Greek meaning actually the power of God within us. The difference between *ENTHUSIASM* and faith is very slight. In fact, *ENTHUSIASM* is *FAITH* set afire. It is a strong positive attitude that generates from within.

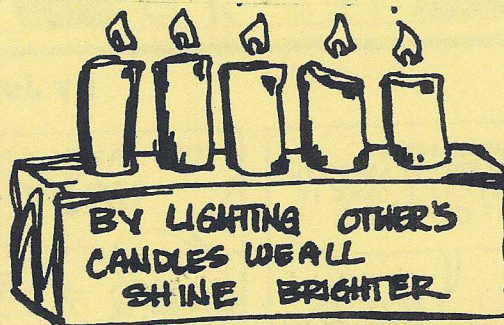
ENTHUSIASM creates Excitement
EXCITEMENT creates Energy
ENERGY generates Extra Effort
EFFORT brings about EXCELLENCE

The last four letters of *ENTHUSIASM* make up the acronym IASM
I AM SOLD MYSELF

I believe -- make your belief come alive with *ENTHUSIASM*.

GET IT? -- GOT IT! -- GOOD

Psalm 118:24 Today!



THE EXCITING ADVENTURE OF THE SUCCESS ROAD

MODELS OF WINNING

**JUST WIN
BABY**

**RED
CAR**

**BELIEVE, ACHIEVE,
SUCCEED**

**BLUE
CAR**

Authoritarian Style
Compared to Anyone and Everyone
Motivates with Incentives and
Fear of Failure
Criticism Dominant Trait
(The Put Down Game)
Competition with Each Other
In The Mirror Room
(It's About Me)
Rigid on Plans and Schedules
Play not to lose
Low Priority on Feedback

Relationship Style
Compared to a Person's Best Self
Motivates with Affirmation, Encouragement
Team Building Esteem
Optimism Dominant Trait
(The Put Up game)
Competition with Best Self
In The Window Room
(It's About Us)
Flexible on Plans and Schedules
Takes Calculated Risks
High Priority on Feedback

1. **WINNING IS EVERYTHING**
2. **#1 OR NO ONE**
3. **ON THE ROAD TO SUCCESS**
THE GOAL IS AT THE END OF THE ROAD

1. **WINNING IS A BI-PRODUCT**
2. **ACHIEVING EXCELLENCE IS THE KEY**
3. **ON THE SUCCESS ROAD**
THE GOAL IS THE ROAD

The above represents two models of winning. There are big differences. As you begin to understand and buy into the Blue Model and start to Drive The Blue Car on the success road, exciting things begin to happen in a positive way.

You have more fun and fulfillment

You perform at a higher level

You achieve new levels of excellence by experiencing the "Double Win"

You find new awareness of personal worth in your life

Winning is Not Something You Get. It is Someone You Become.

THE DOUBLE WIN

The 'Double Win' is bringing out the best in one's self and others. This brings enthusiasm into the competitive arena, raises performance levels, and gives individuals a new awareness of personal worth in their lives.

"My best friend is the one who brings out the best in me." Henry Ford

ATTITUDE IS EVERYTHING

(It's Your Habit of Thought)

Change your Attitude – Change your Life !!

[Fundamentals to Building a Winning Attitude]

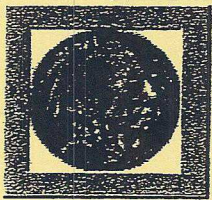
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Affirmations, (I fill my treasure chest with them – by sharing them I build self esteem in others and myself).

Visualize (I think about – see – and expect good things to happen.)

Evaluate (Feedback – I catch myself and others doing something right or almost right and acknowledge it – I also relate to areas for improvement.) **REMEMBER – FEEDBACK IS THE BREAKFAST OF CHAMPIONS**

THE 3 SIDED COIN ————— THE EDGE = MY BEST SHOT



Being the Best



Doing Your Best



Best Shot

Winning Attitude

I CAN – I WILL – I MUST

Regardless of the Odds

“Always Giving it Our Best Shot”

When we really learn to enjoy the process of giving it our BEST SHOT in all that we do – we raise the chances of Doing Our Best more often. This can result in our **BEING THE BEST MORE OF THE TIME !!**

T • together
E • everyone
A • achieves
M • more

**“It's amazing how much
can be accomplished,
if no one cares who gets
the credit!”**

Make It A Great Day!!!

GOAL SETTING AND FEEDBACK
ARE THE BREAKFAST OF CHAMPIONS !!

**MAKE THE
BIG TIME
WHERE YOU ARE!**

B -

I -

G -

T -

I -

M -

E -

**ACRES OF
DIAMONDS**

FINISHED FILES ARE THE RE-
SULT OF YEARS OF SCIENTIF-
IC STUDY COMBINED WITH THE
EXPERIENCE OF MANY YEARS.

what makes it great?

**WINNING
ATTITUDE**

**THOUGHT
PATTERNS
OF WINNERS**

NOW THE EXCITEMENT BEGINS

ENTHUSIASM

A dictionary defines it in many ways. In fact, it defines it in 11 words - Here they are:

1. Belief	7. Eagerness
2. Spirit	8. Vigor
3. Passion	9. Excitement
4. Optimism	10. Energy
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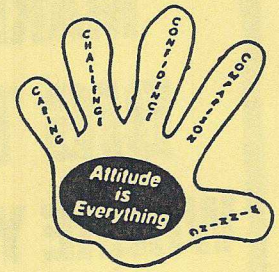
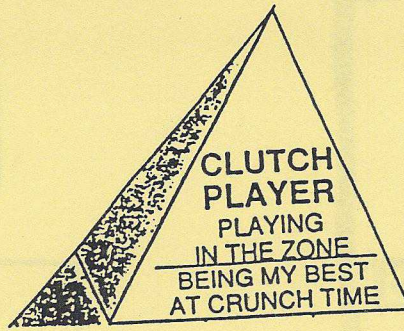
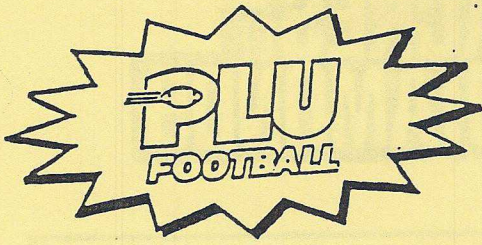
Four letters of ENTHUSIASM make up the acronym **I AM SOLD MYSELF**

Make your belief come alive with ENTHUSIASM

GO GET IT - GO GET IT - GO GET IT

Psalm 110:24 Today

*I hear--
I forget.
I see--
I remember.
I do--
I understand.
I believe--
**I GIVE IT MY
BEST SHOT!***



IT ALL STARTS WITH WINNING

Models



RED CAR

Road to Success
(Destination)

Compared to Anyone
or Anyone
(Beat 'em)



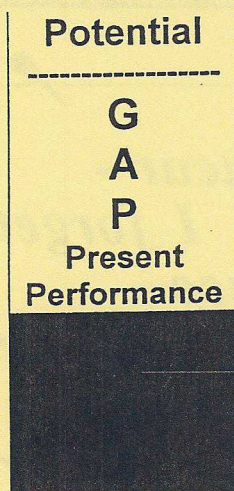
BLUE CAR

Success Road
(Trip)

Compared to
Best Self
(Achievement)



Potential Performance Gap



→ I Can Be

Goal Sets from Visions
and Desires

Attitude Team Building

Persistence & Perseverance
(Hang Tough)

→ I Am

Pay Value →

\$ More Fun and
Fulfillment

\$ Perform at a
Higher Level

\$ Feel Good About Yourself
Make the Big Time Where
You Are

Attitude is the Name of the Game

It's our habit and thought and it affects our feelings and actions.

The 4
Attitude Games

Comparison:
Confidence:
Challenge:
Carina:

Red-To Others
Red-Put Down
Red-Fear of Failure
Red-Mirror Room

Blue - To Best
Blue - Put Up
Blue - Calculated Risks
Blue - Window Room

The Only Games in Town

-- THE ATTITUDE GAMES --

(Your Habits of Thought)

Which Games Are You Playing??

WIN-LOSE OR NO WIN GAMES

Based on the destination -- Red Car

DOUBLE WIN GAMES

Based on the trip -- Blue Car

COMPARISON GAME

COMPARING MYSELF TO OTHERS

No real control here.
Success and lack of success can easily get out of perspective.
Emotional and performance roller coaster.

COMPARING MYSELF TO MY BEST SELF

Me vs. Me -- Giving it my best shot -- this brings out my best more often -- the control is here. Builds motivation -- challenging adventures.

CONFIDENCE GAME

PUT DOWN

Creates a weak limiting self-image.
Creates low self esteem.
Widens the Potential-Performance Gap.

PUT UP

When I feel good about myself I produce good results.

1. Affirmations
2. Appreciation
3. Compliments
4. Encouragement
5. Praise

KEEPS BELIEF
AND HOPE ALIVE

Goal set for 6 put-ups daily **DO IT NOW!**

CHALLENGE GAME

FEAR OF FAILURE

Intimidation.
Lack of belief and confidence.
Rarely reaches peak performance levels.

CALCULATED RISK

The .333 hitter -- The top 10%.
.250 hitter -- lower 33% -- Only difference is one hit out of 10. Life is a batting average.
I CAN GET THAT HIT -- WOW!

CARING GAME

THE MIRROR ROOM

I do it myself.
I do my own thing.
I've got to be me.
[The loss of understanding of genuine needs and relationships.]

THE WINDOW ROOM

We really do need each other.
The **TEAM CONCEPT** -- Caring and SHaring.
Feedback is the Breakfast of Champions. It brings out the best in all of us.
LET'S GO FOR IT!

FUNDAMENTALS TO BUILD A WINNING ATTITUDE AND PLAY THE DOUBLE WIN GAMES

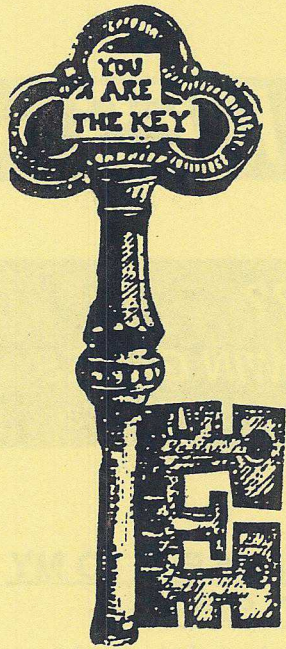
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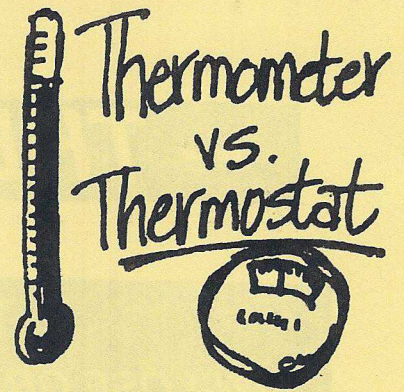
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Frosty Westering, Pacific Lutheran University

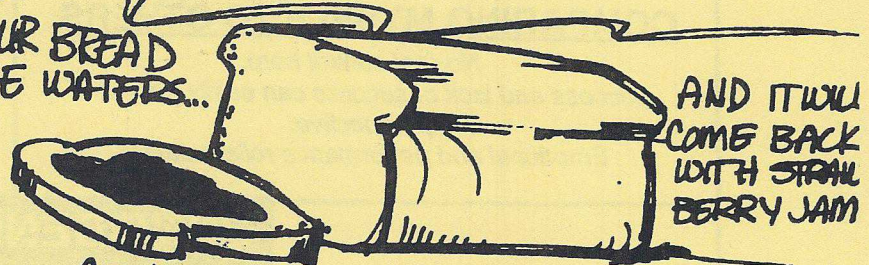


[We don't have a
good day;
we choose to
MAKE it A
good day!]

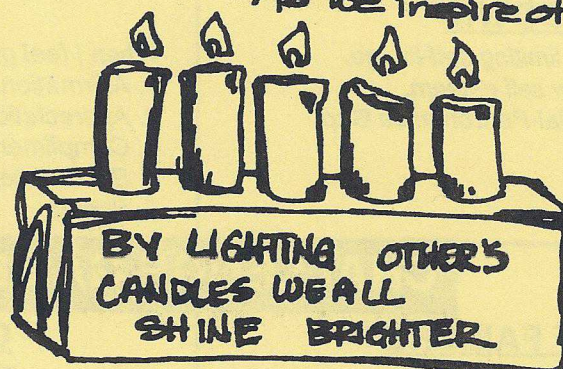
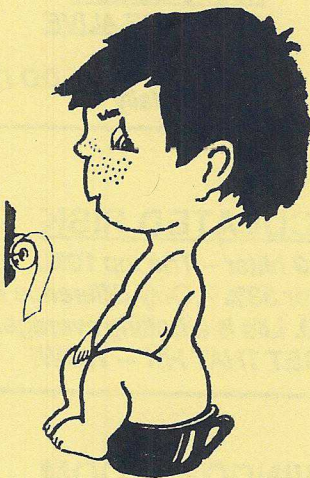
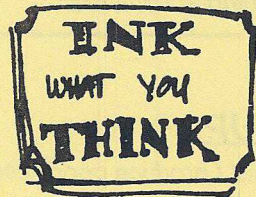


[The SUCCESS ROAD IS ALWAYS
UNDER CONSTRUCTION!]

CAST YOUR BREAD
UPON THE WATERS...



As we inspire others, we become inspired!

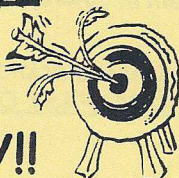


CHARACTER:
OUR BEST PIECE
OF EQUIPMENT!

THERE'S NO ONE ELSE IN THE WHOLE
HUMAN RACE WITH YOUR KIND OF STYLE
AND YOUR KIND OF GRACE.

No job is
finished till the
paperwork
is done!!

THE
WINNING EDGE

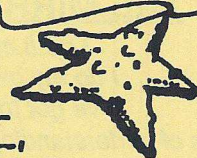


10

WOW!!

The SUCCESS ROAD →

NOT SOMEWHERE YOU GET,
BUT SOMEONE YOU BECOME.



I
DARE
YOU!

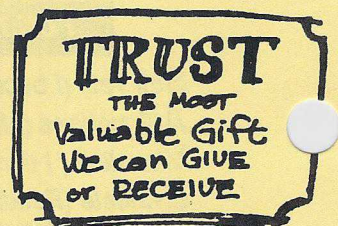
MENTORS

We need to have them
We need to be one.

AFFIRM
ENCOURAGE

Attain
High 5's
DO make A
Difference

Become a GO-GIVER
Not just a Go-Getter



THERE'S NO TRUST
WITHOUT [US]

TOUGH-MINDED OPTIMIST

A tough minded optimist is one who has what it takes to continue to lean to the positive through the many struggles of human life. Life in so many ways is a struggle, but the Tough Minded Optimist sees it full of CHALLENGES AND OPPORTUNITIES and not full of problems and disappointments. They believe their efforts can make a difference -- they see themselves as ROWING and not DRIFTING -- they may find themselves occasionally up the proverbial creek, but they've always got their paddle.

The word "tough" is really a positive upbeat word. We're not talking about the negative or downbeat connotation many people give it -- that of being cold, hard-boiled, blunt or hood-like. We are talking about the positive upbeat definition of Tough -- Let's look at Webster's Dictionary definition -- it's a great one --

Tough - Having the quality of being strong or firm in texture, flexible and not brittle, yielding to force without breaking; capable of resisting great strain without coming apart.

When you are Tough Minded you can counter the stresses in your life. You can deal with frustration in a positive way and not break apart in your thought processes. By being flexible and resilient you develop that "Hang Tough Attitude" and are able to overcome many obstacles and challenges. An ancient proverb says it so well --

A HAMMER SHATTERS GLASS BUT FORGES STEEL.

Being Tough, however, is only part of the game -- to merely hang on is not enough. To learn to think assertively and constructively, to motivated to dream, desire and goal set, to think about what we want to happen and not what we don't want to happen; to continually think about areas of strength rather than areas of weakness; to think about desires rather than fears.

To attack, overcome and achieve brings excitement into our life. Thus, we add the word "optimist" -- Here again is a word that many people have given an unrealistic superficial definition. We are not talking about the super-cheery, ultra "bright pie in the sky" connotation optimism has been given; we are talking about having the ability to see reality at its worst and yet continue to believe in the best possible outcome in each situation. Webster's definition again is a beauty --

♦ **OPTIMISM -** The doctrine that the goods in life overbalance the pain and evil in it, that life is preponderantly good. The inclination is to put the most favorable construction upon actions and happenings, minimize adverse aspects, conditions and possibilities, or anticipate the best possible outcome; an enthusiastic and hopeful temperament.

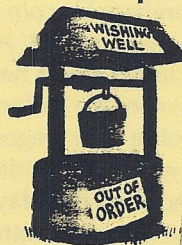
The ability to think and believe like this is the high energy fuel in the tank of our invisible psychic engine that gives us that peace and power and joy to do exceedingly well in many aspects of the game of life.

The **TOUGH MINDED OPTIMIST** actually attracts success for they know and understand that life is just like a batting average (the .333 hitter). They learn to have more fun in the natural highs of life and are always looking for opportunities to care and share with others.

WHAT AN EXCITING ADVENTURE LIES AHEAD IN LIFE FOR-- THE TOUGH MINDED OPTIMIST!!!

WHAT IS CLASS?

- Class is a special quality. It is revealed through attitudes, actions and reactions.
- Class doesn't have to think about responses -- It just does it!
- Life in many instances is not fair, yet class meets life's challenges head on and responds in a resilient and positive manner.
- Class never makes excuses. It takes its lumps and learns from each experience.
- Class is considerate of others. It has a servant warrior attitude that helps bring out the best in others.
- Class has nothing to do with Status, Wealth or Fame. The greatest model of class in the history of mankind was a CARPENTER.
- Class never tries to build itself up by tearing others down.
- Class loves the competitive experience. The tougher the challenge, the better it is -- When the goin' gets tough -- Class gets it goin'!
- Everyone is comfortable with a person who has class -- because they are comfortable with themselves.
- If you have class, you don't need much of anything else. If you don't have it, no matter what else you have -- it doesn't make much difference.



IT'S GOING TO BE BECAUSE OF ME

I am only one
but I am one
I can't do everything
but I can do something
and that which I can do
I ought to do
and that which I ought to do
by God's Grace I shall do

I'M ONLY AS BIG AS MY CHALLENGE

BIG ENOUGH

Not on the outside. On the inside. Not for what the world sees. But for what you *feel*.

In the words of the classroom poem, are you big enough to "defy a demagogue?" To stand up against odds that might discourage someone of lesser stamina?

Are you the type that will "move mountains" to keep on course? Well, how about a mole hill? That's what most folks trip over, according to Confucius—not mountains, mole hills.

Are you strong enough to lead?

Are you *big enough* to follow a worthy leader?

Leadership is one of the threads that connect the fabric of history. But what is leadership other than the talent for organizing, delegating and motivating? And how can one lead effectively without understanding one's followers? Leadership is nothing more nor less than the ability to multiply one's use of time and space through the arms, legs, heads and hearts of others. Leadership is the extension of one person.

Someone once asked a foot-soldier in the army of the late General Leonard Wood what made Wood such a successful leader. Replied the GI, "He makes every buck private in the last line feel like he's the whole army."

A really great leader is first a great follower. Are you big enough to do little things? Not to prove anything—but to get something done.

What is the whole but the sum of its parts? What is a skyscraper if not the sum of an almost endless number of beams and blocks *held together by humble rivets*?

The grains of sand add up to a beach. The tiny acorn becomes a giant oak.

Consider the field of business management—or any other area of management for that matter. What makes a management successful?

One big thing? Perhaps. But more often it is a *multiplicity of little things* done well. Things handled with conscience and concern by *teams* of leaders and followers who understand that as nothing is too big, likewise nothing is too small to contribute to the total success.

I was once asked to reorganize a company with a factory and a hundred small specialty stores. One of the company's problems was a continuing excessive "inventory difference." Translating this flossy term into "store shortage," one clue obviously pointed to the handling of cash in the store. When I made my first tour of the stores I determined to start my inspection at the farthest point from the cash registers. This invariably turned out to be a remote corner in the basement of the store. The consistency of what I found was startling. The neater, cleaner and more orderly the basement—the more businesslike the arrangement of stock, supplies, etc.—the cleaner the rest rooms—the lower the store manager's store shortage figure. Moreover, the stores with the best run basements and the reasonably low shortage figures also turned out to be the stores with the best displays, the best staff morale—and the best operating ratios, sales and profits.

Abraham Lincoln was a mighty busy man in 1863. As President of the United States he was trying to re-cement the Union, a nation undergoing the ravages of a horrible civil war. In the midst of the travail he received one day a communication from the mother of a soldier about to be executed for having fallen asleep on guard duty. Certainly, with the big things concerning him, Lincoln could have been excused if he ignored the matter. Nor would history even have noted it. But Lincoln was *big enough* to do a *small thing* that was very big to one family. He looked into the charge and found that the delinquent soldier had not had relief from his duty for nearly forty-eight hours prior to his falling asleep. A reprieve and pardon followed.

"Conceit," said Disraeli, "is God's gift to little men." Arrogance is one mark of the person who has risen to a station beyond that person's ability or merit. This is the person who cannot be bothered with *little things*. People like this inspire no one and impress no one but themselves. And as Elbert Hubbard once wrote, "They have to be lucky to stay where they are because destiny is always waiting around the bend in the road with a stuffed club."

We see them in every community, every company, every industry, every field of purposeful human endeavor. The people who grab the titles and the glory, make the speeches and mug the cameras—while others do the work that must be done. Do it unselfishly with no thought of praise or glory—just the idea that everything, big and small, must be done—and do it.

Only the small at heart are ashamed of doing small things and filling small assignments. The truly secure, self-confident person does not need to be a snob.

Respect humility. Cultivate the "common touch." Notice the wonderful things both big and small in this big world about us. Love people and things both big and small. Be neither too big to do little things nor too small to do big things; both are within your grasp.

Do these things and you are a big person. Not phoney big—legitimately big. Big enough to accomplish big things because you are not too big to do little things.



BUSTING LOOSE

The three stories on this page are amazing but true. They provide powerful insights into our lives that have enabled many individuals, organizations, and teams to suddenly BUST LOOSE into new dramatic achievements they never realized they could possibly do. Read these stories and use the insights and lessons to inspire and empower to new levels of EXCELLENCE!

THE STORY OF THE ELEPHANT

The elephant is the strongest in the animal kingdom. But if you ever get backstage at a circus, you'll notice something very strange about the way trainers keep the elephants tied up.

Wrapped around the leg of the little baby elephant will be a great big chain; but wrapped around the leg of the huge adult elephant will be a small rope.

The elephant trainer will tell you that after a few months of straining against a big chain, the baby elephant will finally give up. After that, the trainer can replace the big strong chain with a small rope, and the elephant never knows the difference.

Even though the adult elephant could snap the rope with one mighty tug of his foot, he never even tries. Why? Because the long months of struggling against the chain have conditioned and convinced him to believe that it's impossible!

THE STORY OF THE FLEA

Believe it or not, the common flea is the greatest jumper in the animal world. A jump of three feet by a tiny flea is the same as a jump of one full mile by a human being!

If you've ever had the chance to see "trained" fleas, you know that somehow the trainer has taught these little bugs to stay within a very small area on an open tabletop, and to limit their jumps to only two or three inches in height.

The fleas could easily jump three or four feet off the table and get away...but they seldom do. That's because the trainer has kept them locked up in a small box three inches high. Every time the fleas would try to jump out of the box, they would hit the top of the box three inches above them. Soon the fleas become trained, just like the elephants. They begin to believe that two or three inches are as high as they can ever possibly jump. And from then on, even when the trainer removes them from the box, the fleas will never try to jump any higher.

THE STORY OF THE BARRACUDA

As a fish, the barracuda is one of the "fiercest" in the animal kingdom. He is swift, powerful, and confident.

In an experiment, scientists put a big barracuda and a small mackerel together in the same fish tank. The barracuda immediately swam over and ate the mackerel.

Then the scientists put another mackerel in the tank—only this time today they put a clear plastic divider between the mackerel and the barracuda. Now, every time the barracuda tried to swim over to the mackerel, he would only bump his nose against the

invisible plastic shield. For two days the frustrated barracuda tried and failed to get to the mackerel. Finally, desperate, confused, and yet hungry, he finally gave up trying. At that point the scientists removed the shield, leaving the barracuda a clear path to the frightened mackerel. But the barracuda knew better. He knew from experience that it was "impossible" for him to swim to the other side. Imagine the poor barracuda's surprise when the scientists dropped a second barracuda in the water which immediately swam over and gulped down the tasty mackerel!



BUSTING LOOSE

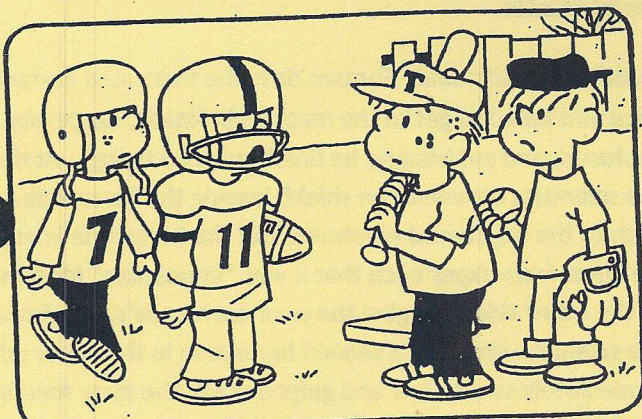
The lesson is really the same in all three stories. Very often the only thing that holds a person, an organization, or a team back is "IMAGINARY" obstacles. Like the elephant, the flea, and the barracuda, we have sometimes been conditioned or trained to limit our visions, desires, and goals regarding our POTENTIAL.

For instance, if we didn't do very well in an activity, a class, or sport when we were very young, we tend to give up on pursuing any of them later in life thinking that we are bound to do poorly. If people, the media, or world conditions keep telling us that we can't do something, we eventually believe it and act accordingly.

Like the elephant, if we don't believe we can break the rope, we won't. Like the flea, if we don't believe we can jump any higher, we won't. Like the barracuda, if we don't believe we can swim to the other side, we won't.

People, organizations, and teams suddenly BUST LOOSE when they realize that many of their former limitations were actually imaginary or self-imposed. HOW ABOUT YOU? Have you been accepting someone else's so called expert opinion about you and your abilities? Is there a small rope, an imaginary lid on your box or an invisible shield standing between you and your desires and goal sets?

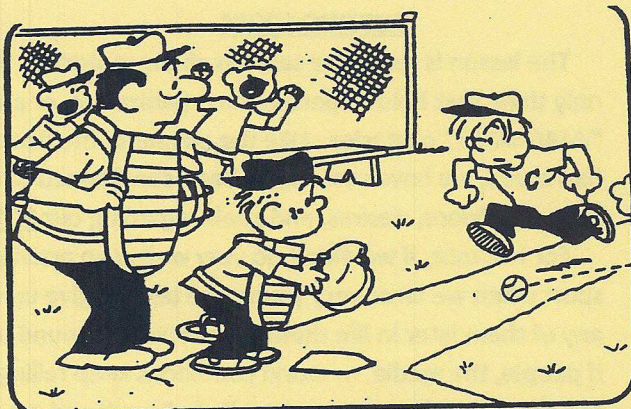
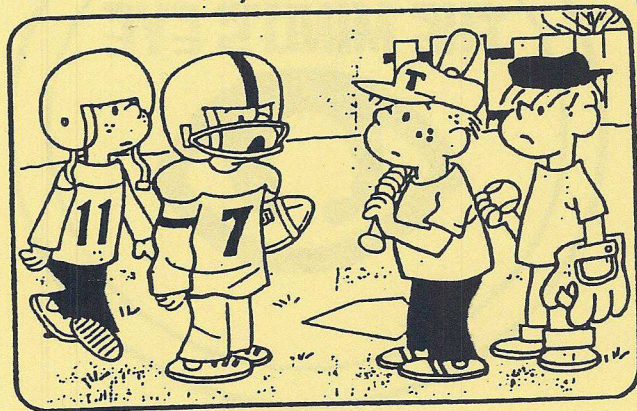
If so, BUSTING LOOSE might be easier than you think for you, your organization, or your team—FOR WHETHER YOU THINK YOU CAN OR THINK YOU CAN'T, YOU'RE USUALLY RIGHT!!!



Find six differences in details between panels.

Hocus-Focus

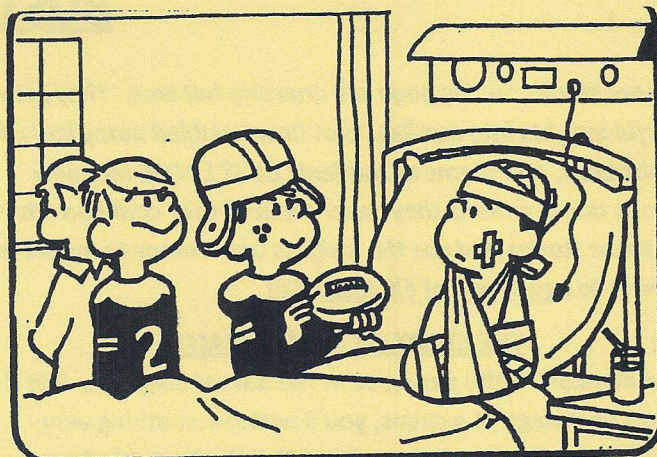
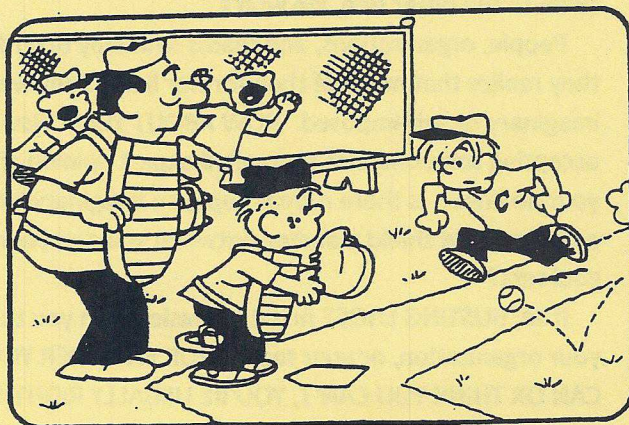
By Bob Schroeter



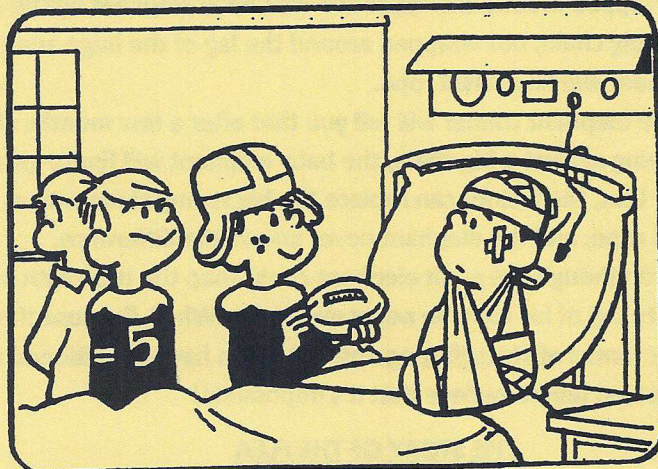
Find six differences in details between panels.

Hocus-Focus

By Bob Schroeter



Find six differences in details between panels.



Find six differences in details between panels.

Hocus-Focus

By Bob Schroeter



WINNER'S CIRCLE

I AM
WHAT
I

THINK ABOUT

I MAKE THE BIG TIME WHERE I AM
COL. 3:23
DO WHAT YOU DO WHERE YOU DO IT
HEARTILY FOR THE LORD

I THINK AND
FEEL GOOD
ABOUT MYSELF
AND I PRODUCE
GOOD RESULTS

LEADERSHIP
MODEL
MARK 10:42-45
SERVE

PSALM 118:24
TODAY
WOW!

I AM A
TOUGH MINDED
OPTIMIST

I AM THE MAN
IN THE GAP
EZEK 22:30

PEOPLE CARE HOW
MUCH I KNOW
BECAUSE THEY KNOW
HOW MUCH I CARE

STAFF TEAM
INDIVIDUAL FAMILY
POST GAME

EMAIL BIG 5
GAME MIND SET
ENJOY THE CHALLENGE

60% 30% 10%
GAME STRATEGY +
SAVVY+
KEY
ADJUSTMENTS

NO FREE LUNCH
SCOUT REPORTS
SPECIFIC
GAME PLANS
PAY AND ENJOY THE PRICE

THE DOUBLE WIN
ROMANS 8:28

OUR HABIT OF THOUGHT
WINNING ATTITUDE
BUILDING
AFFECTS OUR FEELINGS-ACTIONS

A WINNER HAS THE
DESIRE FOR EXCELLENCE
AND THE WILL TO EXTEND
HIMSELF IN THE PROCESS

20/80
RULE

WHAT'S
IMPORTANT
Now

GIGO

FEEDBACK IS
THE BREAKFAST
OF CHAMPIONS

THE SUCCESS ROAD
PRACTICE PLANS
GENERAL &
SPECIFIC
OUR FEELINGS-ACTIONS

GOAL SETTING
PEAK
PERFORMANCE
PROGRAMS
HIT THE
BULLSEYES
VISUALIZATION + CENTERING

QUICKNESS + SPEED
FITNESS
PROGRAMS
FLEXIBILITY STRENGTH
HI ENDURANCE

PACKAGE OF
SKILL
BUILDING
PROGRAMS
FUNDAMENTALS

OFFENSE + DEFENSE
DEVELOPMENT
OF SYSTEMS
AND STYLES
OF PLAY
SPECIAL TEAMS

MORE THAN CHAMPIONS
ROMANS 8:37

THE REAL MEASURE
OF ME IS NOT WHAT
I CAN DO COMPARED
TO OTHERS, BUT WHAT
I CAN DO COMPARED
TO MY BEST SELF

I AM CLOSING
MY POTENTIAL
PERFORMANCE GAP
BY FEEDBACK
ON WHAT I'M
DOING RIGHT

FATIGUE
MAKES
COWARDS
OF US ALL

PHIL 4:67
BE ANXIOUS
FOR NOTHING

JOHN
10:10
WOW!

TOTAL RELEASE
COL 3:17
CHRIST OUR
ONLY AUDIENCE

I HEAR I FORGET
I SEE I REMEMBER
I DO I UNDERSTAND
I BELIEVE I GIVE MY
BEST SHOT

A CHAMPION'S MANIFESTO

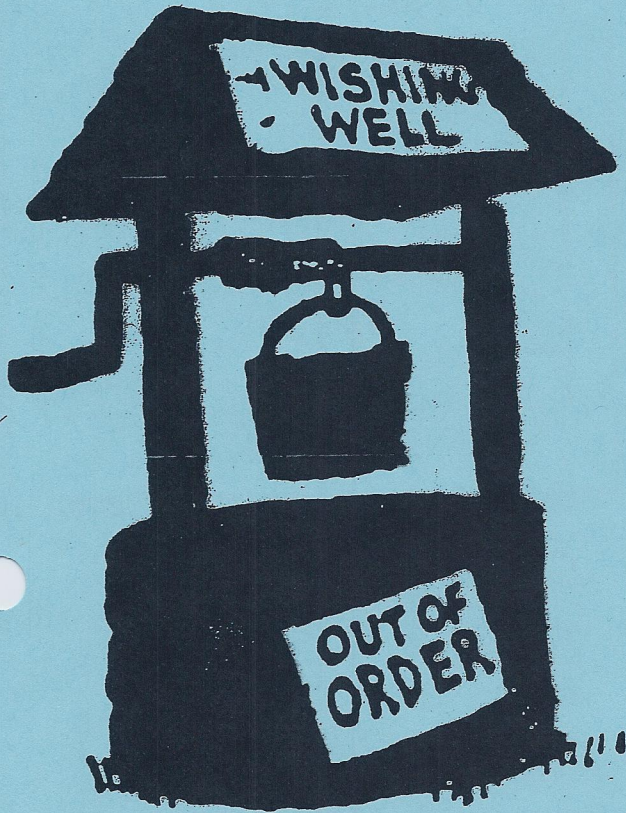
I NEED TO INK WHAT I THINK!

FEEDBACK IS THE BREAKFAST OF CHAMPIONS

THE LAW OF USE—I USE IT OR I LOSE IT!

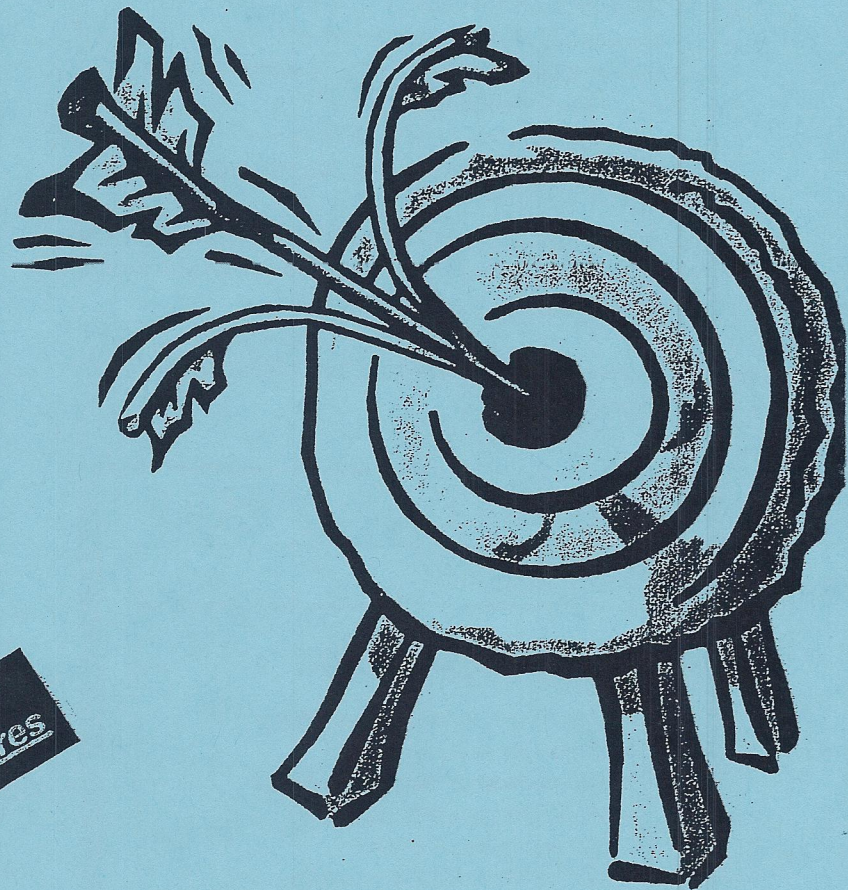
VISIONS

*A Mental Picture
In our Mind's Eye
Out of Sight
Not Out of Mind*



DESIRES

*Inspires Us to Action
Giving Us Meaning and Purpose
Out of Reach
Not Out of Sight*



*Desire is the root of all motivation
Goal setting is the key to reaching my desires*

WOW!!

GOALSETS

*Key DO IT NOWS!
To reach desires and visions.
Giving us direction and intensity.
Smarter Not Harder!*

YES WE CAN

◆ GOAL SETTING ◆

GOAL SETTING is the major force in building a successful personality, a successful career and a fulfilling life. It constantly challenges us to strive to be our best. To build goal sets, we first have to DREAM-VISION. We should learn to DREAM-VISION BIG TIME (No limits). Our DREAM-VISIONS are basically out of our sight but not out of our mind. They are crystallized by building FIRM DESIRES in each of our lives --

(Physical - Mental - Social - Spiritual - Family - Career - Financial).

Our DESIRES need to be out of our reach but not out of our sight. They should continually stretch us. We then GO FOR IT with our DO IT NOW GOAL SETS. These are tied to target dates and times and to specific action plans.

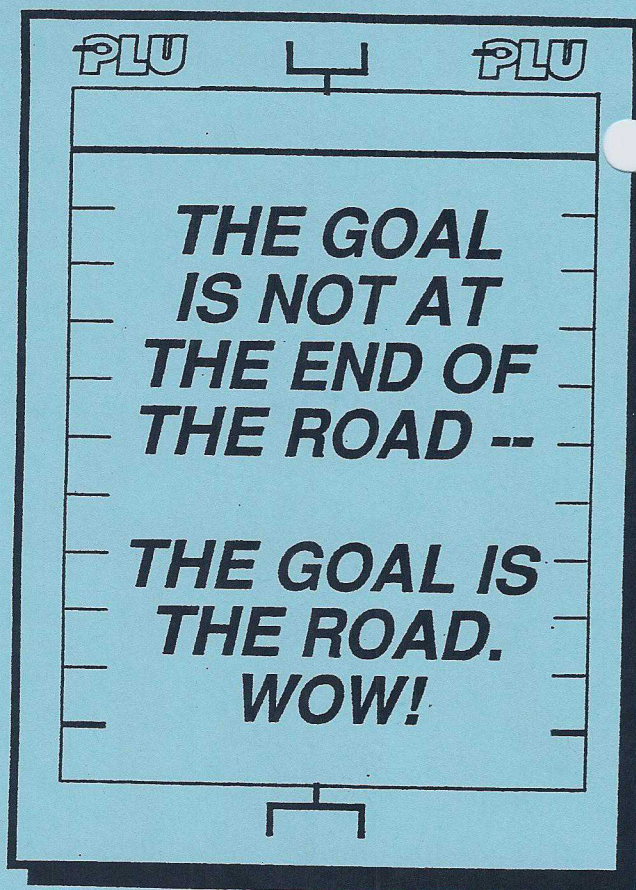
Our GOAL SETS are the SPRINGBOARD to helping us reach our DESIRES.

We use all the techniques we have learned in the development of our WINNING ATTITUDE. It then becomes our LIFE-SAVER --

- S - Control our negative self-talk
- A - Constantly look for and use affirmations (put-ups)
- V - Visualize DESIRES and GOAL SETS over and over in specific detail
- E - Evaluate regularly our progress
(Feedback is our Breakfast of Champions)
- R - RENEW, REVISE, REPEAT the GOAL SETTING PROCESS

We constantly need to -- INK WHAT WE THINK as we develop priorities, and as we constantly review and revise them we find the real excitement and challenges in life is in the GOING FOR IT!

The accompanying section is an excellent GOAL SETTING PACKAGE to inspire you to learn to GO FOR IT!



PLU
FOOTBALL

ATTITUDE
FOR SUCCESS

YOUR STATE OF MIND

When you think you can, YOU CAN!

When you think you dare not -- you don't!
When you think you can't but really can
It's almost a cinch you won't.

For out in this world you'll find
Success begins with a person's will.
It's all in Your State of Mind.

Many a game is lost
before ever a play is run,
And many a coward falls
before his work's begun.

Think big and your deeds will grow.

Think small and you'll fall behind.

Think you can and you will -
It's all in Your State of Mind.

When you think you're outclassed, you are
You've got to think high to rise.
You've got to learn to be sure of yourself
before you can ever win a prize.

Life's victories don't always go to the
stronger, faster, or smarter man.
But sooner or later the person who wins
is the person who thinks he can.

Anonymous



Frosty Westering
Football Coach
Pacific Lutheran University

PLU **PLU**

HITTING THE BULLSEYE!

As I pause to think of something
that sets us each apart,
It seems desires and goals in life
must be the place to start.
Imagine playing football
on an unmarked field of green.
No goal line to be sought.
No goal post to be seen.
We need specific targets
for each of us to aim.
And with a sharper focus
a score we can obtain.
We must have desires in our lives.
They're the flame that warms our souls.
With our everlasting visions
We can reach them with our goals!

The Desire → Goal Setting Game

Desire is the foundation of all success motivation. It gives us meaning and purpose in our lives. This is vital for us to build a positive personality, a successful career and a fulfilling life. We first need to vision and dream our desires to keep them in our head. These are out of sight but not out of our mind. Our desires, on the other hand, are to be written and kept in front of us. They are out of our reach, but not out of our sight. Out desires are our KEY motivators.

The major force in reaching our desires is **GOAL SETTING**.

It gives us direction and intensity. It is the essential tool that helps us close our **POTENTIAL-PERFORMANCE GAP**.

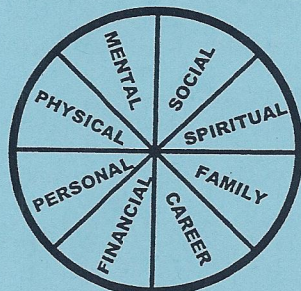
Goal sets are specific **DO IT NOWS** (Target Times and Dates), **ACTION ACTIVITIES** that make things happen. They become the springboard to excellence as we learn to **GOAL SET SMARTER**.



S - Specific, **M** - Measurable, **A** - Attainable, **R** - Relevant, **T** - Trackable,
E - Extra Effort, **R** - Revise & Repeat

The SMARTER acronym teaches us how to hit the bullseye time after time when we apply it to our **GOAL SETS**.

There are 8 areas of our lives that form the spokes of the **DESIRE → GOAL SET WHEELS** on our Blue Car. These are the wheels that we drive on the **SUCCESS ROAD**.



Desire & Goal Set Wheel

THE WINNING EDGE

"Desires and goal sets give me meaning and purpose - - direction and intensity."

*Desire is the root of all motivation
Goal setting is the key to reaching my desires*

- ★ I will goal set smarter → → → **S** - Specific
- ★ I make a clear statement of my desires **M** - Measurable
- ★ I make specific goal sets to assist me to reach them **A** - Attainable
- R** - Relevant
- T** - Trackable
- E** - Extra Effort
- R** - Revise & Repeat

WIN	MY DESIRES	MY GOAL SETS
Blue Car Attitude		
Professional Skills		
Team Building		
Lifestyle		

Week _____ Name _____

GOAL SETTING AND FEEDBACK ARE THE BREAKFAST OF CHAMPIONS

PLU

MAGIC!

Hunger for Excellence

A winner has the desire for excellence and the will and drive to - extend themselves - stretch themselves - push themselves - whatever it takes - in the process

THE MENU

*I make my choices through my desires and goalsets.
Winning Attitude -- Skills & Systems -- Fitness -- Team Building*

That's Like Me
[This is like I want to be]

I'm Better Than This
*[I can improve on these]
That's for sure !*

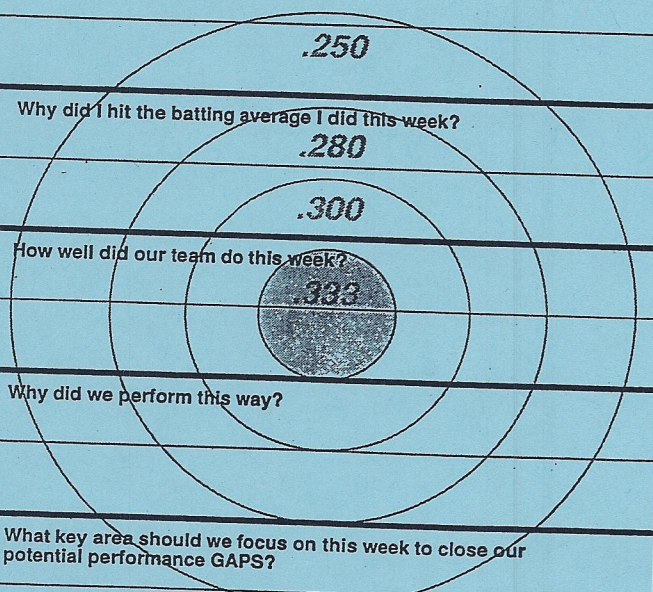


GOAL SETTING AND FEEDBACK ARE THE BREAKFAST OF CHAMPIONS

BATTING AVERAGES

.333-Excellent .300-Very Good .280-Good .250-Fair

How well did I hit my goal sets?



Why did I hit the batting average I did this week?

How well did our team do this week?

Why did we perform this way?

What key area should we focus on this week to close our potential performance GAPS?

Week _____ Name _____

PLU

TOUGH-MINDED OPTIMIST

A tough minded optimist is one who has what it takes to continue to lean to the positive through the many struggles of human life. Life in so many ways is a struggle, but the Tough Minded Optimist sees it full of CHALLENGES AND OPPORTUNITIES and not full of problems and disappointments. They believe their efforts can make a difference -- they see themselves as ROWING and not DRIFTING -- they may find themselves occasionally up the proverbial creek, but they've always got their paddle.

The word "tough" is really a positive upbeat word. We're not talking about the negative or downbeat connotation many people give it -- that of being cold, hard-oiled, blunt or hood-like. We are talking about the positive upbeat definition of Tough. Let's look at Webster's Dictionary definition -- it's a great one --

Tough - Having the quality of being strong or firm in texture, flexible and not brittle, yielding to force without breaking; capable of resisting great strain without coming apart.

When you are Tough Minded you can counter the stresses in your life. You can deal with frustration in a positive way and not break apart in your thought processes. By being flexible and resilient you develop that "Hang Tough Attitude" and are able to overcome many obstacles and challenges. An ancient proverb says it so well --

A HAMMER SHATTERS GLASS BUT FORGES STEEL.

Being Tough, however, is only part of the game -- to merely hold on is not enough. To learn to think assertively and constructively, to be motivated to dream, desire and goal set, to think about what we want to happen and not what we don't want to happen; to continually think about areas of strength rather than areas of weakness; to think about desires rather than fears.

To attack, overcome and achieve brings excitement into our life. Thus, we add the word "optimist" -- Here again is a word that many people have given an unrealistic superficial definition. We are not talking about the super-cheery, ultra "bright pie in the sky" connotation optimism has been given; we are talking about having the ability to see reality at its worst and yet continue to believe in the best possible outcome in each situation. Webster's definition again is a beauty --

♦OPTIMISM-

The doctrine that the goods in life overbalance the pain and evil in it, that life is preponderantly good. The inclination is to put the most favorable construction upon actions and happenings, minimize adverse aspects, conditions and possibilities, or anticipate the best possible outcome; an enthusiastic and hopeful temperament.

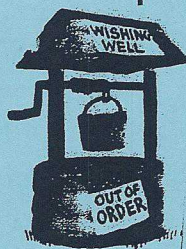
The ability to think and believe like this is the high energy fuel in the tank of our invisible psychic engine that gives us that peace and power and joy to do exceedingly well in many aspects of the game of life.

The TOUGH MINDED OPTIMIST actually attracts success for they know and understand that life is just like a batting average (the .333 hitter). They learn to have more fun in the natural highs of life and are always looking for opportunities to care and share with others.

WHAT AN EXCITING ADVENTURE LIES AHEAD IN LIFE FOR-- THE TOUGH MINDED OPTIMIST!!!

WHAT IS CLASS?

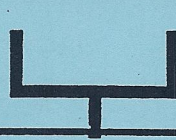
- Class is a special quality. It is revealed through attitudes, actions and reactions.
- Class doesn't have to think about responses -- It just does it!
- Life in many instances is not fair, yet class meets life's challenges head on and responds in a resilient and positive manner.
- Class never makes excuses. It takes its lumps and learns from each experience.
- Class is considerate of others. It has a servant warrior attitude that helps bring out the best in others.
- Class has nothing to do with Status, Wealth or Fame. The greatest model of class in the history of mankind was a CARPENTER.
- Class never tries to build itself up by tearing others down.
- Class loves the competitive experience. The tougher the challenge, the better it is -- When the goin' gets tough -- Class gets it goin'!
- Everyone is comfortable with a person who has class -- because they are comfortable with themselves.
- If you have class, you don't need much of anything else. If you don't have it, no matter what else you have -- it doesn't make much difference.



IT'S GOING TO BE BECAUSE OF ME

I am only one
but I am one
I can't do everything
but I can do something
and that which I can do
I ought to do
and that which I ought to do
by God's Grace I shall do

I'M ONLY AS BIG AS MY CHALLENGE



MAGIC!

Hunger for Excellence

***A winner has the desire for excellence
and the will and drive to -- extend
themselves -- stretch themselves --
push themselves -- whatever it takes --
in the process***

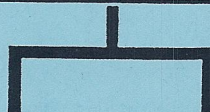
THE MENU

***I make my choices through my desires
and goalsets.***

***Winning Attitude -- Skills & Systems --
Fitness -- Team Building***

That's Like Me
[This is like I want to be]

I'm Better Than This
[I can improve on these]
That's for sure !



HIGH LEVEL PERFORMANCE RATING SCALE

Experts have identified eleven (11) qualities that are common denominators of excellence in high level performance leaders. Below is a self-rating scale to assist leaders in determining their own personal level in each of these key qualities. No matter which level leaders are on at the present time, they will benefit by developing and strengthening these qualities to enhance their leadership.

HIGH PERFORMANCE QUALITIES	TOP PROFESSIONAL LEVEL	PROFESSIONAL LEVEL	SEMI PROFESSIONAL LEVEL	INTERMEDIATE LEVEL	AMATEUR LEVEL
GOAL ORIENTATION AND PROBLEM SOLVING	Leaps Tall Buildings With A Single Bound	Must Take A Running Start To Leap Over Tall Buildings	Can Only Leap Over A Short Building With No Spires	Crashes Into Buildings When Attempting To Jump Over Them	Cannot Recognize Buildings At All Much Less Jump Them
ORGANIZATION AND TIME MANAGEMENT	Is Faster Than A Speeding Bullet	Is As Fast As A Speeding Bullet	Not Quite As Fast As A Speeding Bullet	Would You Believe A Slow Bullet?	Wounds Self With Bullet When Attempting To Shoot Gun
MENTAL TOUGHNESS AND ACCOUNTABILITY	Is Stronger Than A Locomotive	Is Stronger Than a Bull Elephant	Is Stronger Than A Bull	Shoots The Bull	Smells Like A Bull
CONFIDENCE OPTIMISM TRUST	Walks On Water Consistently	Walks On Water In Emergencies	Washes With Water	Drinks Water	Passes Water In Emergencies
COMMUNICATION AND RELATIONSHIPS	Talks With God	Talks With The Angels	Talks To Himself	Argues With Himself	Loses Those Arguments With Himself

John Wooden's Diamonds

For Your Diamond Mind

- ♦ You can only give what you have to close your potential-performance GAP.
THE KEY IS TO GIVE IT ALL.

- ♦ You may not be big-fast-quick
but you can play Big-Fast-Quick! Yesss you can.

You don't have to measure up
but you sure can play up! Yesss you can.

- ♦ When you hurry, you tend to make mistakes, on the other hand if you can't execute quickly you may be too late to accomplish your task. *IT'S A DELICATE BUT CRUCIAL BALANCE*
(ACT QUICKLY – BUT DON'T HURRY)

- ♦ How can you be successful?
Enjoy *HARD WORK*. The secret is – there is no secret.
IT IS THE LOVE OF HARD WORK – WITH A PUPOSE - 20/80 Rule
THAT'S THE PRICE YOU MUST PAY
FOR THE PRICE IS RIGHT

- ♦ The time to prepare isn't after you've been given the opportunity. It's long before the opportunity arrives – once the opportunity arrives, it's too late to prepare.

- ♦ So Enjoy the Preparation –
ENJOY THE PRACTICES – PAY AND ENJOY THE PRICE

- ♦ *SLOW AND STEADY GETS YOU READY* – When you improve a little each day, eventually big things occur.
DON'T LOOK FOR BIG QUICK IMPROVEMENTS –
SEEK THE SMALL IMPROVEMENTS ONE DAY AT A TIME.

- ♦ Failing to prepare is preparing to fail. You always win when you do make a full effort to do the best you are capable of doing. (The only person who knows this is you. Did you win, did you lose are the wrong questions. The question is –
DID I MAKE MY BEST EFFORT? WAS MY BEST SHOT MY BEST?