WEEK 01 OVERVIEW

HIGHER STANDARDS

COACHES

Establish what your team standards are, why these exist, and how you will measure them.

CAPTAINS

Build a team of supportive people to keep you accountable to your standards and push you towards your best self.

ATHLETES

Define what you stand for and who will support you in your pursuit of those standards.

PARENTS

Encourage our children to pursue higher standards and showing them that we love them regardless of the outcome.

“If you don’t like what you’re getting out of your life, then change what you’re putting in. Nobody is in charge of what goes into your life but you, which means nobody is in charge of what comes out of your life but you. You are the boss.”

Coach Mackey

Are there parts of your life you want to change? Guess what? You and you alone have the power to change your life. That’s right. You hold the power to change your life and increase your level of success.

The first step is raising your standards. In other words, if you want to change your life, you must become more selective on what you allow and don’t allow into your life.

When you raise your standards, you raise the bar you hold yourself to. That tells your mind, body, and soul that you are worthy of that level of success and worthy of the life you hope to live. Raising your standards revokes all power away from the things that hold you back, and puts the power back in your hands because you chose to rise above.

This isn’t just some mind game. Once you set your bar higher, you’ll begin to seek out the things that meet your standards. You’re looking towards the things that lift you up and propel you forward.

By doing this, you begin to change the way you think of yourself, and as you think, so you act.
FOR COACHES

Why do we push our athletes to strive for greatness? Because we see their potential. We know what they are capable of, and a huge element of coaching is to give them a vision of their potential. Every person is worthy of their fullest potential, let’s help our team get there. The unhealthy distractions and negative influences in high school are dense.

As coaches, we need to reach through and give our athletes a higher perspective on life through setting higher standards that will not allow them to settle for what is, but rather strive for what could be.

This week, we are establishing team standards, why they exist, and how you will measure them.

THIS WEEK, BE ON THE LOOK OUT FOR:

1. An acronym or phrase that articulates what it means to be a part of your athletic program [the what]:
Create an easy to remember acronym or phrase that lays out the standards you hold your team to. Ex: “PANTHERS: Positive, Action-oriented, Trustworthy, Honest, Excellent, Reliable, and Success-driven.”

2. Opportunities to talk to the team (especially team leaders) about why your team standards exist and why they should matter [the why]:
Many people speak about what their standards are, but until you understand why standards are just an abstract list of rules and standards are, but until you understand why standards are just an abstract list of rules and expectations. Paint the picture of hope of how higher standards are beneficial now and will create success later.

3. A way to measure character wins [the how]: What gets measured gets changed. Similar to tracking the number of completed passes, PR times, or 3-point shots, find a way to publicly measure (across the team) how and when your athletes are gaining traction with living up to team standards.

FOR MORE RESOURCES VISIT: WWW.2WORDS.TV/COACHES

QUOTE OF THE DAY

MONDAY
“The quality of a leader is reflected in the standards they set for themselves.”
Ray Kroc

TUESDAY
“If you don’t like what you’re getting out of your life, then change what you’re putting into your life.”
Coach Mackey

WEDNESDAY
“Character is the sum total of all our everyday choices. It is putting right values into action every day. It is consistency of values, ideals, thoughts, words, and actions.”
John Maxwell

THURSDAY
“The day that your life will change forever is the day that you change what you demand from yourself.”
Coach Mackey

FRIDAY
“You can easily judge the character of a man by how he treats those who can do nothing for him.”
Johann Wolfgang von Goethe
The Captains’ Team

This support system involves three types of people: mentor (coach), mentee (athlete), and peer (teammate). These people surround you from three different angles and all point you forward towards your standards, goals, and dreams.

Mentor: Who do you look up to and respect? Whose advice do you value? Who keeps you accountable to your standards? Who will call you out if you start to slip under them? This is the type of person you want mentoring you. It’s typically someone older than you that has walked through your season of life and can share their wisdom with you.

Mentee: They say there are few better ways to hold yourself accountable than to have someone that looks up to you. When someone looks up to you, you have to think about how your words, actions, and standard levels influence them. It’s no longer all about you; it’s about making a positive impact on someone else’s life. If you are a captain, you automatically have people looking toward you for leadership and guidance.

Peer: Who gets you excited about the future? Who leaves you feeling motivated and wanting to work? Who inspires you to hit the books and succeed in life? Create a circle of influential peers to support you in your pursuit of living a high standard life. Surround yourself with people who have big goals and are willing to do the work to achieve them.

The Captains’ Log

“Leaders always lead.”

1. Do you have a mentor you talk to on a regular basis? If yes, what about them do you admire? If no, who are 2-3 people who inspire you and who you respect? Choose a day to reach out to each of them and ask them if they could mentor you, or if they had a recommendation of someone who could.

2. List the five people you spend the most time with. Next to their names, write two things you honestly believe about their character. Are those the type of things you want to be known for or associated with?

3. Hypothetically, if three younger classmen shadowed you, a team captain, 24/7 for an entire week, what do you think they would believe about leadership?

4. What’s a time in your life where sacrificing your standards didn’t lead to a good outcome. Looking back, how would you have handled it differently?

5. What are the top five things you want to be known for? How do your daily actions help or hurt your growth towards those things?

For More Resources Visit: www.2Words.TV/Captains
“You are the average of the five people you spend the most time with.”

Jim Rohn

This week, we’re going to focus on two questions:

What do you stand for? -and- What can you not stand?

If you stand for something, then relentlessly pursue it in all areas of your life.

If you can’t stand something, then have no shame giving it the stiff arm.

Surround yourself with people who also hold strong to their high standards. Remember this: you and your dreams are worth fighting for, worth protecting, and worth being a snob about what you do and don’t let into your life. Don’t let people bring down your standards out of peer pressure or comparison or judgement.

Everyone is going to hold themselves to different standards, so don’t worry about what anybody thinks of yours. If you believe your standards are healthy, inspiring, and challenging, then you have no one to answer to than yourself. You are the boss.

For More Resources Visit: www.2words.tv/athletes
FOR PARENTS

It’s important to clear communication this point to our children: as parents, we set high standards for our children because we love them, not because we expect perfection from them.

Setting high standards gives our children targets to aim for as we teach and encourage them along the way. We want the world for them, but we know we can’t expect it from them.

SHOOT FOR THE MOON, MY CHILD!

This week, we want to make it clear that their worth isn’t connected to their outcomes. Be most proud of the pursuit, the work, and the process of living by higher standards.

As Norman Vincent Peale once said, “Shoot for the moon. Even if you miss, you’ll still land among the stars.” When it comes to setting standards, “shooting for the moon” means fixing your eyes on the way you want to live on your best days.

Phrase your family standards in such a way that the focus is positive. Instead of saying, “The Johnson family never lies,” say, “The Johnson family is honest in every circumstance.”

When you set positive standards, everyone focus in on the excellence you strive for rather on the problem you’re trying to correct. Even if they don’t necessarily reach that mark, they are going to be headed in the right direction.

By establishing higher standards we are giving them targets, but they must understand that they are loved regardless of where they land.

FOR MORE RESOURCES VISIT: WWW.2WORDS.TV/PARENTS

THE BEST 5

THE BEST 5 MINUTES OF THE WEEK.

1. As a family, let each person decide on one family core value (or standard) and ask why they chose it. Use this as an opportunity to learn about what matters to your children and spouse the most.

2. Share a story when you were ridiculed or made fun of for committing to a higher standard, how you overcame that adversity, and how it paid off down the road.

3. Tell your children about the influential people in your life and the characteristics you admire about them. Ask them who they believe influences their lives the most.

4. Encourage your child to seek mentors. Maybe even recommend a teacher or friend you believe would be a positive influence in their life.

5. When your child doesn’t meet a family standard, ask them why they didn’t meet it. There are typically other underlying factors that lead to that decision. Use this as an opportunity to talk through all the elements at work and encourage them to work through those struggles next time.