



HARD WWW.2WORDS.TV WORK

QUOTES OF THE WEEK:

MONDAY:

"When you're not willing to DO the hard work, you are disqualifying yourself from your BEST work." Coach Mackey

TUESDAY:

"Don't wish things were easier. Wish you were better." Jim Rohn

WEDNESDAY:

"He who has a why to live for can endure almost any how." Viktor Frankl

THURSDAY:

"I'm a great believer in luck, and I find the harder I work the more I have of it."

Thomas Jefferson

FRIDAY:

"Good, better, best. Never let it rest. 'Til your good is better and your better is best."

St. Jerome

WEEK 04 HARD WORK CONTENT OVERVIEW



COACHES

Demonstrate the path that hard work can take.



CAPTAINS

Identify your why.



ATHLETES

Access your unknown capacity.



FAMILY

Embrace the balance between rest and hustle.



HARD WORK

The best work you will ever do is hard work.

Look around professional sports at the best. The Tom Bradys. The LeBron Jameses. The Alex Morgans. If you ask them what the secret to their success is, the secret to the championships, endorsement deals, and complete mastery of their game, their answers would all be the same: it's all about hard work.

It's tens of thousands of free throws. It's hours in the gym. It's being the first one at practice and the last one to leave.

But far too often in our culture today, people will hear about the hard work, and then do nothing about it. They want all of the results of hard work, without actually having to DO the hard work.

The internet is filled with ways to "hack" your life. Ways to get where you want to go and avoid the hard work. The 4 hour work week. 8 minute abs. Dinner in 5 minutes. We want all of the results of hard work without actually doing any of the work. But if it doesn't require hard work, it will never be your best work. You will never be your best if it doesn't require your hardest work.

The secret to success is simple. It's the thing that everybody is trying to avoid. The thing that everybody is trying to figure out a way around. The secret to success is hard work.

But nobody can want hard work for you. Only you can decide that you want it. If you don't want it, you'll never choose it. BUT if you let the roots of hard work grow in you, they'll blossom into a deep WHY. And with a deep enough WHY, you can accomplish any HOW.

So the next time someone tells you, "Good Luck" you answer back at them, "Hard Work." Because hard work will take you further than luck ever could.

WEEK 04 HARD WORK FOR COACHES



HARD WORK: FOR COACHES

As coaches, we wear a lot of hats. We're motivators, encouragers, leaders, and maybe most importantly, vision casters. We're the ones who cast the vision to our teams and our players on who they can become and what they can achieve. We can play this role because we've been where they never have.

Think of your job as that of a mountain guide: You've been to the mountaintop. You've seen what it's like up there, know the amount of work it takes to get there, and the pitfalls to avoid. You don't merely know the right steps to take, you turn your knowledge into other's actions. We know what lies on the other side of hard work, but our knowledge is useless if it doesn't produce the right action in their training.

Knowledge produces action when purpose precedes knowledge.

Does your program value the WHY behind the hard work? Kids today are a part of the "Why?" Generation. When you get asked 7 times over, "WHY?" Don't get frustrated. View it as an opportunity to clear the path to action. A deeper understanding of why the hard work is a requirement, removes the temptation to look for an easier way.

Knowledge produces action when your actions mirror your knowledge.

Athletes today are experts at detecting when a person is authentic, and when a person is full of hot air. If the actions they see in you, don't mirror what you say, they don't care much about what you have to say. On the flip side, when there is congruency between your words and actions, they will go all in on what you have to say.

Leading young men and women up a mountain is tough, but there is no one better for the job than you.

THIS WEEK, BE ON THE LOOKOUT FOR:

1. **Opportunities to SHOW the path forward:** You're going to be given lots of chances to show your athletes not only what's right, but what is best. They're going to look to you as examples of the best way to respond to crisis or hardship. You've walked this road before, now you get to show them the way.
2. **Opportunities to COMMUNICATE your program's why:** With the job of coach comes the chance to instill values. And one of the best ways to instill those values, those things that your program is built on, is to communicate the WHY behind what's going on. What you ask from your athletes may not always be popular, but it can always be constructive.
3. **Opportunities to MODEL integrity:** As a coach, you're faced with a lot of pressure. Pressure to get wins. Pressure to grow the program's success. With that pressure can come the temptation to cut corners. To take the easy way, rather than the high road. Make sure you're setting the example by modeling what true integrity looks like.

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WEEK 04

HARD WORK FOR CAPTAINS

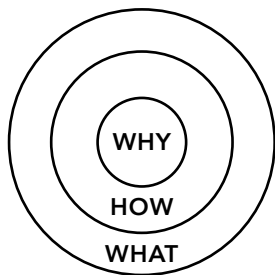
C HARD WORK: FOR CAPTAINS

It's hard to lead your teammates.

But it's even harder to lead your teammates if you don't have a solid "WHY." The best thing you can do as a leader before you ever get faced with a particularly difficult "HOW" or "WHAT" is to have a crystal clear "WHY."

When coach puts a difficult task in front of you—one that seems impossible or really painful (I'm looking at you, burpees)—you're bound to hear grumbling. Those under your leadership are going to look to you as the example and tempo setter. With a clear WHY—why you lead, why you work hard, why you live the way you do—you will be able to take on the challenge with an intensity that your teammates will contagiously follow.

So, how do you find your WHY? Simon Sinek uses a tool called The Golden Circle to help people find their WHY. He challenges people to consider their actions the Golden Circle. Consider the following example:



WHY do I want what I want? I want our impact as a team to be beyond the game. Your WHY is the purpose or intention that drives what you do.

HOW will I accomplish that? I'll get a group of teammates together to go serve this weekend. Your HOW serves as a road map to your goals.

WHAT do I need to do? Setup logistics, get permissions, find a service objective, get my teammates bought in, and go do the work. The WHAT is the nitty gritty details, and hard work required to make your goals a reality.

When you start with the WHY, the HOW and WHAT follow—the WHY is a driver. When you start with the WHAT, the unpurposed details can bog you down and keep you from action. As you grow in influence and leadership, consider WHY you want to lead. That will determine HOW you will lead, and WHAT you need to become a leader worth following.

/// CAPTAINS' LOG ///

"LEADERS ALWAYS LEAD"

As you find your why, ask yourself these questions:

Why do you want to lead? This may seem like a silly question, but it's actually the most important question you can ask yourself. It will be the driving force behind all that you do.

How do you want to lead? HOW is a road map to accomplishing your leadership goals. Do you want to lead with humility, or pride? Do you want to serve others, or be served? Not all HOWs are created equal—some are better than others—but you have to decide HOW you want to lead, and that will be determined by your WHY.

What do you need to do to be the kind of leader you want to be? What areas do you need to grow in? What actions do you need to take? Who can you learn from? This is the nitty gritty, but it here that the rubber meets the road.

WEEK 04

HARD WORK FOR ATHLETES



HARD WORK: FOR ATHLETES

Hard work is not complicated. It's all about tapping into your unknown capacity. That part of you that you didn't even know was there. That you didn't even know was capable of doing the work. There's a popular running coach that puts it this way:

"When you feel like you're giving your all, you've still at least 20% left to give."

When you're running and feel like you can't possibly give anything else, and your tank feels empty, you've still got at least 20% left. That's your unknown capacity.

When you really care about your sport, when you decide that the hard work is worth it, you discover the capacity that you didn't know you had. You find that things that used to make you quit all of a sudden are driving you forward into what you want. The drills that used to make you want to collapse on the floor now make you want to keep going.

The same is true in the classroom.

You start the semester wholly uninterested, and it's a beat down to read one chapter. But what happens if you get started and find out that you're fascinated by your topic? You learn and learn and learn. You end up learning more about a topic in a few months than you ever thought possible. You've tapped into that unknown capacity. That ability to learn that you didn't even know was there.

Why? The work hasn't changed. It's still the same amount of effort. What has changed are the boundaries or walls that you've put up for yourself. You believed more was possible, and you found out more was possible. What has changed is your motivation for getting the work done. It's no longer about accolades and accomplishments, but instead it's about discipline and desire.

Growth Tip: Identify the areas or situations you access your unknown capacity and look for commonalities.

ATHLETE'S CHALLENGE:

Take a look at these three keys to unleashing your unknown capacity.

1. Meaning: Hard work is fueled by purpose. A sense of your meaning will drive you further, faster, than motivation alone.

Why are you a part of your team? Why do you pursue the goals you do? What would it mean to you to accomplish your goals?

2. Accountability: Fearing accountability will limit your growth. When you fear correction, you only do things that you know won't need correcting. You don't push yourself or try anything new. Embracing correction and accountability, allows for learning and an expansion of abilities.

Is it hard for you to own up to correction? Who challenges you to grow for more?

3: Emotional Mastery: Emotions mastered remove growth barriers. But that's easier said than done. Sometimes we can be our own worst enemy—we don't "feel" like it, or we are afraid of growth, and quit before we hit the next gear of growth.

Have you mastered your emotions, or do they master you? When are your feelings too big to handle? How do they affect your performance or daily life?

WEEK 04

HARD WORK FOR FAMILY



HARD WORK: FOR FAMILY

As parents, we all want to give our kids more than we had. Whether we came from nothing, or had the world handed to us, it's in our nature to want to give our kids a better upbringing that we did.

And there's nothing wrong with that. We SHOULD want our kids to experience life on a level that we never got to. It's a good longing. But it's also a lot of hard work. It's hard to give your kids what you didn't have. It's even harder to balance giving your kids what you didn't have, and spoiling them.

Like most things in life, it requires balance. Be encouraged by these three truths.

The best of YOU is better than the best STUFF.

Wanting our kids to have more is great, but at the end of the day, more time with you is better than the newest iPhone. When we can't give quantity of time, focus on giving great quality. One intentional hour goes a lot further than four distracted ones.

Hard work MODELED becomes hard work REPEATED.

The value of hard work is contagious. When you not only work hard, but invite your child to participate in, understand, and demand it of themselves, it becomes a family tradition, passed down and repeated. Set the tempo for the type of work your family does.

Purposed work isn't resented; purposeless work is.

It's part of growing up to get disgruntled at your parents' work life, and that's OK. One way to limit the negative effects of that is to work with purpose, repeat that purpose over and over again, and invite your family into that purpose. When they know they are playing a part in what you are doing, it helps ease the sacrifice of time apart.

Balance in work and life is never easy, but it's always worth it. You won't be perfect, and that's OK. Even in pursuing a strong balance you will give your kids a gift that will last for generations to come.

/// BEST 5 ///

THE BEST FIVE MINUTES OF THE WEEK

Do you feel like you have a good handle on your work/life balance? Would your kids say the same?

When you find yourself with free time, do you navigate towards filling that time with work? Or with family? Why do you think that is?

Ask your kids what their earliest memories of you are. Odds are they have nothing to do with work, but everything to do with time spent together.

Is hard work celebrated in your house? Do you commit to the hard work, even when it's inconvenient? What are some examples?

At the end of your life, what do you want your kids to say about the way you demonstrated hard work? What would they say today?

WEEK

04

HARD WORK

MORE RESOURCES

● MORE RESOURCES

Book: [Find Your Why: Simon Sinek](#)

Article: [Hard Work is the Single Greatest Competitive Advantage](#)

Podcast: [Mindset & Motivation: Hard Work Wins Every Time](#)

Video: [Simon Sinek: Start With Why](#)