

“UNDERSTANDING *THE MIND*



&

**REACHING *THE HEART*
OF THE 21st c ATHLETE”**



JOE THOMSON, Wilmington, DE --- TOM SMITH, Las Vegas, NV

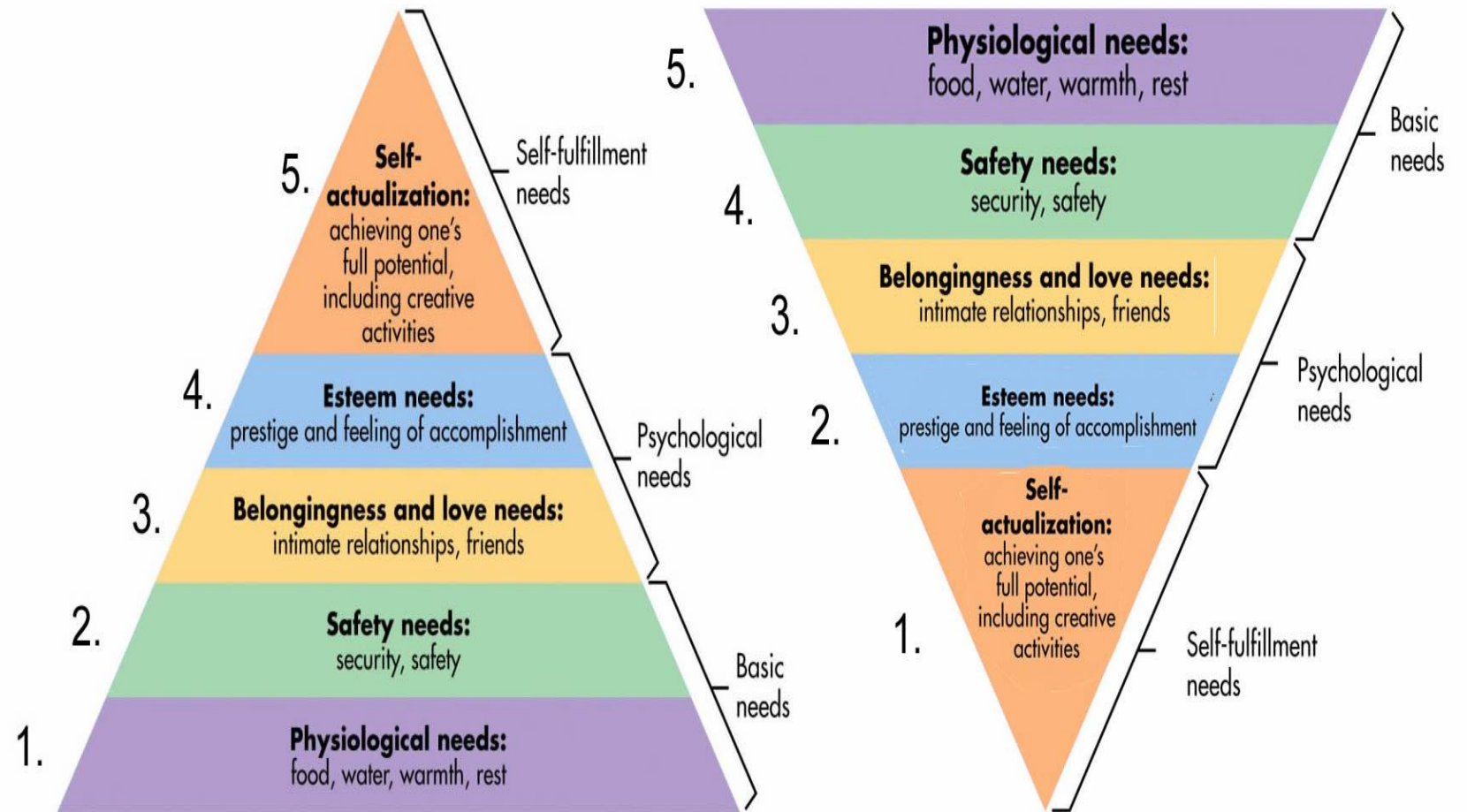


A
COACH
WILL IMPACT
MORE YOUNG PEOPLE IN A YEAR
THAN THE AVERAGE
PERSON DOES IN A
LIFETIME.
BILLY GRAHAM

Who is Generation Z (5 Things to Know)

- **54%** of them do not have both biological parents at home
- Hands off parenting can have pro's and con's
- “Microwave vs. Crock Pot Mentality”
- Among teens , **92%** go online daily

Priority Levels of Making Sure



HOW DO WE ADDRESS IT?

1. **Psychological & Safety-** Recapture Hearts and Minds Coaches and AD's [All Duties} our counselors, mentors, mentees, psychologists, and social workers.
2. **Esteem-** Cardinal Sin.... help them build an identity outside of athletics, get kids into other various clubs, and youth organizations that will allow them the relate to a different group of kids outside of their sports team.
3. **Self-Actualization-** If they reach their goals good ... If they don't... still go forward

THE MIND & HEART of the 21st c. ATHLETE HAS CHANGED



WHAT ARE ATHLETES LOOKING FOR?

THE 3 S's

- ***Safe***
- ***Secure***
- ***Significant***

AM/



1. RES

2. POS

3. CL



JALITIES
RE



E OF SPORT

'HO LISTENS

FACT:

90% OF MOTIVATION LIES IN RELATIONSHIP

***ATHLETES MUST FEEL SAFE, SECURE AND SIGNIFICANT**

RELATIONSHIP

TRUST

CONSISTENCY

(IN ALL AREAS OF LIFE)

SAFE, SECURE, SIGNIFICANT

Let's look at the **SECRET** to Motivating
these athletes today



“The Competitive Separator”

A 3D Coach knows the key
to great leadership is...

3D
COACHING™



...a **STRATEGY** to
capture people's
Minds & Hearts!
(Like 1st)

**By the way I will give you one
today just for coming.**

HEART

“BUILDING YOUR STRATEGY”

TRANSFORMATIONAL
PURPOSE = WHY?



[ABOUT ETA356](#)[WORKSHOPS](#)[FOR COACHES](#)["STOCK THE SHELVES"](#)[CONTACT US](#)

COACHES RESOURCES



LEVEL 1

INTRO TO TRANSFORMATIONAL COACHING

COACHES OF IMPACT IS A SELF PACED INTERACTIVE PROGRAM

IT WILL COVER THE BASICS OF MOVING FROM BEING A TRANSACTIONAL COACH TO A TRANSFORMATIONAL COACH.

ALLOW 1 HOUR TO COMPLETE.

LEVEL 2

HOW TO BECOME A 3D COACH

YOU WILL BE DIRECTED TO THE **3D INSTITUTE WEBSITE**

YOU WILL BE ABLE TO CHOOSE FROM A VARIETY OF PRODUCTS. TO GET STARTED WE RECOMMEND YOU START WITH "THE ESSENTIALS OF 3D COACHING"

ALLOW 1.5 HOURS TO COMPLETE.

[LIBRARY](#)[USEFUL WEBSITES](#)[SELF ASSESSMENTS](#)[ARTICLES & HANDOUTS](#)[ARTICLES FOR PARENTS](#)

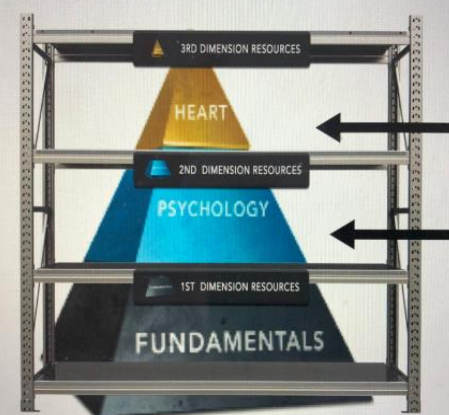
"STOCKING THE SHELVES"

CLICK ON ANY OF THE TOPICS BELOW TO HELP YOU STOCK YOUR SHELVES

**Because most of the 3D strategies have multiple level 2 & 3 implications, they don't easily fit into an "either/or" category.*

*Also go to the **FOR COACHES** TAB on the menu to see a list of sources, programs and books to give you other ideas to "Stock Your Shelves."*

STRATEGIC PLANNING TOOL



Developing 3Dimensional Strategies to Fulfill Your Transformational Purpose (Your WHY?)

[CHARACTER LESSONS](#)[TEAM BUILDING](#)[DISCUSSION VIDEOS](#)[LESSON SERIES](#)

ETA356.com



“START TO BUILD THE 3 S’S”

The Put Up game:

(After Practices/Games)

- *Speak to specific things you saw done well.*
- *This can be anything demonstrates things athletes control: attitude, effort, (including how they treat others.)*

"I saw Cameron hustle on the triangle drill."

"Billy got water for us during the timeout."

"Lindsay played tough defense and always bounced back up the turf."

... **SO ...WHERE ARE YOU ?**

A 1ST D Transactional Coach is one who uses players as a means to meet their own personal or professional needs for validation, status and identity. **OUTCOME DRIVEN**

A 2ND & 3RD Transformational Coach is one who uses the coaching platform to impart life-changing lessons that can transform an athlete's life for good. **PROCESS DRIVEN**





COACHING & ADDRESSING THE NEEDS OF THE 21ST C. ATHLETE



ETA356, Inc.
Excellence Thru Athletics

COACHING STRATEGIES

- 1. MAKE MOMENTS FUN & EXCITING**
- 2. CREATE A MORE COLLABOARTE ENVIRONMENT – WORK TOGETHER, NOT “TOP DOWN”**
- 3. GET TO THE POINT = “READER’S DIGEST VERSION”**
- 4. SPEAK THE TRUTH**
- 5. COACH WITH PICTURES**
- 6. EXPECT THEM TO PERFORM**
- 7. EXPECT A LOT OF QUESTIONS**
- 8. ORGANIZE “TEAM ACTIVITIES” AND PROMOTE “FAMILY**
- 9. TEACH THEM HOW TO BEHAVE, WHAT TO SAY AND HOW TO RESPOND**

THANK YOU FOR YOUR TIME!

MAKE IT A GREAT DAY!

**Joe Thomson
Wilmington Friends School
101 School Rd
Wilmington, DE 19803
302-576-2936**

jthomson@wilmingtonfriends.org

**Tom Smith II
Valley HS
2839 S. Burnham Ave
Las Vegas, NV 89169
702-799-5450**

smithtg@nv.ccsd.net