

Champions for L.I.F.E.

LEADERSHIP. INTEGRITY. FORTITUDE. EFFORT.





Champions for L.I.F.E.

“Football is like life -- it requires perseverance, self-denial, hard work, sacrifice, dedication and respect for authority.” --Vince Lombardi

What is Champions for L.I.F.E.?

Champions for L.I.F.E.TM is a coaching philosophy and commitment to go beyond teaching solid football fundamentals by also teaching the less tangible (but equally important) skills and characteristics that are essential for success both on the football field and in life. Coaching provides an opportunity to teach core values to young athletes which they can use in sports and life. With that in mind, the South Beach Youth Football and Cheer Association, Inc. (“SBYFCA”) created **Champions for L.I.F.E.**TM focusing on teaching various aspects of **L**eadership, **I**ntegrity, **F**ortitude and **E**ffort through football. The L.I.F.E. characteristics include a wide range of core values which can be included when teaching “Leadership”, “Integrity”, “Fortitude” and “Effort”. Football, as a true “team” sport that requires leadership, integrity, fortitude and effort from all players to be successful, provides the perfect venue to teach these core values which will be useful to the players in other aspects of life as well as on the field. As you will see, many of the lessons and discussion points overlap and each value is necessary and incorporated in the other L.I.F.E. core values. For example, leaders have integrity and fortitude, and all of the values discussed require effort. Each core value is not independent of the others, but interdependent.

Because these skills are equally critical to becoming a champion both on and off the field, we not only are doing our best to win by teaching them, but we are also providing our players with long-term benefits no matter what their future involvement in sports may be. The **L.I.F.E.** characteristics and associated values are what make the difference between a good athlete or a champion, and a good member of society and a leader in the community. These values are essential to success at any level and therefore, teaching them at a young age and at every opportunity thereafter is essential. They are what give an individual and his/her team that special ability to overcome challenges, to swing the pendulum of momentum in their direction, to come from behind for the tough wins on the field, and the ability to overcome challenges and succeed in life as well.



“Coaches who can outline plays on a black board are a dime a dozen. The coaches who win are the ones who can motivate their players.” --Vince Lombardi

“Coach Says...”

The FCA (Fellowship of Christian Athletes) sponsored a breakfast at a recent Nike football coaching clinic with Charlie Ward (Heisman winning champion FSU quarterback and NBA star) as the keynote speaker. The primary theme that morning was about the impact that coaches frequently have on their players. One speaker pointed out that the words “coach says...” are very powerful because of the fact that many kids place so much value on what their coaches say, and what their coaches teach them. The speaker referred to a university study that explored the level of impact that various adults and role models have on kids. According to the thousands of kids that were interviewed for this study, coaches were (not surprisingly) among the most influential people in their lives...in some cases even more influential than their parents. Youth football coaches need to keep this in mind, and their motivation for coaching should really be about the kids, not just about winning football games, and certainly not about any sort of personal ego trip. That being said...no one should be coaching football if they don't want to win, and want it bad enough to do the work necessary to excel...and it takes a lot of work to be a good coach and to create a winning team: football coaches are responsible for teaching the fundamentals of football and helping kids fall in love with the game of football, they need to study and learn the game, create practice plans, etc. On top of all that is the inherent responsibility to be a good role model and help prepare and teach players how to succeed in life. The best coaches embrace this responsibility and take it seriously.

The **Champions for L.I.F.E.**™ program will help players develop the skills and characteristics needed to succeed on and off the field. It will help your players deal with pressure and adversity, how to be team players, and how to win. It requires a focused effort to effectively teach these skills. **Champions for L.I.F.E.**™ is a “practice plan”, or playbook for creating champions out of the players that decided to join the South Beach Seahawk organization and hopefully assist them in teaching others. Coaches must remember that if they can effectively teach these values to their players, they will achieve as much success as possible as a team regardless of the level of natural talent.

"Good coaches teach respect for the opposition, love of competition, the value of trying your best, and how to win and lose graciously." --Brooks Clark

BASIC TEACHING OUTLINE

Some thoughts about how to successfully implement the program:

- ✦ A coach should be specifically assigned the responsibility of implementing and teaching the **Champions for L.I.F.E.**™ material throughout the season.
- ✦ The key L.I.F.E. concepts will be laid out in a way that they can be repeatedly reinforced easily in practices and games.
- ✦ Weekly rewards should be given to players that demonstrate the L.I.F.E. characteristics in practice and in games.
- ✦ There should also be a reward system to encourage and enforce success in academics and for demonstrating the L.I.F.E. characteristics at school.

Throughout the **Champions for L.I.F.E.**™ material, quotes are included and referenced to assist in teaching the core material and show players how these values have been used and described by notable figures in history. They are included to reinforce the core values and to provide inspirational material for use by coaches, parents, team moms and others in emphasizing the L.I.F.E. characteristics and values.

Note to coaches and user of this publication:

The **Champions for L.I.F.E.**™ lessons will be impossible to teach effectively unless the coaches strive to personify these characteristics that we are trying to teach our players. As we will see in the next section, good leadership requires the demonstration of what needs to be done...in other words...our own actions need to reflect what we are teaching the players to do. “Coach says...” loses its significance if our actions don’t match our words. After all, coaches...it is never too late to improve ourselves, and none of us are perfect.

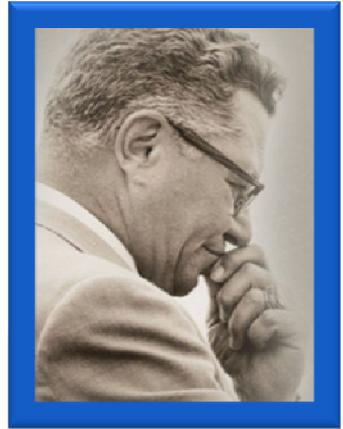
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Section 1: Leadership

“Leaders aren’t born, they are made. And they are made just like anything else, through hard work. And that’s the price we’ll have to pay to achieve that goal, or any goal.”

–Vince Lombardi



Lesson One:

Leadership Takes Hard Work and Practice.

Anyone can be a leader if they are willing to work at it and inspire others around them to do the same. Leaders are not one and the same and the methods of leadership depend on the task at hand. Being a leader doesn’t just come naturally, it requires a personal decision and commitment to become a leader, and it takes practice just like any other skill. Leadership is not about physical talent or abilities, it is primarily about making good decisions, showing and earning respect, working hard, and having a positive attitude. Good leaders will work hard to be good players and good teammates and understand and appreciate those who they compete with on and off the field. Coaches need to make sure each player understands he/she can be a Leader even if they are not the star athlete, and they need to emphasize the importance of becoming a leader through hard work.

A leader listens to and respects his coaches, follows instruction, supports and listens to teammates, and keeps a positive attitude. There is no one skill that is unique to all leaders and some leaders exhibit more of one skill or characteristic than others. In order to be a leader one has to decide every day to try to make the right choices and be a good example. Everyone makes mistakes of course, but a leader will continue to work to improve, and keep trying even if they make a mistake once in a while. A leader admits fault and learns from it, doesn’t avoid responsibility for a mistake. The player that acknowledges a mistake and corrects it is showing signs of leadership. A leader also tries to always do their best...run as fast as they can, be as strong as they can, and give their best effort at every practice. (We will discuss more about effort in Section 4.) When teammates see other players giving 100% and trying to be a leader they will be motivated to do the same. There may be a leader on the field, in the huddle or on the sideline. With football you need leaders in all areas. A good leader on the field will not only win their individual battles, they will help their team do it as well. The best kind of team does not have one or two players that show leadership, it is a team with many leaders that work together to achieve a common goal. Coaches need to remind their players that they should try to be leaders off the field as well...at school and at home.

LEADERSHIP



*“Example is not the main thing in influencing others, it is the only thing” -Albert Schweitzer
(famous musician, doctor, Nobel Peace Prize winner)*

Lesson Two:

Leadership means leading by example.

Leaders show others how to do something better, not tell them how. A good leader demonstrates what others should do by being a good example. Leaders develop credibility by exhibiting qualities they desire others to exhibit. In other words...the best way to motivate teammates, classmates, co-workers and employees is to work harder and have a positive attitude is to work harder and keep a positive attitude yourself. When leaders lead by example, those around them will tend to follow suit. Telling people to do things right without doing them yourself destroys your credibility. Actions speak louder than words, and leading by example is the best way to earn respect (discussed later), and to help others improve. Others will respect a friend, teammate, co-worker or peer that they see putting in the work and doing the things they know that they should be doing also. When a player is being a poor example by losing control, acting out, being selfish or being a braggart, coaches should take time to speak with them privately about the effect that their behavior has on the team and on their own ability to be a leader. If a “star player” is not giving 100%, discuss how the rest of the team will copy that player’s effort. Coaches also need to remember to acknowledge and praise their players when they are being a good example to their teammates. Keep the concept of leading by example in mind as we focus on other important aspects of leadership in Lessons 3 – 4.

LEADERSHIP

"The more honor and respect among the players, the greater the team."
–Unknown

Lesson Three: Respect Yourself, Authority and Others.

The previous lesson focused on the importance of leading by example, and one of the best ways to be a good example is to demonstrate self-respect, respect for coaches and respect for teammates, classmates, teachers and parents. A good leader needs to be respected by his peers, and it is impossible to earn the respect of others without first understanding and demonstrating respect personally.



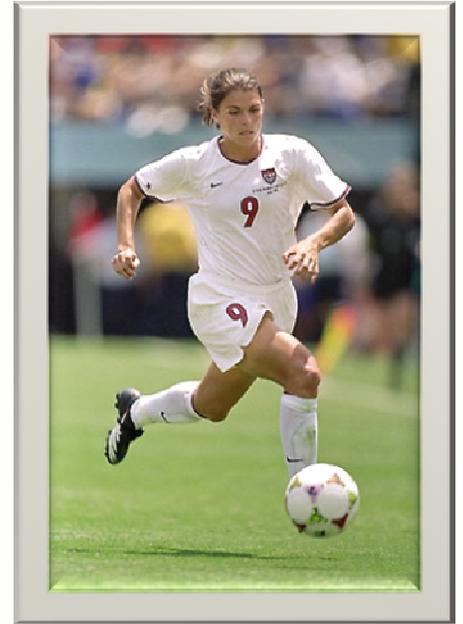
Before one can properly respect others they must have self-respect. Self-respect means "proper regard for the dignity of one's person" according to the dictionary. To have self-respect, you have to take pride in trying to do the right thing, make the right decisions, and take care of your responsibilities. A player can't earn the respect from teammates if he is making bad choices and getting into trouble. Of course everyone makes mistakes, but to have self-respect means learning from your mistakes and being determined not to repeat them. In football, a player shows self respect by taking his responsibility to his team seriously and being accountable for his position (which is also leading by example). Coaches should emphasize the importance of each player "owning" their position and taking responsibility for it. The same lesson applies off the field as well...make sure your players realize that they need to take care of responsibilities at home and at school. Players with self-respect will also try their hardest and practice hard so that they are ready to meet challenges with no fear. They can't have self-respect if they are slackers, lazy, or timid and afraid. A player that lacks self-respect may try to get attention by screwing around and becoming a distraction. A good coach will learn to challenge their players to act like leaders and channel their energy into practicing and playing with self-respect. Coaches can build self-respect by recognizing and rewarding good behavior and leadership. If dealing with a player that lacks self-respect, coaches should discuss in private that he/she may have other problems that are causing the behavior, and try to find out why a player is not showing respect.

Respect for authority means showing respect for parents, coaches, teachers, etc. (Of course your parents / teachers / coaches need to be good, honest and fair to command that respect.) Respect for authority is something that all good leaders understand. It is very important for an athlete to show respect for coaches because coaches are in a position of authority, they are there to help, and have put in the time and effort and have the experience that deserves respect. This means players need to listen and pay attention when coaches are talking and it means doing what they are told to do to become better players. Respecting people in authority is a good way for a player to lead by example by showing others (like teammates) how they should act. Coaches need to reward or acknowledge players who address adults properly and take "direction" properly, and explain their behavior to other players and tell their parents about their respectful behavior. Coaches must also show respect for referees, other coaches and parents as an example for players to follow.

LEADERSHIP

“I am a member of a team, and I rely on the team, I defer to it and sacrifice to it, because the team, not the individual is the ultimate champion” – Mia Hamm

Respect for others is something that demonstrates the type of character that is needed to be a leader (more about character in the section about Integrity). Showing respect for others basically means treating others the way you want to be treated, and it is a necessary quality of a good friend and teammate. In team sports this is particularly important because a key ingredient of a strong team is the respect each player has for his teammates and appreciation of the importance of every position. When each player realizes that every single position is important for the team to succeed, the team is able to work together more effectively to improve and become stronger as a complete unit instead of just a collection of players that are only worried about themselves. When any player shows disrespect for a teammate, the team loses a link in the chain necessary for success. When a player respects every position they are willing to play the position that best helps the team and give their best effort at any position instead of focusing on what position they think they want to play. A player that picks on others, makes fun of other players or blames other players for the failure of the team is not showing respect for others and more than likely has low self-respect. Coaches need to speak with those players individually, explain how that behavior hurts the team, and try to find out if there are other causes or reasons for the lack of self-respect that need to be addressed.



LEADERSHIP

Lesson Four:

Leadership Requires Good Sportsmanship.

“Attitude reflects leadership.” –Julius Campbell (Remember the Titans)

Leaders demonstrate good sportsmanship. Good sportsmanship is about more than just not cheating, complaining, or arguing with officials. Good sportsmanship is having a positive attitude, learning from adversity and mistakes, and behaving with self control, dignity and class in victory and defeat.

“One man practicing sportsmanship is far better than a hundred teaching it.” –Knute Rockne



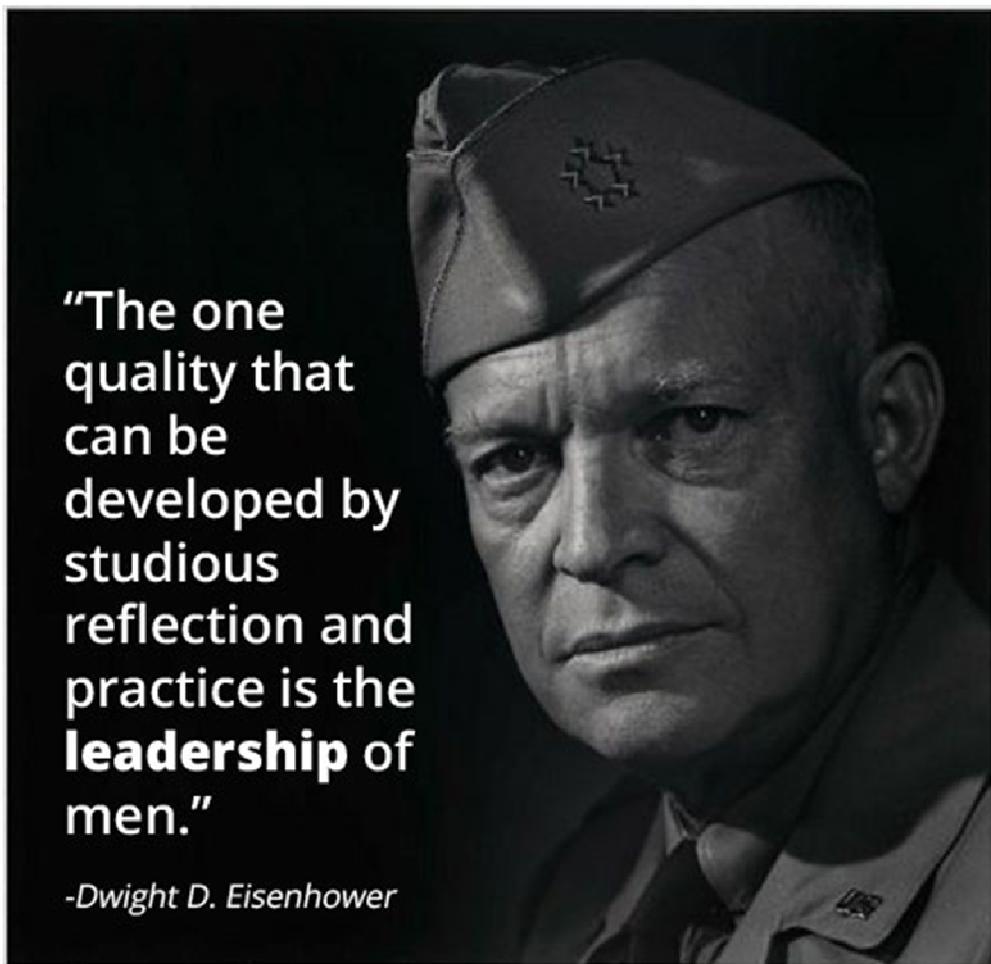
A positive attitude goes hand-in-hand with good sportsmanship, and it is contagious...a strong leader with a positive attitude has a strong impact on the people around them. Having a positive attitude means following instructions cheerfully without complaining. A leader with a positive attitude will encourage his teammates and build them up, and encourage others to do the same. The player with the best attitude should be rewarded and acknowledged by the coaches even though he may not be the best athlete or football player. Every team needs that motivational leader that is always picking his players up and providing that positive attitude. These players will NOT criticize teammates or blame others. A positive attitude makes all the difference between practice being fun or being miserable. A positive attitude inspires confidence, and confidence improves performance and makes good things happen. A positive attitude energizes people and helps them give their best effort. A positive attitude also means not giving up or getting discouraged. Good sportsmanship is not possible without a positive attitude

Good sportsmanship also means learning from mistakes and adversity (tough times) instead of getting discouraged. (More to come about this in the Fortitude section) There are always lessons that can be learned from mistakes, and a leader will focus on what can be learned and how to improve instead of dwelling on the past or on mistakes. In order to improve, the first step is to take responsibility for one's actions without making excuses or trying to blame others. Coaches should discuss the concept of accountability and that while everyone makes mistakes, how you handle them defines who you are. Michael Jordan, one of the best, most popular and most successful basketball players of all time summed up this concept very well when he said this: "I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. That is why I succeed."

A leader demonstrates good sportsmanship, win or lose. Coaches must teach that good sportsmanship in victory means congratulating your opponents on a good game and for things they did well instead of gloating or putting them down. It also means celebrating the victory as a team and praising each other instead of bragging about individual accomplishments. "Act like you've won before." Good sportsmanship in defeat means having self-control even when you're disappointed, not sulking or being negative, but rather focusing on the positive. A leader with good sportsmanship will NOT blame or criticize teammates. Instead, a leader will take the loss as an opportunity to learn and improve.

LEADERSHIP ENCOMPASSES AND REQUIRES UNDERSTANDING OF MULTIPLE CORE VALUES/CHARACTERISTICS. THE ULTIMATE LEADER IS THE ONE THAT HAS THE BEST COMMAND OF ALL OF THESE VALUES.

*"Always imitate the behavior of the winners when you lose."
George Meredith (famous Victorian era writer and poet)*



INTEGRITY

Lesson One:

Integrity = Character.



"You can learn more about character on the Two-yard line than anywhere in life"

—Paul Dietzel (Former All-American College Football Player, LSU head coach)

"Successful leadership is not about being tough or soft sensitive or assertive, but about a set of attributes. First and foremost is character"

— Warren Bennis (professor, pioneer of leadership studies, leadership consultant for Fortune 500 companies)

A player with character knows how to play with heart. What this means is that if you don't have the right character as a player or as a team you won't be able to be strong when it counts, to meet challenges head-on, and to win the battles. Character is basically how strong you are as a person...how much heart you have. A player with character has confidence, strength and courage.

"Character is the firm foundation stone upon which one must build to win respect. Just as no worthy building can be erected on a weak foundation, so no lasting reputation worthy of respect can be built on a weak character." -R. C. Samsel (Author)

The previous Chapter was all about Leadership. Leaders with good character and integrity have a positive influence others. As discussed earlier, leadership isn't about being popular or cool, or what kind of talent you have...it is primarily about integrity, or character. In order to be a good leader you have to have character...be a solid person on and off the field (stand up for what you believe, stand up for what's right, be honest, be a good friend, a good student, and a good teammate). Doing what's right is good, but standing up for what's right is much better because that takes more courage. That is what character is all about. Bullying is a perfect example: a good kid won't take part in bullying or picking on another kid (good character), but a leader with even stronger character will step in and stand up for the kid being bullied...that takes courage, leadership, and character. A great test of character is how a player or student treats weaker or younger kids. Do they ever pick on them to show off to friends or make themselves feel cool? Do they just look the other way and stay out of it? Or do they stick up for them and encourage them?

INTEGRITY

"Good character is more to be praised than outstanding talent. Most talents are to some extent a gift. Good character, by contrast, is not given to us. We have to build it piece by piece—by thought, choice, courage and determination." — John Luther (Successful Writer)

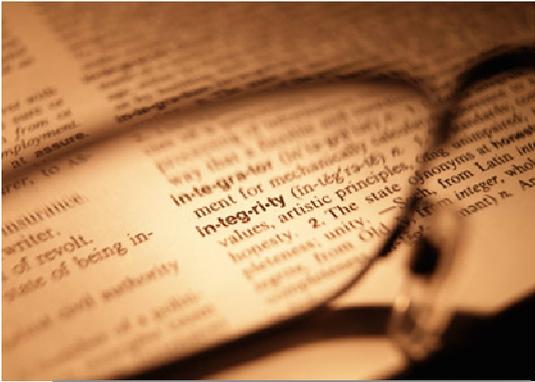
Character also means paying attention to the little things and doing your best even if no one is watching. Legendary basketball coach John Wooden once said, "It's the little details that are vital. Little things make big things happen." It isn't just about what you do, but how you do it...for example, a solid offensive line is a critical part of any offense, and a solid offensive line is not as much about how big and strong the players are, it is about little details... stance, body position, exploding off the ball, finishing the block. A player with good character realizes that the details matter and will not just "go through the motions". Character is essential to being a good player and for success in life. As coaches, we need to help our players understand how important integrity and character are and remember that football might be the best opportunity that some of the kids have to learn these valuable lessons. Again, acknowledge good examples of character, and correct bad examples or lack of integrity.

Respect
Compassion
Character
Responsibility
Honesty

INTEGRITY

Lesson Two:

Be Honest and Do The Right Thing.



“Have the courage to say no. Have the courage to face the truth. Do the right thing because it is right. These are the magic keys to living your life with integrity.” –W. Clement Stone (Self-made businessman, millionaire, author of Success through a Positive Mental Attitude)

One reason people respect and admire someone with integrity is because being honest takes strength and toughness, and sometimes involves making tough, unpopular choices. There are times when it would be a lot easier to be dishonest and compromise one’s integrity; players have to be strong enough to do the right thing and be honest even when it hurts. This choice has to be made many times every day in life and it is important to remember that there is always a consequence for sacrificing integrity by being dishonest. Cheating on a test, telling a lie to keep from getting in trouble, or doing something that is wrong because of peer pressure...these are things that might seem easier at the time, but these bad choices will lead to more trouble and make you a weaker person. Having the strength to be honest or stand up to peer pressure usually makes things turn out for the best. Parents, coaches or teachers know that it is normal for kids to make mistakes and to do something wrong or stupid from time to time, which is why they would much rather see a kid / player / student that has the integrity to admit when they have done something wrong even when it might seem easier to lie about it or blame someone else. The way someone acts when no one (parent, teacher, and coach) is watching says a lot about their integrity. Coaches should emphasize that although a coach may not always witness a player’s behavior, their teammates will. A person who admits a mistake and accepts any punishment shows integrity. At football practice it is easy to work hard and give 100% (honest) effort when a coach is watching, but when a player thinks no one is watching are they going to still give their best effort or are they going to slack off and just take it easy? One of the best ways to teach players to maintain their integrity is to always pretend someone is watching (this was mentioned in the earlier lesson about Character)...if they pretend that parents / teachers / coaches are watching they will tend to do the right thing.

INTEGRITY

Lesson Three:

Integrity Means Keeping Your Word and Following Through on Your Commitments.



“There are only two options regarding commitment; you’re either in or you’re out. There’s no such thing as life in-between.”

--Pat Riley

It is impossible to have integrity if you don’t keep your word. People remember whether or not you keep your word. If you do what you say you are going to do, others will notice and it says a lot about your integrity. As in all of the L.I.F.E. skills in this program, this applies in football (or other sports) and in other areas of life as well. People tend to respect people that keep their word and do what they say they are going to do. Failure to keep your word shows a lack of character and a lack of commitment.

“The achievement of your goal is assured the moment you commit yourself to it”
- Mack Douglas (Author of multiple books including *Winning with High Self-Esteem*)

“Commitment is what transforms a promise into reality. It is the words that speak boldly of your intentions...and the actions which speak louder than the words.” -Unknown

Coaches need to explain to their players that as in all of the L.I.F.E. skills in this program, the importance of following through on commitments applies in football (or other sports) and in other areas of life as well. If a player tells their coach that they will practice a particular skill or do certain exercises and they don’t do it...the player loses integrity. If a kid tells their parents they are going to do their homework and don’t do it...they lose integrity. If a friend promises they will do something and they don’t do it...they lose integrity. If you don’t keep your word and do what you say you are going to do, people will lose respect for you and have a hard time trusting you. Coaches need to keep this in mind also...make sure you don’t make empty promises to your players, and if you say you are going to do something...do it. Just like we learned about leading by example and how that makes others respect you...If you want other people to respect you and trust you, remember that it is very important to keep your word and follow through on commitments. Football is a huge commitment...it involves a LOT of practice time, a lot of effort, a lot of hard work, and it is worth all of it.

INTEGRITY

Coaches need to make sure players follow through with their assignments and make sure they understand that they will be held accountable for doing what they've agreed to do. If a player doesn't fulfill his commitments, it will be difficult for coaches or teammates to trust them to do their job or take care of their assignments. Players need to understand that they can't call themselves a football player if they don't take the commitment seriously and follow through. For those that have the integrity to follow through on their commitment...it is because of that level of commitment that it feels so good to be a part of the Seahawks football program and to wear that football jersey or t-shirt...because they've earned it.

KEY VALUES/WORDS ASSOCIATED WITH INTEGRITY

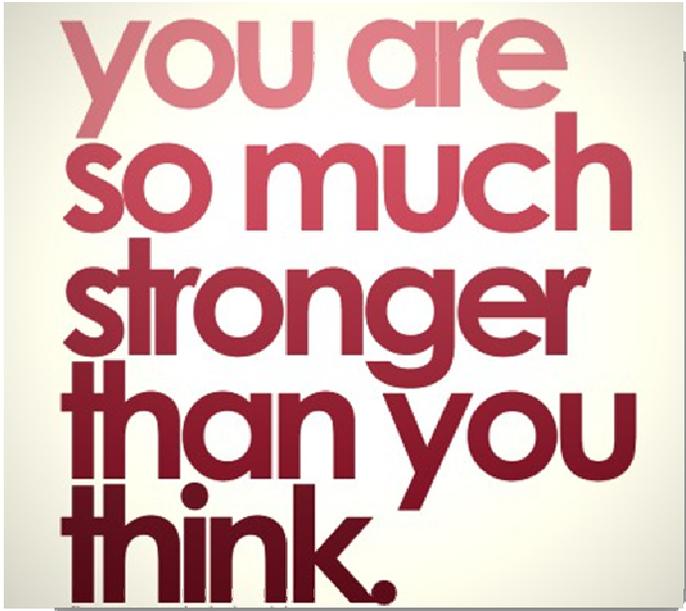
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|---------|--------------------|----------------------------|
| Honesty | Character | Responsibility Reliability |
| Morals | Respect for Others | Accountability |

Section 3: Fortitude

“Patience and Fortitude conquer all things.” –Ralph Waldo Emerson (Famous essayist, poet, writer)

“I know of no higher fortitude than stubbornness in the face of overwhelming odds.”

--Louis Nizer (Famous and Successful Trial Lawyer)



Fortitude is mental and emotional strength that makes a person able to deal with pain or adversity with courage. The original Latin word means strength, firmness, and courage. Basically Fortitude means a person has what it takes to be a great football player or succeed because they have courage; you are strong enough to fight through pain, meet challenges head-on and never give up. Fortitude is something that every football coach wants his players to have. Fortitude is not the absence of fear but the ability to overcome one's fear to accomplish the goal at hand.

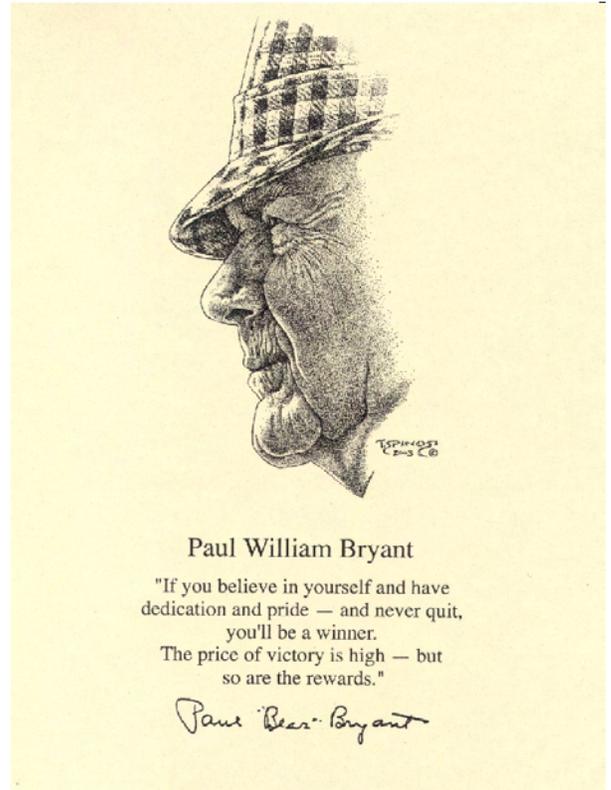
"Perseverance isn't just the willingness to work hard. It's that, plus the willingness to be stubborn about your own belief in yourself." - Merlin Olsen (Famous NFL player, commentator, actor)

FORTITUDE

Lesson One:

Fortitude is Meeting Challenges with Courage and Confidence.

Football like life is a series of challenges...there are a lot of tough practices to show up for, and there are some tough drills that are a part of those practices, there are the games and there is always adversity on the field; swings in momentum that require ongoing fortitude to overcome. These are all challenges that have to be faced, and a player with fortitude will rise up to meet these challenges instead of running from them, giving in to fear or giving up once something doesn't go their way. The best way to rise up to these challenges is to be prepared through hard work, effort believing in yourself and having confidence. The best way to go into practice is with the confidence that you are strong enough to complete the tasks and the confidence that if you give your best effort you are going to improve and become a solid player. Heart and hard work are key elements to having fortitude. Confidence is contagious and will help teammates rise to the challenge together, knowing they are prepared and believe in what the coaches have taught them, and on game day might even make your opponents second-guess themselves. True courage and confidence is only possible when you have prepared, sacrificed your time and put in the practice. Without the work, you can only have false confidence which has little value. In previous sections we learned about leadership and integrity (character). These are also qualities that will give you courage and confidence.



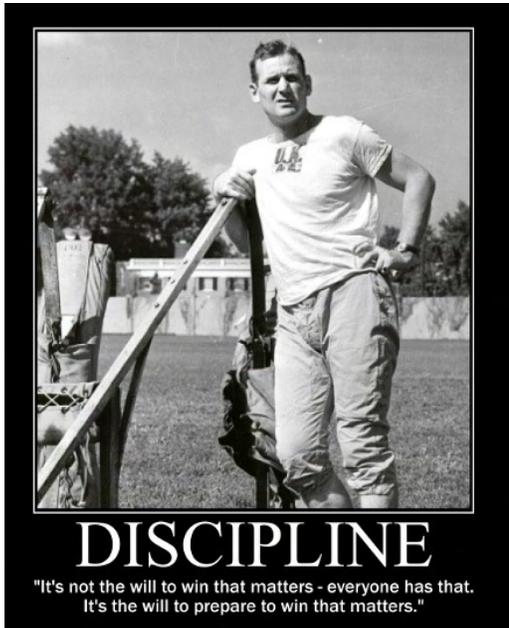
"Accept challenges so that you may feel the exhilaration of victory." --Unknown

FORTITUDE

Lesson Two:

Emotional and Mental Strength to Handel Pain Like a Champion.

"There are no gains without pains." --Benjamin Franklin



Let's face it...just like in life, pain is inevitable in football or any other sport that is worth playing. There are going to be bumps and bruises, there are going to be times when players are hot and tired, and it is in those moments when they have to have the heart of a champion in order to be a champion. Getting banged up in football is mostly just like other sports...it is mostly pretty small stuff (bumps and bruises). Coaches should teach their players that when they get a bruise or scrape...they should be proud of it and consider their bruise a badge of honor because it proves that they are out there doing something that is fun and makes them strong. They should also explain that when a player gets banged up they basically have to make a choice: (assuming they are not actually injured, of course)...they have to either get up, regroup, re-focus and get back into gear with even more determination, or they can get scared, lose confidence, and let themselves and their teammates down.

The choice is clear for champions...they cannot give in to fear. Of course, no one enjoys pain...which leads us to one of the best secrets of success in football that coaches need to drill into their players: **You either hit, or get hit.** It usually doesn't hurt if you are the one doing the hitting. This is really what it comes down to. Teaching sound football fundamentals and proper training helps prevent injuries. Players have to have confidence in their ability, their heart, their preparation and their toughness (Fortitude) and make sure they are the one doing the hitting. Otherwise, they will be too busy worrying about getting hit...and they will end up being the one getting hit. Some children use the existence of injury or pain to gain attention, exaggerate the nature of the pain to avoid practices, drills or adversity. Coaches: don't let players exaggerate the pain and alleged suffering or use it as a "crutch" however never ignore any players expression of pain. Always take your players seriously and only once it is believed the injury is manufactured should you discuss a player's honesty and desire to play, but never put a player back in a practice or game that is injured or claims to be injured. Emphasize the importance of honesty and playing through the little pains to reach the goal. When they do get hit or banged up a little, they have to just get up and get back in the game as long as they are able. That is how to win, and that is how to succeed. The same thing applies in life...when you experience pain or disappointment in life you can either let it get the best of you or you can pick yourself up and get back in the game.

FORTITUDE

Any child that expresses pain or an injury must be taken seriously and appropriate doctor consultation suggested at all times. Coaches are not doctors and should not ignore any player's expression of pain or injury. Always take appropriate action to protect the player and discuss injuries with parents and advise them to seek the advice of the appropriate professionals. Only once its conclusively established that the player is healthy and wants to play and his/her parent consents should he/she be placed back on the field. If a player says he/she is hurt, don't play them and emphasize to the player and parents, if you claim to be hurt, I must take it seriously and cannot play an injured player.

"Pain is inevitable. Suffering is optional." - M. Kathleen Casey (Canadian Politician)

"Champions expect pain, endure pain, and never complain." – Unknown



FORTITUDE

Lesson Three:

Keep Fighting and Never Give Up.

“The real glory is being knocked to your knees and then coming back. That's real glory. That's the essence of it”. –Vince Lombardi

“Never give in, never, never, never, never, in nothing great or small, large or petty, never give in except to convictions of honor and good sense. Never yield to force, never yield to the opportunity overwhelming might of the enemy” – Sir Winston Churchill, Speech, 1941, Harrow University.



In life, in competition, in sports...there is always one unavoidable choice that you have to make: are you going to try harder or are you going to give up? It really has to be one or the other. If you get beat, or if you are struggling with something...it comes down to that decision. If you just do the same thing you are going to get the same result, so that is basically the same as giving up. The only alternative is to try harder.

A winner is a loser who was willing to fail and get up, fail and get up, fail and get up, fail and get up and win." --Pete Zafra

All of the quotes listed above are excellent points about fortitude and football, but look again at the first and last quotes...those are truly what football (and life) is all about. Real glory, real success, real victory comes from having the fortitude (the guts, the strength, the determination) to keep fighting after you get knocked down and to outlast your opponent.

“Grind it out. Hanging on just one second longer than your competition makes you the winner.” It has been said many times that football is a game of inches...the lineman needs to push back instead of getting pushed back, the blocker needs to block just one more second, the linebacker needs to get to the ball one second faster, and so on. A lot of this comes” down to which players have the most fortitude.

“The real glory is being knocked to your knees and then coming back. That’s real glory. That’s the essence of it.” If you get beat on a block but you just come back and block harder, if you get blocked and just keep coming faster and stronger, if you get tackled and just get up and run harder on the next play...you will eventually achieve glory and victory. And you will enjoy it that much more because you had to work for it.

The difference between the impossible and the possible lies in a person's determination." ---Tommy Lasorda



FORTITUDE

Fortitude is just as important in life. Many of the most successful and influential people throughout history have had to overcome tremendous challenges and obstacles. Abraham Lincoln is a perfect example of fortitude in life. He grew up poor, his mother died when he was 9, he only went to one year of school because he had to work when he was a kid to help feed his family, and yet he became a lawyer (he taught himself by reading), he suffered business failure and personal bankruptcy, when he decided to enter politics he was defeated in numerous elections...and then he became one of the best presidents in the history of the USA. Just like in football, if you want to succeed in life you need to be able to pick yourself up and keep fighting after you get knocked down. You have to meet challenges with courage and confidence, and you have to refuse to give up.

"What makes you really come together under pressure is determination and focus and toughness."
- Debi Thomas (World Champion Figure Skater and Physician)

KEY VALUES/WORDS ASSOCIATED WITH FORTITUDE

Heart
Courage
Determination
Confidence

Mental Strength
Accountability
Desire to Succeed

"The real glory is being knocked to your knees and then coming back. That's real glory. That's the essence of it". -Vince Lombardi

It's not the size of the dog in the fight, it's the size of the fight in the dog. ~Mark Twain

EFFORT

Section 4: Effort

“There is no substitute for hard work.” --Thomas Edison

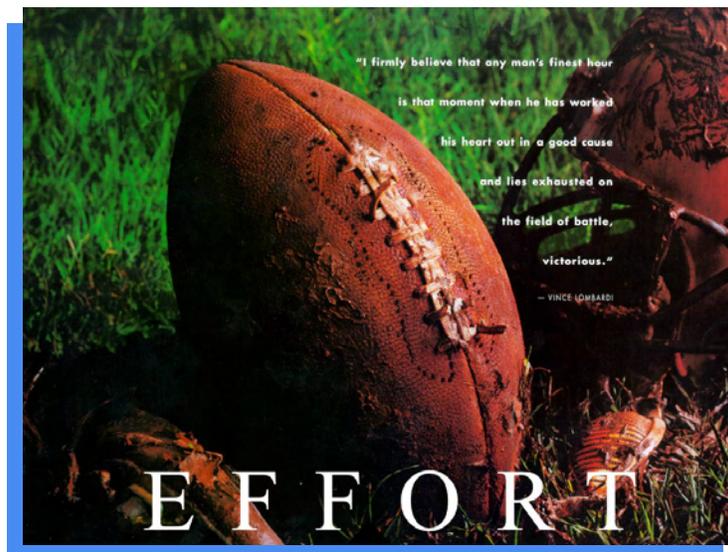
Effort is utilizing one’s physical and mental abilities to accomplish a goal or desired result. The greater the effort, the more probable it is to achieve the desired result. Effort is determined by the amount of mental and physical sacrifice a person contributes, based upon their natural abilities. The degree of effort given by a player contributes to ultimate success, but that one player’s 100% effort will most likely not result in success without the equal effort of teammates and coaches.

The results that can be achieved with a player’s best efforts also depend on that player’s physical attributes and abilities. A larger player probably won’t be able to run as fast as a smaller player, but the smaller player can’t move someone off the line the way the bigger player can. That’s why in team sports such as football, it’s important for all players to give 100% effort to be successful. As the saying goes, a chain is only as good as its weakest link. One player not giving 100% of his effort hinders the abilities of the team. As long as everyone gives 100% effort, the team can be satisfied with the knowledge that they did their best, win or lose.

No player can become the best without first wanting to be the best. Coaches must instill the desire to want to be the best through effort and hard work in young athletes and players.

*“Winning means you’re willing to go longer, work harder, and give more than anyone else.”
-- Vince Lombardi*

“The harder you work, the harder it is to surrender.” –Vince Lombardi



EFFORT

Lesson One:

Success is About How You Practice, Not How Much You Practice.

“Every play, all the way” is a popular theme with the Seahawks coaches. This means giving your best effort one every play in the game, and it is equally important to give your very best at practice, on every drill and every exercise. Vince Lombardi once said that “Practice doesn’t make perfect, only perfect practice makes perfect.” Of course no one is actually perfect, but the point is that no one really improves or excels if they just go through the motions. What separates average players from great players is how hard you practice...every drill, every exercise. Average or even good players will practice until they get it right, but the great players, the champions will practice until they can’t get it wrong. Most football plays take an average between 4-6 seconds. It is essential that each player give 100% effort for those 4- 6 seconds. Coaches must replicate those 4-6 seconds in practice and make sure that during drills each player is giving 4-6 seconds of all they have...100% effort. Effort for only 2 or 3 seconds means a block will not be followed through, a receiver will not run the route fully, running backs will not pick up blocks and the team will suffer. The effort of each player for those 4-6 seconds or “until the whistle blows” will ultimately controls the outcome of games, so it is imperative to practice with the effort that will be needed in a game situation. If players are allowed to only give their best for 2 or 3 seconds instead of 4 – 6 seconds in practice, that is all they will be capable of when it counts.



In practice, it’s essential that players hold other players accountable for giving it 100% and assuring each player is giving all they have for the team in a positive, respectful manner. If a player is having a bad day, other players can (through positive reinforcement and encouragement) motivate that teammate to play harder, give more effort. Players want to impress their teammates and they don’t want to let them down. That relationship should be utilized to insure each player is giving his maximum effort. Coaches should encourage the team to practice as a whole, encourage players to compliment teammates for hard work, dedication and improvement. Coaches must recognize when a player is giving all he/she’s got and point out the results obtained through their effort. They also need to utilize the skills of the players to complement each other. If the team works hard, the team will succeed.

Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort. - Paul J. Meyer.

Wayne Gretzky (one of the all-time greatest hockey players) once said, “The highest compliment you can pay me is to say that I work hard every day, that I never dog it.” He understood the fact that what really matters is putting in the effort to practice hard, not to just go through the motions (or as he put it: “dog it”). When you give your best effort, not only do you achieve the best results, you feel better about yourself and you have more fun. If practice doesn’t seem fun and exciting, chances are you need to pick up your intensity and put more effort into it. The same general policy applies to other aspects of life, too. If you give a lousy effort on homework or other projects, the results are most likely going to be lousy. Anything worth doing is worth doing right.

“Winning means you’re willing to go longer, work harder, and give more than anyone else.”
--Vince Lombardi

EFFORT

Lesson Two:

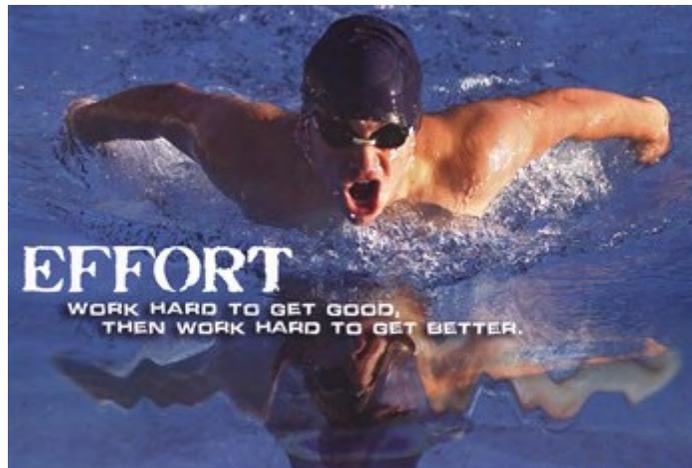
Success is More About Effort Than Talent or Circumstance.

“If you don’t invest very much, then defeat doesn’t hurt very much and winning is not very exciting.”
-- Dick Vermeil (NFL Head Coach for Eagles, Chiefs, Rams)

“The harder you work, the harder it is to surrender.” –Vince Lombardi

The team that plays with more intensity, more heart, and more effort has the ability to beat a team with more talent. Hard work beats talent when talent doesn’t work hard. There is no team sport like football. Not one player can score a point in football without the help of at least one or two other players supporting and helping. The success of the team is a result of the combined effort of 11 players. Without the line providing 100% effort and being accountable for their responsibility, the quarterback can’t throw and the running backs can’t run. Without a holder and a center, the kicker can’t complete a field goal. Each player and his/her effort contributes to the success of the team.

If just one player doesn’t give 100% effort, the play fails and the team doesn’t succeed.



The only thing you really have control over in any situation or contest, is how much effort you put into it. You can’t control how good the other team is or how much talent they have, you can’t control the weather or the field conditions...the only thing a player can control is how much effort they play with. It doesn’t take talent to hustle more or to fight harder...all it takes is more effort. As discussed in the Fortitude section, there is a basic question you need to ask yourself in any contest or in any challenging situation: “Am I going to give up or am I going to try harder?” There really is no other option, and for champions the choice is clear...they try harder. This value of work ethic, of trying harder, of refusing to give up is one of the most valuable characteristics that coaches can help their players understand and believe in.

“Satisfaction lies in the effort, not in the attainment, full effort is full victory “ Mahatma Gandhi

EFFORT

Lesson Three:

Effort Must Be Focused and Not Wasted.

“If you are not making the progress that you would like to make and are capable of making, it is simply because your goals are not clearly defined”. - Paul J. Meyer

Effort which is not focused and utilized correctly is wasted effort. Having a player do a drill that teaches nothing essential to the sport doesn't accomplish anything no matter what degree of effort is given. A child that runs around hyper and out of control may be giving 100% effort, but that energy is wasted if it isn't harnessed to accomplish a goal or result. The efforts of individual players and the team as a whole must be focused and used efficiently to accomplish specific goals. Unfocused effort is ultimately lost through fatigue and attrition. No matter what amount of fortitude and “heart” a player has, there are limits to his physical abilities. Coaches must insure that when requiring 100% effort of players and the team, that effort is effectively channeled to accomplish a specific task, whether it is blocking, tackling, footwork, conditioning, etc.

In life, giving orders to others with no goal in sight or for the sake of “managing” or “being the boss” is a waste of effort and ultimately such directives will be ignored and forgotten. The so called “leader” that is always providing useless and meaningless directions loses his followers and his/her integrity. Similarly the leader that



doesn't give 100% effort fails to lead by example, resulting in co-workers, employees and teammates to mimic the same lackluster effort. Similarly, coaches that have kids run all the time just for the sake of running or punishment are wasting the player's ability to give 100% effort when it counts. Coaches should always lead by example: be involved in the drills, pay attention to players during scrimmages and provide positive input. Have a goal for each practice and make sure your involvement is part of achieving the goal. Don't just stand by and watch. Coach somebody! Show the players you're giving 100% of your effort for the team, leading by example.

“As coaches, we need to get a little more fire and passion and be more demanding that our guys get the job done. I think players will respond to that...” - Steve Spurrier

KEY WORDS/VALUES ASSOCIATED WITH EFFORT

| | | | |
|--------|-------|-----------|----------------|
| Heart | Goals | Fortitude | Achievement |
| Desire | Work | Success | Accountability |

Final Thoughts

Please remember that the reason that **Champions for L.I.F.E.**™ was written to help coaches have a lasting, positive impact on their players. It is about the kids and using the relationship that coaches and players have to help them become the best players they can be, and to become the best people they can be. Hopefully, by reading this material, coaches will be able to do a better job of motivating their players, leading by example, creating a winning team and creating Champions for life. Coaches: push yourself to excel and push your players to do the same, but always remember that you are dealing with kids, and that one of your primary responsibilities as a youth sports coach is to make them fall in love with the sport, and make them want to come back next year.

"So many coaches forget that when they take the fun out of something, it's just not something people want to do." – Michelle Johnson

SEAHAWK SCHOLAR ATHELETE

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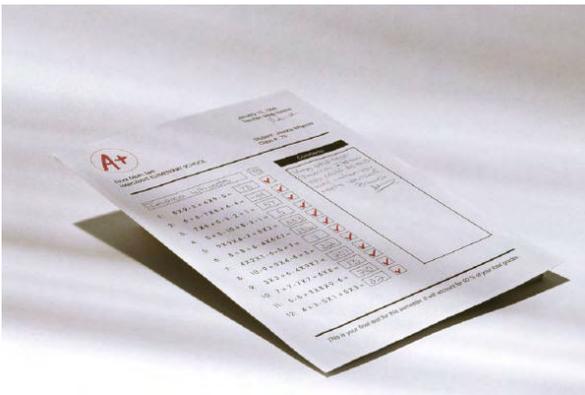
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“THE ACHIEVEMENTS OF AN ORGANIZATION ARE THE RESULTS OF THE COMBINED EFFORT OF EACH INDIVIDUAL” Vince Lombardi

Every athlete dreams of professional success and the ability to play at the next level. Those dreams should be supported and not dissuaded. Unfortunately, the percentage of High School athletes who make it to play at the collegiate level is around 5.7 % and below ½ % of pre-high school athletes have a professional career. Out of a 30 player team more than likely no player will earn a living through his/her athletic abilities, no matter how great they are at this age. It is imperative as coaches and an organization, that we emphasize the importance of education in each of our athletes (players and cheerleaders). SBYFCA believes football and cheerleading allows the League to help motivate and emphasize the importance of education and community service and recognize our players and cheerleaders for their off the field success. The League is fortunate enough to be part of a community that supports education of our players and children and provide contributions to the League to reward those players that work as hard in the classroom as they do on the field and who exhibit leadership, integrity, fortitude and effort in the classroom, at home and in the community. This year Dr. Ray DeLorenzi and DeLorenzi Orthopedic Center graciously agreed to sponsor the Seahawk Scholar Athlete Program



As coaches, we have the ability to instill in our athletes the importance of education by acknowledging a player’s success in school and in the community during practices by discussing a player’s grades, and interests outside of sports and rewarding players’ success and hard work and leadership off the field. 99% of our athletes will succeed in life through their educational endeavors and successes, not through sports. Those who do not understand the importance of hard work in the classroom will more than likely not replace these failures with a professional carrier.

The Scholar Athlete program was designed to reward our athletes that exhibit and maintain academic excellence and the **Champions for L.I.F.E.**™ lessons off the field. Awards will be given to Seahawk Scholar Athletes at the end of the year based upon overall GPA’s, academic improvement over the season and for public service and overall leadership and other core values taught through the **Champion’s for L.I.F.E.**™ program.

HOW IT WORKS

At the beginning of the season, each team mom will collect a player /cheerleaders' report card from the end of the prior year and calculate the overall GPA for each player/cheerleader based upon a schedule provided by the League. For players/cheerleaders at the Junior Rookie/Rookie level that do not receive letter grades, but instead, "O", "S", and N, their GPA will be determined by with O=3, S=2 and 1. The League will provide an excel spreadsheet which will assist in these calculations. There will be a 1/2 point deduction from the overall average for any poor conduct grade or comment from teacher or parents from the overall average. During the 4 months of the season, the players are required to provide to the team mom all interim reports for grades and reports from parents on their conduct at home and in the community. Again any reports of poor conduct and failure to act in accordance with the values of the SBYFCA and Champion's for L.I.F.E. will result in a 1/2 point deduction.

AWARDS

Each player/cheerleader who maintains an average 3.7 GPA during the year for non-Rookie/Junior Rookie and 2.7 for Rookie and Junior Rookie, will receive the award as a Sea Hawk (DeLorenzi Orthopedic) Scholar Athlete. Any player cheerleader who improves their overall Average GPA by 30% or more during the season will receive recognition. Each team, coaches, and team moms will also nominate one or more player for the Sea Hawk Leadership Award to be awarded to those who exhibit the **Champion for L.I.F.E.**™ values and shall provide a statement outlining the reasons for such nominations. Decisions for this award will be based upon grades, public service, charitable work, respect for parents, coaches, teachers and teammates, community service and recommendations from teachers, pastors, parents and other players. There will be no set number of awards given and the nature of the award will range from plaques, gift cards, monetary awards and registration scholarships as determined by the SBYFCA Scholar Committee /Board and will be awarded at the end of the year depending on the donations provided.



2012 SCHOLAR SPONSOR

Dr. Ray DeLorenzi and his wife Cathy are residents of Satellite Beach, Florida. Dr. DeLorenzi and DeLorenzi Orthopedic provides comprehensive orthopedic treatment and care including treatment of fractures, joint reconstructions, hand/wrist disorders, sports medicine injury assessment and arthroscopy from their office at 7000 Spyglass Ct. #220, Viera, Florida 32940. Dr. DeLorenzi is certified as a MAKO-plasty trained surgeon (robotic joint interventions), and recently received Patients' Choice, Most Compassionate Doctor, and Top Surgeon Award.