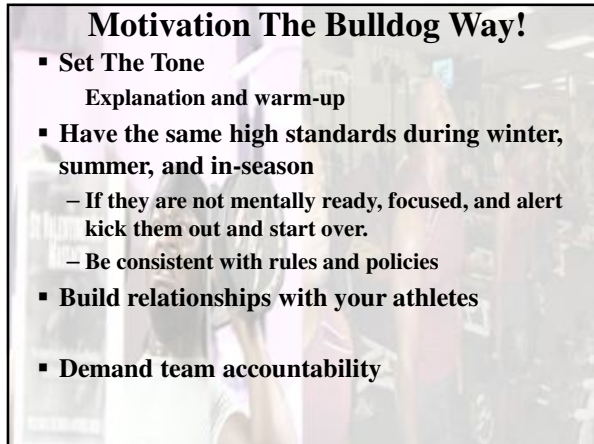


- **Have their best interests at all times**
Injury prevention and protection
- **Train and coach to be a champion**
- **Train and coach with PASSION**
Energy, enthusiasm, excitement
- **Train and coach with a great attitude and relentless effort**
- **Train and coach from the heart**
You have to reach inside their hearts for players to really believe
- **Find a way to motivate the unmotivated, push the right buttons**
no matter how long it takes
- **Plan and be very organized**
- **Trust and stick to your training philosophy**
- **Be physiologically and scientifically sound**
- **Coach everything hard, because all exercises are important**



- **Set The Tone**
Explanation and warm-up
- **Have the same high standards during winter, summer, and in-season**
 - If they are not mentally ready, focused, and alert kick them out and start over.
 - Be consistent with rules and policies
- **Build relationships with your athletes**
- **Demand team accountability**

Motivation – The 1st Step

- Head Coach must have your back
- Meet with leaders of the team, they must preach the same message

Team goals:

- In game – Develop our edge, train to be warriors, have each other's backs, develop team chemistry, team leadership
- Physical – injury prevention, strength, power, agility, speed, acceleration, anaerobic conditioning, flexibility, rest, link, football endurance

- **Individual Goals:**
- Testable lifts, bf%, and lbm, speed and agility, mental toughness, work ethics, position coach, and physical areas that need improvement
- **Before and after pictures**
- Athletes need to see results



Motivational Coaching Principles

- **Energy coaching cues (attitude and effort)**
- Loud in your face or calm pull aside
- Positive but more aggressive depending on the athlete
- **Technique coaching cues (details and safety)**
- Success is determined by everyone doing their job at the highest level
- Coach technique, safety, and be very detailed
- **What if they are not responding?**

According to Steve Siebold: • When experiencing physical or emotional pain in heat of battle – brain will ask why must I suffer? • People have to know WHY they have to go thru pain.

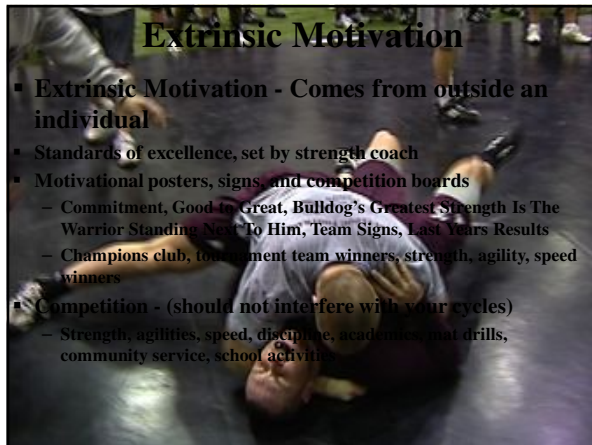
Bulldog Tools for Motivation

- Extrinsic VS. Intrinsic
- Team Motivation VS. Individual Motivation
- Physical and Mental Toughness VS. Making It Fun
- The Weight Room VS. The Football Field
 - Carry Over
 - Responding from victory
 - Finishers
- Staff Motivation



Extrinsic Motivation

- Extrinsic Motivation - Comes from outside an individual
- Standards of excellence, set by strength coach
- Motivational posters, signs, and competition boards
 - Commitment, Good to Great, Bulldog's Greatest Strength Is The Warrior Standing Next To Him, Team Signs, Last Years Results
 - Champions club, tournament team winners, strength, agility, speed winners
- Competition - (should not interfere with your cycles)
 - Strength, agilities, speed, discipline, academic, goal drills, community service, school activities



Intrinsic Motivation

Intrinsic Motivation - Comes from inside an individual

Standards are set by themselves

Stand to be the Best - Jon Gordon

- Love football
- Do more than opponents
- Be great at fundamentals
- Be mentally tough
- Zoom Focus
- Overcoming fear
- Leaving a legacy

Never Associate - Tony Robbins

- Change your thinking
- During conditioning, think about your next breath, think about getting better and stronger

Help athletes learn how to motivate themselves



Extrinsic and Intrinsic Players Must Work Together

- Great workers with average or bad workers
- Leaders with young players
- Random competitions throughout workouts
- Peer pressure from teammates

•According to Steve Siebold: • Champions are motivated intrinsically and have a high sustained concentration and intensity bordering on obsession. • World class coaches keep pushing buttons until performer reaches the “white moment” – in the zone • Motivate to push beyond threshold of pain.



Team Motivation VS. Individual Motivation

Team Motivation

- Team building and chemistry
- Special lifts
 - St. Valentine’s Day
 - UFC
 - Gauntlet
 - Midnight Lift
 - 300 workout
 - Rivals Lift
- Challenge them. Who can we count on? We need everyone.
- Fight till the end, never give up
- We can’t be out worked
- Daily reminders of team goals and mission
- Measurables at the end of the program
- Top playing shape before season
- Team Investment (Our Edge)
- Trusting each other
- Leadership holds the team accountable
- Team must make each rep count





Team Motivation VS. Individual Motivation
Individual Motivation

- Getting them ready for life
 - Not just about sports, life after sports
- Create confidence
- Cultivating a relationship
 - Learn about personal history, life, and social experiences
- Discuss individual goals
 - Career or NFL
- Train to be the best
 - Ask them what's their edge
 - Discuss accomplishments of top athletes and champions
- Know what buttons to push
 - Aggressive praise/coaching
 - Pull to the side, explain
- Demonstrate a high care factor

Physical & Mental Toughness
VS.
Making it Fun

Physical & Mental Toughness - An edge which creates confidence and team investment and teaches how to overcome adversity and win

To Achieve:

- Coach every rep of every set
- Do challenging things
 - High rep squats, leg press, hit movements
 - Not all the time but sometimes
 - Always very careful with planning
- Heavy squats, heavy trap bar dead lift, heavy rows
- Heavy Weight With Fast Tempo
- Intense Effort
- Mind Set - Attack everything we do
- Achieve things you didn't think you could

Physical & Mental Toughness
VS.
Making it Fun

Making it Fun These are fun if the work has been put in.

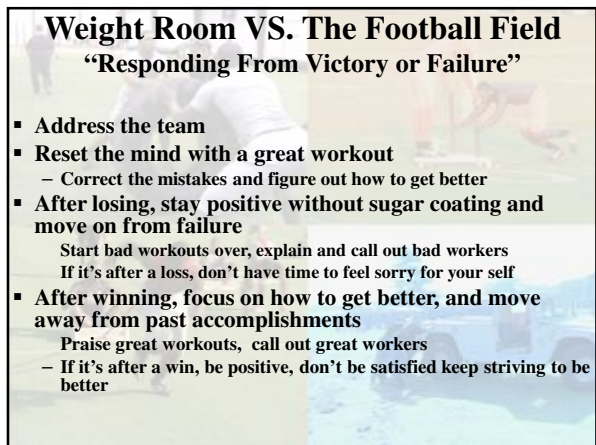
- Creative conditioning (Obstacle courses, ultimate football)
- Loud music
- Challenge them
- Before and after pics
- Special lifts. (Midnight)
- In-Season power points
- Dog tags
- Signing of workouts
- Summer t-shirts
- Pictures and quotes
- Writing letters to each player after the completion of the summer
- Big guns club

Weight Room VS. The Football Field
"The Carry Over"



- Discipline, accountability, effort, mental toughness, competitive strength, speed, agility, power, etc...
- When training, picture the season and upcoming scenarios of the season.
 - Winning during the season
 - Seeing yourself perform at the highest level
 - Defeating your opponent while training

Weight Room VS. The Football Field
"Responding From Victory or Failure"



- Address the team
- Reset the mind with a great workout
 - Correct the mistakes and figure out how to get better
- After losing, stay positive without sugar coating and move on from failure
 - Start bad workouts over, explain and call out bad workers
 - If it's after a loss, don't have time to feel sorry for your self
- After winning, focus on how to get better, and move away from past accomplishments
 - Praise great workouts, call out great workers
 - If it's after a win, be positive, don't be satisfied keep striving to be better

Weight Room VS. The Football Field
"Finishers"



- Push yourself at the end while maintaining maximum training effort
- Train and push for each other
- When you think you are done, there is always more left in the tank

According to Steve Simbold: • Fight to the finish. • Finishing is a function with answer with a vision they have and fight. • Fight to the end as much as pain sets.



Staff Motivation

- Staff lifts
- Find everyone responsibility
- Make people accountable
- Constantly give mission of our program
- Constructive feedback
- Meeting on workout as a staff
- Open program with staff
 - How's and why's
 - Communication
- Making sure everyone's always on the same page
- Use styles of staff to motivate themselves and our players

Closing Thoughts

- Motivation is an art
- It's about relationships, communication, mental coaching, and going the extra mile
- You can use all these strategies for each individual needs
- Everyone is different but there is something out there that will inspire them all
 - Have to identify what it is
- Staff: recognize strength of your staff and let them go with it

Thank You to Coaches and Mentors

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- Assistant Football Coaches
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