



# CHARACTER MANUAL

“The fight is won or lost far away from witnesses—behind the lines, in the gym, through all of the training and preparation, long before I dance under the lights.”

—Muhammad Ali

**NAME:** \_\_\_\_\_



**CARRY**

**THE**

**SHIELD**





# ***THE LEGACY PLAN***

**WHAT'S A LEGACY?**

**HOW WILL YOU LEAVE YOUR MARK?**

**LASTING IMPACT!**

**LEGACY = WHAT YOU GIVE, NOT**

**WHAT YOU TAKE!**

***TRANSFORM!!!***

A black and white portrait of George Lucas with a beard, looking thoughtfully to the side. The portrait is overlaid on a background of a football field with players in white jerseys and helmets. The quote is written in large, bold, white capital letters over the left side of his face.

**“ ALWAYS  
REMEMBER,  
YOUR FOCUS  
DETERMINES  
YOUR REALITY ”**

George Lucas



## **FAMILY & PROGRAM GOALS**

- 1. Provide a positive and rewarding experience.**
- 2. Instill the concept of 'team'.**
- 3. Develop leaders.**
- 4. Teach players responsibility, integrity, and commitment.**
- 5. Develop the concept of proper sportsmanship.**
- 6. Teach advanced techniques, schemes, and stress the importance of fundamentals.**
- 7. Play as many players as possible without sacrificing team success.**
- 8. Carry a standard of excellence. (CARRY THE SHIELD)**
- 9. Embrace the process of a year-round football season and enjoy working hard.**
- 10. Promote and facilitate the importance of academic success.**



# **PROGRAM EXPECTATIONS**

**1. BE ON TIME**

**2. DO WHAT'S RIGHT**

**3. BE CONSISTENT**



# CHARGER PLAN FOR SUCCESS

**“IT’S ABOUT PEOPLE”**

- 1. Choices / Moral / Spiritual**
- 2. Family (Trust)**
- 3. Discipline & Maturity**
- 4. Resources (FB, Academic, Social)**
  - a. YOU**
  - b. COACH**
  - c. CHEMISTRY**

**FIND THE TRUTH**



## CHARACTER

DEFINITION: the way someone thinks, feels, and behaves: someone's personality.

–Merriman-Webster Online Dictionary

- IT'S WHO YOU ARE. IT'S WHAT YOU ARE MADE OF.

Small passages from the book 'UNCOMMON', authored BY Tony Dungy

"What you do is not as important as how you do it. People who bend the rules to get ahead usually get caught in the long run. ....at some point, somebody who does care how the game is played—a boss, a board of directors—may well find out. For me as an employer, how you do your job has always been more important than what you do."

"...a person's character reveals what he or she really believes about life. Is it important to be honest? Is it important to obey your parents all the time, or just important not to get caught disobeying?"

"When it comes to character, the game of football can be a real test for our players. During any given season, they will have many moments when their character will be challenged. Will they decide to do the right thing, even when they know doing so will be difficult?"

"Character is tested, revealed, and further developed by the decisions we make in the most challenging times. We have to know what is right, and we have to choose to do it. That is how character is developed—by facing those decisions and choosing the right way over and over until it becomes second nature. It's just how you do things."





# The Seven Sides of Leadership

By: Pat Williams

## 1) VISION

- a) Keeps you focused
- b) Keeps you fueled
- c) Helps you finish

“Always about results”

## 2) COMMUNICATING THE VISION

- a) You can't fear standing in front of people and talk about it

## 3) PEOPLE SKILLS

- a) Love people
- b) Have empathy
- c) Can NOT coach them if you don't love them

## 4) CHARACTER COUNTS IN LEADERSHIP

- a) Only go as high as your leadership
- b) Integrity
- c) Humility

“It takes a steady hand to hold an overflowing cup.”

## 5) COMPETENCE

- a) It is developed—you're not just born with it
- b) We are life-long teachers
- c) Need to be life-long learners
- d) Learners are life-long readers (1 HR a day = 1 book a week = 52 per year = 520 in 10 years—you'll be an expert!)

## 6) BOLDNESS

- a) Leaders must make decisions

## 7) HAVE A SERVING HEART

- a) Be a servant
- b) Put the organization first always



## Rules of Engagement

### FULLY ENGAGED

ENERGY/PASSION

INNOVATIVE / LOYAL / GOOD JUDGMENT

BECOME LEADER

### NOT ENGAGED

UNHAPPY / NOT CONTRIBUTING AS MUCH

PERFORMANCE MAY DECREASE

GRADUALLY

DISCRETIONARY TIME AND EFFORT IS POOR

WE CANNOT IGNORE THE BEAR IN THE  
ROOM

### MODERATELY ENGAGED

TECHNICALLY GOOD / LACKS INSPIRATION

CONTRIBUTION NOT A GREAT

FRUSTRATED ABOUT NOT BEING USED

### ACTIVELY DISENGAGED

AX TO GRIND

WORKING AGAINST YOU

BECAME DISENGAGED OVER TIME

EVERYONE THEREFORE MUST HAVE/ADD  
VALUE



# MORTEN ANDERSON'S FOUR STAGES OF LEARNING

1. Unconscious Incompetence

a. Do not know what to do/  
**CAN'T**

2. Conscious Incompetence

a. Know what to do/  
**CAN'T**

3. Conscious Competence

a. Know what to do/  
**CAN WITH CONCENTRATION**

4. Unconscious Competence

a. Habit of knowing what to do  
**CAN SUCCEED UNCONSCIOUSLY AT THE HIGHEST LEVEL**



## Things That Take No Ability/Talent

Attention to Detail

Humility

Accountability

Responsibility

Preparation

Desire

Toughness

Work

Attitude

Faith

Knowledge

Love

**WE MUST BE THE NO TALENT CHAMPIONS!**



## OUR VALUES

### **1. Hard Work**

It takes no ability and there is NO substitute.

### **2. Accountability**

The Charger jersey is a physical representation of a standard of excellence. By wearing it, we agree to hold ourselves and our teammates to this standard. For this reason the jersey IS EARNED, and never given.

### **3. Toughness**

Physical- We have trained our bodies to excel in any situation that we are put in. Discomfort, pain, and fatigue will not be deterrents, but rather will be embraced and overcome.

Mental- WE WILL NOT BE BROKEN. Our concentration, focus, and goals are not affected by momentary hardships and setbacks.

### **4. Preparation**

Proper preparation during the week will allow us to play with speed, focus, and tenacity that will be demanded of us at game time. We will ANTICIPATE THE DIFFICULT BY MANAGING THE EASY.

### **5. Execution**

Execution starts and ends with two things: knowing your job and doing your job. Teams that win championships consist of players who do their job from the first snap to the last. WE MUST FIND THE INCHES.

### **6. Opportunity**

Churchill Football has given you a platform to succeed in areas well beyond the playing field. We have the opportunity to earn a diploma. We have the opportunity to make a difference in the community in a way that has a lasting and meaningful impact. We have the opportunity to represent our school in all aspects of our lives.

# EMBRACE THE CHASE!



## “A Football Player”

Football is a game of movement, leverage, technique, striking, ability, and the state of mind-this is not a game for everyone- a combative, physical game only for the select few-for **an uncommon guy with an uncommon commitment**-“HIT”-it’s a simple game with simple rules-what makes this game so great is that it has every vehicle of life (man)-sweat, joy, laughter, tears, humility, pressure, intestinal fortitude, responsibility, loyalty, respect, etc.,-always remember this games is bigger than all of us-there will always be a great player-a great coach-a great team- . The real strength lien in what I can do for the game-am I a better guy than when I came in-did I achieve the uncommon ability to sustain-not embark on being tired-did I possess the courage to demand and confront my abilities-weak or strong-so I always have a chance to get better. The real measures are hard, but lasting. **The real strength of this game is you**-so give the game your respect and love-for yourself and your fellow players.

-Coach Carl “Buck” Nystrom  
4x National Champion



## BILL SNYDER'S 16 GOALS FOR SUCCESS

1. COMMITMENT

To common goals and to being successful

2. UNSELFISHNESS

There is no I in team

3. UNITY

Come together as never before

4. IMPROVE

Every day...as a player, person and student

5. BE TOUGH

Mentally and physically

6. SELF-DISCIPLINE

Do it right, don't accept less

7. GREAT EFFORT

8. ENTHUSIASM

9. ELIMINATE MISTAKES

Don't beat yourself

10. NEVER GIVE UP

(Never-Never-Never)

11. DON'T ACCEPT LOSING

If you do one time it will be to do so for the rest of your life.

12. NO SELF-LIMITATIONS

Expect more from yourself

13. EXPECT TO WIN

And truly believe we will.

14. CONSISTENCY

Your very, very best every time.

15. LEADERSHIP

Everyone can set the example

16. RESPONSIBILITY

You are responsible for your performance



## THE TRAVELER'S GIFT

### SEVEN DECISIONS THAT DETERMINE PERSONAL SUCCESS

1. The Buck Stops Here

*I am responsible for my success.*

2. I Will Seek Wisdom

*I will listen to the counsel of wise men.*

3. I Am A Person Of Action

*I seize the moment.*

4. I Have A Decided Heart

*My course has been charted. My destiny is assured.*

5. Today I Will Choose To Be Happy

*I am the possessor of a grateful spirit.*

6. I Will Greet This Day With A Forgiving Spirit

*I will forgive myself.*

7. I Will Persist Without Exception

*I do not look left or right. I look forward.*





## Bill Gates' 11 Rules of Life

1. Life isn't fair-get used to it
2. The world won't care about your self-esteem. The world will expect you to accomplish something BEFORE you feel good about yourself.
3. You will NOT make 40 thousand dollars a year right out of high school. You won't be a vice president with car phone, until you earn both.
4. If you think your teacher is tough, wait till you get a boss. He doesn't have tenure.
5. Flipping burgers is not beneath your dignity. Your grandparents had a different word for burger flipping-they called it Opportunity.
6. If you mess up, it's not your parents' fault, so don't whine about your mistakes, learn from them.
7. Before you were born, your parents weren't as boring as they are now. They got that way from paying your bills, cleaning your clothes and listening to you talk about how cool you are. So before you save the rain forest from the parasites of your parent's generation, try delousing the closet in your own room.
8. Your school may have done away with winners and losers, but life has not. In some schools they have abolished failing grades and they'll give you as many times as you want to get the right answer. This doesn't bear the slightest resemblance to ANYTHING in real life.
9. Life is not divided into semesters. You don't get summers off and very few employers are interested in helping you find yourself. Do that on your own time.
10. Television is NOT real life. In real life people actually have to leave the coffee shop and go to jobs.
11. Be nice to nerds. Chances are you'll end up working for one.



## CONTROLLABLES:

- ❖ EFFORT
- ❖ ATTITUDE
- ❖ FOCUS
- ❖ CONFIDENCE
- ❖ COMPOSURE
- ❖ COMMITMENT
- ❖ NUTRITION
- ❖ PREPARATION
- ❖ REST
- ❖ REACTIONS

“TAKE RESPONSIBILITY AND ACT ON IT.”



## UNCONTROLLABLES:

- ❖ OPPONENTS
- ❖ CROWD NOISE
- ❖ OFFICIALS
- ❖ WEATHER
- ❖ INJURIES
- ❖ FIELD CONDITIONS
- ❖ RANKINGS
- ❖ MEDIA

“IGNORE IT, WORK THROUGH IT OR DEAL WITH IT.”



## 10 COMMANDMENTS FOR GOOD LISTENING:

1. STOP TALKING
2. PUT THE TALKER AT EASE
3. SHOW THAT YOU WANT TO LISTEN
4. MINIMIZE DISTRACTIONS
5. PUT YOURSELF IN YOUR SPEAKER'S PLACE
6. BE PATIENT
7. HOLD YOUR TEMPER
8. GO EASY ON ARGUMENT AND CRITICISM
9. ASK QUESTIONS
10. STOP TALKING

“GOD GAVE YOU TWO EARS AND ONE MOUTH, SO CLOSE YOUR MOUTH AND LISTEN!”

“TWO WORDS THAT WILL SAVE YOUR LIFE: PAY ATTENTION!”



## “COMMITMENT CONTINUUM”

RESISTANT – RELUCTANT – EXISTENT – COMPLIANT – COMMITTED – COMPELLED – OBSESSED



## WHERE ARE YOU SITTING?

RESISTANT = STUBBORN, NOT OPEN TO BEING LED, COMPLAINS AND HAS NOT BOUGHT IN TO GOALS.

RELUCTANT = HESITANTLY DOES WHAT IS ASKED OF HIM.

EXISTENT = THERE IN BODY, BUT NOT IN MIND AND SPIRIT. SIMPLY GOES THROUGH THE MOTIONS.

COMPLIANT = DOES WHAT HE IS TOLD – AN OBEDIENT SOLDIER. DOES WHAT IS ASKED AND NO MORE.

COMMITTED = IS WILLING TO GO THE EXTRA MILE. HE WILL TAKE INITIATIVE TO GET THE JOB DONE.

COMPELLED = FINDS A WAY TO GET IT DONE DESPITE ANY OBSTACLES, ADVERSITIES OR DISTRACTIONS.

OBSESSED = IS SO CONSUMED THAT ALL SENSE OF PERSPECTIVE IS LOST.



## **FOUR SOURCES OF CONFIDENCE:**

- 1. PREPARATION** – THE BEST SOURCE! REMIND YOURSELF OF YOUR QUALITY HARD WORK.
- 2. STRENGTHS** – WHAT DO YOU DO WELL? WHAT ARE YOUR BEST WEAPONS?
- 3. PAST SUCCESSES** – THINK ABOUT THE KEY PLAYS YOU HAVE MADE IN YOUR CAREER.
- 4. PRAISE** – USE THE WORDS OF OTHER TO REMIND YOURSELF YOU HAVE WHAT IT TAKES TO BE SUCCESSFUL.



## The 17 Principles of Effective Teamwork

### **Principle #1 PUT THE TEAM FIRST**

“In order to have a winner, the team must have a feeling of unity; every player must put the team first -- ahead of personal glory.” - Paul Bryant

### **Principle #2 SHARE TEAM INFORMATION OPENLY**

“The word communication comes from the Latin Communication, which means to share.”

### **Principle #3 BE PART OF THE SOLUTION**

“Don't dwell on what went wrong. Instead, focus on what to do next. Spend your energies on moving forward toward finding the answer.” - Denis Waitley

### **Principle #4 SEEK FIRST TO UNDERSTAND**

“Seek first to understand, then to be understood.” – Stephen R. Covey

### **Principle #5 RESPECT OTHERS OPINIONS**

“Every human being, of whatever origin, of whatever station, deserves respect. We must each respect others even as we respect ourselves.” - U. Thant

### **Principle #6 ASK AND ENCOURAGE QUESTIONS**

“The important thing is not to stop questioning. Curiosity has its own reason for existing.”  
-Albert Einstein

### **Principle #7 MAKE RATIONAL DECISIONS**

“The significant problems we face cannot be solved at the same level of thinking we were at when we created them.” –Albert Einstein

### **Principle #8 ELIMINATE INTERNAL COMPETITION**

“Great discoveries and achievements invariably involve the cooperation of many minds.”  
-Alexander Graham Bell

### **Principle #9 BUILD TRUST WITH INTEGRITY**

“Things which matter most must never be at the mercy of things which matter least.” -Goethe



**Principle #10 TREAT ONE ANOTHER WITH DIGNITY**

“What lies behind us and what lies before us are tiny matters compared to what lies within us.”

-Oliver Wendell Holmes

**Principle #11 COMMIT TO EXCELLENCE**

“The minute you get away from fundamentals – whether it’s proper technique, work ethic, or mental preparation – the bottom can fall out of whatever you’re doing.” - Michael Jordan

**Principle #12 BE ACCOUNTABLE FOR YOUR ACTIONS**

"Accountability breeds response-ability." - Stephen R. Covey

**Principle #13 ACCEPT MISTAKES AND LEARN FROM THEM**

“Our greatest glory is not in ever failing, but in rising up every time we fall.”

-Ralph Waldo Emerson

**Principle #14 LEARN CONTINUOUSLY**

“You learn you can do your best even when it’s hard, even when you're tired and maybe hurting a little bit. It feels good to show some courage.” - Joe Namath

**Principle #15 PROMOTE INTERDEPENDENCE**

“Build your team a feeling of oneness, of dependence on one another and of strength to be derived by unity.” –Vince Lombardi

**Principle #16 BE PATIENT AND PERSEVERE**

“We will either find a way, or make one.” –Hannibal

**Principle #17 “PULL THE WEEDS”**

“We must cultivate our garden.” –Voltaire

“The supreme quality for leadership is unquestionably integrity. Without it, no real success is possible, no matter whether it is on a section gang, football field, in an army, or in an office.”

- Dwight David Eisenhower

34th president of the United States





## Top 12 Nutritional Facts For Churchill Football

1. Eat a large breakfast that contains carbohydrates and protein every day!
2. Eat a minimum of 4 meals a day, 5-6 would be best and eat every 2-3 hours.
3. Carry a water bottle with you and drink even when you are not thirsty.
4. Sleep a minimum of 8 hours a night; your body repairs and recovers when at rest.  
Sleep = gains in muscle and strength.
5. Take a daily multi-vitamin supplement cleared by the strength staff and your parents.
6. Eat protein, carbohydrates, good fat and vegetables at every meal.
7. Eat more fruit and raw vegetables (i.e. uncooked carrots, broccoli, cucumbers, onions, tomatoes). At least 5 servings. More = better.
8. Eat a complete meal (rule 6) 15-45 minutes after practice, conditioning or weights.  
eat a small meal 30-60 minutes beforehand.
9. Limit yourself to one of the following per week: fast food, fried foods, pizza, cheeseburgers and sweet snacks. Fried food is 95% unhealthy, 5% healthy.
10. Do not drink cola, iced tea or any other drinks that contain caffeine, carbonation or high sugar content. ex: Pepsi, grape drink, Kool-Aid, hi-c, Arizona's, lemonade, energy drinks.
11. Last meal (small) of the day should be 1.5-2 hours before you go to bed, mostly protein.
12. To gain weight, eat more and more often. To lose fat, eat the same amount of calories but eat more often.



## Attitude

It's a mental approach; a lifestyle approach; a behavioral approach; your overall outlook on things.

"Attitude is a little thing that makes a big difference." –Winston Churchill

"Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude." –Thomas Jefferson

"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it." –Lou Holtz

"My attitude is that if you push me towards something that you think is a weakness, then I will turn that perceived weakness into a strength." –Michael Jordan

"If you are going to achieve excellence in big things, you develop the habit in little matters. Excellence is not an exception, it is a prevailing attitude." –Colin Powell

"A positive attitude causes a chain reaction of positive thoughts, events and outcomes. It is a catalyst and it sparks extraordinary results." –Wade Boggs

"Weakness of attitude becomes weakness of character." –Albert Einstein

"Great effort springs naturally from great attitude." –Pat Riley



## Teamwork

Working together towards a common goal. Getting things done together, as a team.

“Talent wins games, but teamwork and intelligence wins championships.” – Michael Jordan

In order to have a winner, the team must have a feeling of unity; every player must put the team first-ahead of personal glory.” –Bear Bryant

“Coming together is a beginning. Keeping together is progress. Working together is success.” Henry Ford

“People who work together will win, whether it be against complex football defenses, or the problems of modern society.” –Vince Lombardi

“A hundred thousand men, coming one after another, cannot move a Ton weight; but the united strength of 50 would transport it with ease.” –George Washington

"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results." -Andrew Carnegie

"The strength of the team is each individual member. The strength of each member is the team." -Phil Jackson

"Teamwork is so important that it is virtually impossible for you to reach the heights of your capabilities or make the money that you want without becoming very good at it." –Brian Tracy



## Toughness

The ability to preserve through good and bad times. Mentally, emotionally, and physically.

“To become a champion, fight one more round.” -Unknown

“It is important to know that the people know you come among them without fear.” –Abraham Lincoln

“A strong will to win is more important than a strong body.” –George Patton

“Toughness is in the soul and spirit, not in the muscles.” –Alex Karras

“You never win a game unless you beat the man in front of you.” –Vince Lombardi

“Concentration and mental toughness are the margins of victory.” –Bill Russell

“Mental toughness is to physical as four is to one.” –Bobby Knight

“Toughness is not being a bully, it’s having a backbone.” –Robert Kiyosaki

“To me, football is so much about mental toughness, it's digging deep, it's doing whatever you need to do to help a team win and that comes in a lot of shapes and forms.” –Tom Brady

“You know that little voice in the back of your mind, telling you to stop? Well you can train that little voice. I taught mine to shut up.” – Ray Lewis



## Accountability

Can you be counted upon? Relied upon? Trusted?

The quality or state of being accountable; especially: an obligation or willingness to accept responsibility or to account for one's actions.

–Merriman-Webster's Online Dictionary

"If I could give one tip for people - it's not an exercise or nutrition regimen. It's to walk your talk and believe in yourself, because at the end of the day, the dumbbell and diet don't get you in shape. It's your accountability to your word." -Brett Hoebel

"If you hang with chickens, you're going to cluck and if you hang with eagles, you're going to soar."

–Steven Maraboli

"Being there for my teammates is really important to me. It's about accountability." –Peyton Manning

"If it means a lot. It means I'm accountable. –Champ Bailey

"At the end of the day, we are accountable for ourselves-our success is a result of what we do." –Catherine Pulsifer



## Commitment

Showing up in heart, mind and body.

“A promise to do or give something. A promise to be loyal to someone or something. The attitude of someone who works very hard to do or support something.” -Merriam Webster Dictionary

“What this power is I cannot say; all I know is that it exists and it becomes available only when a man is in that state of mind in which he knows exactly what he wants and is fully determined not to quit until he finds it.”

-Alexander Graham Bell

“Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work.”

-Vince Lombardi

“Commitment is a big part of what I am and what I believe. How committed are you to winning? How committed are you to being a good friend? To being trustworthy? To being successful? How committed are you to being a good father, a good teammate, a good role model? There's that moment every morning when you look in the mirror: Are you committed, or are you not?”

-LeBron James

“Desire is the key to motivation, but it's determination and commitment to an unrelenting pursuit of your goal - a commitment to excellence - that will enable you to attain the success you seek.” -Mario Andretti

“Commitment unlocks the doors of imagination, allows vision, and gives us the "right stuff" to turn our dreams into reality.” -James Womack



## Knowledge

Knowing yourself. Knowing the game. Knowing what you are supposed to do.  
Knowledge is POWER!

“I'm hungry for knowledge. The whole thing is to learn every day, to get brighter and brighter. That's what this world is about. You look at someone like Gandhi, and he glowed. Martin Luther King glowed. Muhammad Ali glows. I think that's from being bright all the time, and trying to be brighter.” -Jay-Z

“A people without the knowledge of their past history, origin and culture is like a tree without roots.” -Marcus Garvey

“Knowledge is power. Information is power. The secreting or hoarding of knowledge or information may be an act of tyranny camouflaged as humility.” -Robin Morgan

“You guys need to actually watch the game of football.” -Coach Smitty

“There are three principal means of acquiring knowledge... observation of nature, reflection, and experimentation. Observation collects facts; reflection combines them; experimentation verifies the result of that combination.”  
-Denis Diderot

“Those people who develop the ability to continuously acquire new and better forms of knowledge that they can apply to their work and to their lives will be the movers and shakers in our society for the indefinite future.” -Brian Tracy

“Property may be destroyed and money may lose its purchasing power; but, character, health, knowledge and good judgment will always be in demand under all conditions.” -Roger Babson



## LOYALTY

### --LOYALTY OVER ROYALTY--

“Where the battle rages, there the loyalty of the soldier is proved.”—  
Martin Luther

“You give loyalty, you'll get it back. You give love, you'll get it back.” —Tommy  
Lasorda

“The game is my wife. It demands loyalty and responsibility, and it gives me back  
fulfillment and peace.”

—Michael Jordan

“The strength of a family, like the strength of an army, is in its loyalty to each  
other.” — Mario Puzo

“I'll take fifty percent efficiency to get one hundred percent loyalty.” — Samuel  
Goldwyn

“If you will not die for us, you cannot ask us to die for you.” — Jacqueline Carey





## DETERMINATION

A burning desire far from explanation.

“The determination to win is the better part of winning.” -Daisaku Ikeda

“The difference between the impossible and the possible lies in a man's determination.” -Tommy Lasorda

“Determination is the wake-up call to the human will.” -Anthony Robbins

“Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.” -Thomas A. Edison

“It's not about money or connections — it's the willingness to outwork and outlearn everyone... And if it fails, you learn from what happened and do a better job next time.” – Mark Cuban

“If you are going through hell, keep going.” – Winston Churchill



## SELF-CONTROL

A true talent can control one's self.

"You have power over your mind - not outside events. Realize this, and you will find strength."

— Marcus Aurelius

"Self-control is the chief element in self-respect, and self-respect is the chief element in courage."

— Thucydides

"Educate your children to self-control, to the habit of holding passion and prejudice and evil tendencies subject to an upright and reasoning will, and you have done much to abolish misery from their future and crimes from society."

— Benjamin Franklin

"He who controls others may be powerful, but he who has mastered himself is mightier still."

— Lao Tzu

"I cannot trust a man to control others who cannot control himself." — Robert E. Lee



## DEDICATION

A relentless effort to stay on course, through the good and bad.

“The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand.”-Vince Lombardi

“Success is about dedication. You may not be where you want to be or do what you want to do when you're on the journey. But you've got to be willing to have vision and foresight that leads you to an incredible end.”  
-Usher

“Confidence doesn't come out of nowhere. It's a result of something... hours and days and weeks and years of constant work and dedication.”-  
Roger Staubach

“The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack in will.”-Vince Lombardi



## DISCIPLINE

Training expected to produce a specific character or pattern of behavior. Controlled behavior resulting from disciplinary training.

“Discipline is the soul of an army...” –George Washington

“Appreciate the grind, the discipline. There is something good in men that really yearns for discipline.” –Vince Lombardi

“In reading the lives of great men, I found that the first victory they won was over themselves...self-discipline with all of the, came first.” –Harry S. Truman

“Nothing is more harmful to the service, than the neglect of discipline.” –George Washington

“The key is discipline-without it there is no morale.” –Tom Landry

“We are what we repeatedly do.” –Aristotle

“As you become successful, you will need a great deal of self-discipline not to lose your sense of balance, humility and commitment.” –Ross Perot

“Success isn't measured by money or power or social rank. Success is measured by your discipline and inner peace.” –Mike Ditka

“Discipline is the soul of an army. It makes small numbers formidable; procures success to the weak, and esteem to all.” –President George Washington

“To enjoy good health, to bring true happiness to one's family, to bring peace to all, one must first discipline and control one's own mind. If a man can control his mind he can find the way to Enlightenment, and all wisdom and virtue will naturally come to him.” –Buddha

“The discipline you learn and character you build from setting and achieving a goal can be more valuable than the achievement of the goal itself.” –Bo Bennett

“The discipline of desire is the background of character.” –John Locke

“Discipline yourself, and others won't need to.” –John Wooden



## TRUST (FAITH/BELIEF)

It is a belief that something is reliable, trustworthiness, honest, or effective.

“Whoever is careless with the truth in small matters cannot be trusted with important matters.”-Albert Einstein

“Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships.”  
-Stephen Covey

“To be a champ, you have to believe in yourself when nobody else will.”  
-Sugar Ray Robinson

“Faith and confidence build pride, and pride destroys fear.”  
-General George Patton

“One person with belief is equal to ninety-nine who only have interests.”  
-John Stewart Mill

“Give me 10 good men unafraid to die, and I can destroy 10,000.”  
-General George Patton

“You must retain faith that you will prevail in the end and you must also confront the most brutal facts of your current reality.” -John Maxwell



## RESPONSIBILITY

“The greatest day in your life and mine is when we take total responsibility for our attitudes. That's the day we truly grow up.”

-John C. Maxwell

“You cannot escape the responsibility of tomorrow by evading it today.

-Abraham Lincoln

The price of greatness is responsibility.” -Winston Churchill

“Concern yourself more with accepting responsibility than with assigning blame. Let the possibilities inspire you more than the obstacles discourage you.” -Ralph Marston

“Few things can help an individual more than to place responsibility on him, and to let him know that you trust him.” -Booker T. Washington

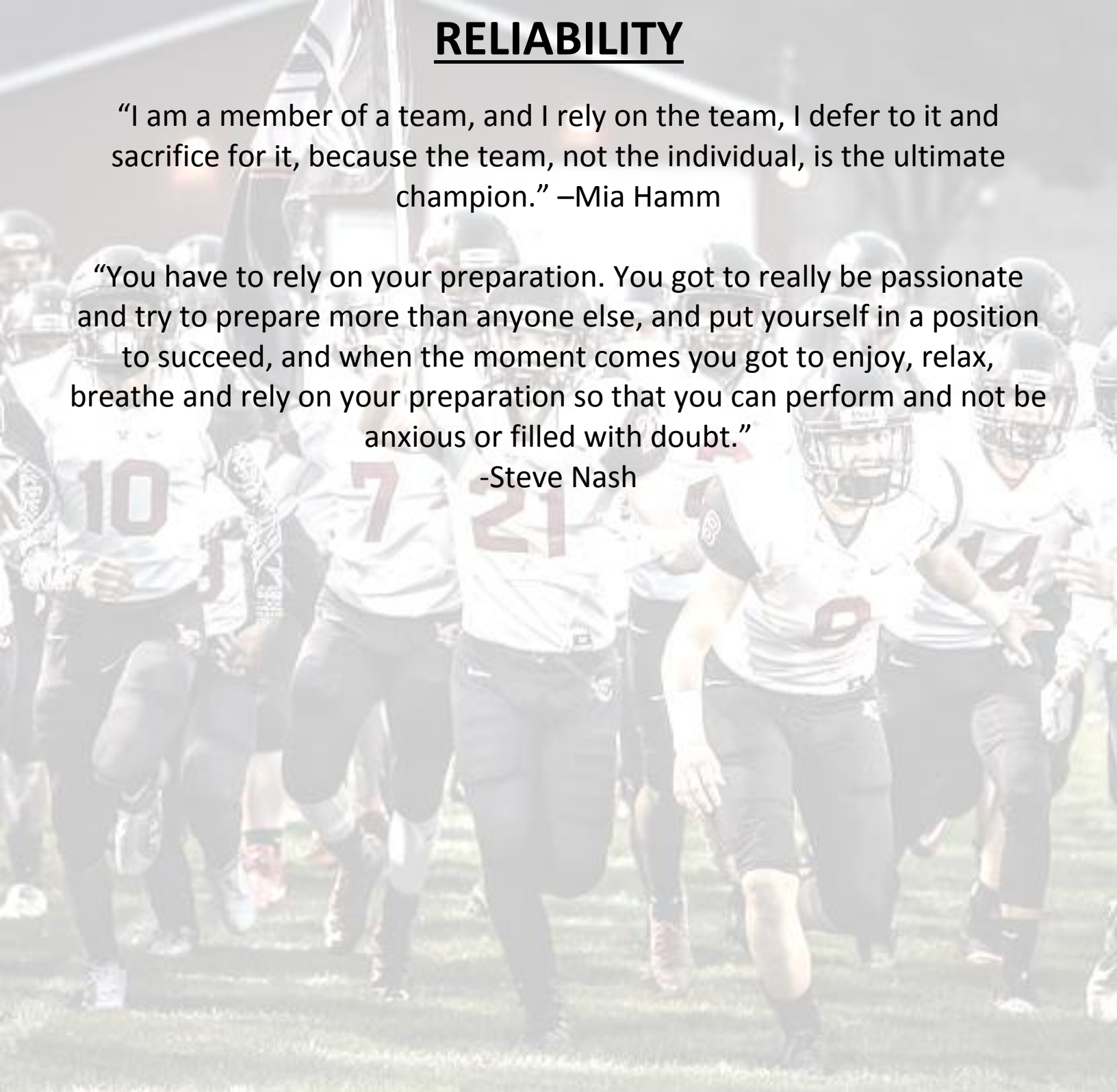
“The game is my wife. It demands loyalty and responsibility, and it gives me back fulfillment and peace.” -Michael Jordan



## RELIABILITY

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

“You have to rely on your preparation. You got to really be passionate and try to prepare more than anyone else, and put yourself in a position to succeed, and when the moment comes you got to enjoy, relax, breathe and rely on your preparation so that you can perform and not be anxious or filled with doubt.”  
–Steve Nash





## **ENTHUSIASM “JUICE”**

“Success consists of going from failure to failure without loss of enthusiasm.”  
-Winston Churchill

“Enthusiasm is excitement with inspiration, motivation, and a pinch of creativity.”  
-Bo Bennett

“The successful man has enthusiasm. Good work is never done in cold blood; heat is need to forge anything. Every great achievement is the story of a flaming heart.”  
-Harry S. Truman

“Enthusiasm is the mother of effort, and without it nothing great was ever achieved.” -Ralph Waldo Emerson

“Enthusiasm is the yeast that makes your hopes shine to the stars. Enthusiasm is the sparkle in your eyes, the swing in your gait. The grip of your hand, the irresistible surge of will and energy to execute your ideas.”  
-Henry Ford

“Fires can't be made with dead embers, nor can enthusiasm be stirred by spiritless men. Enthusiasm in our daily work lightens effort and turns even labor into pleasant tasks.” -James A. Baldwin

“I play to win, whether during practice or a real game. And I will not let anything get in the way of me and my competitive enthusiasm to win.” -Michael Jordan





## HONOR

“I love the name of honor, more than I fear death.” -Julius Caesar

“All the great things are simple, and many can be expressed in a single word: freedom, justice, honor, duty, mercy, hope.” -Winston Churchill

“No person was ever honored for what he received. Honor has been the reward for what he gave.”  
-Calvin Coolidge

“As young West Point cadets, our motto was 'duty, honor, country.' But it was in the field, from the rice paddies of Southeast Asia to the sands of the Middle East, that I learned that motto's fullest meaning. There I saw gallant young Americans of every race, creed and background fight, and sometimes die, for 'duty, honor, and their country.'” -Norman Schwarzkopf

“I honor God that much in the way I play. That's why I never believe in getting tired. I don't even know what that word means.” -Ray Lewis

“Being named as a finalist for the USA Basketball National Team is an unbelievable feeling and an opportunity that is truly humbling. It is an honor to be included with such talented players and I look forward to the chance to represent my country this summer.” -James Harden



## **INTEGRITY**

**WHO YOU ARE WHEN NO ONE IS LOOKING. LIVING A LIFE WHERE RULES ARE NOT NEEDED!**

“The supreme quality for leadership is unquestionably integrity. Without it, no real success is possible, no matter whether it is on a section gang, a football field, in an army, or in an office.” -Dwight D. Eisenhower

“Don't walk through life just playing football. Don't walk through life just being an athlete. Athletics will fade. Character and integrity and really making an impact on someone's life, that's the ultimate vision, that's the ultimate goal - bottom line.”  
-Ray Lewis

“The strength of a nation derives from the integrity of the home.” –Confucius

“If you don't have integrity, you have nothing. You can't buy it. You can have all the money in the world, but if you are not a moral and ethical person, you really have nothing.” -Henry Kravis

“I'm me. I can't put on airs. I'm not a phony. I know the way I am hurts me more times than it helps. But somehow it's all tied up with my integrity, and my integrity is the last thing I'm going to let you take from me.”  
-Tony Dorsett

“It is true that integrity alone won't make you a leader, but without integrity you will never be one.”  
-Zig Ziglar



## **RESPECT**

### **(CARING, CLASS, GRATITUDE, & HUMILITY)**

“Respect your efforts, respect yourself. Self-respect leads to self-discipline. When you have both firmly under your belt, that’s real power.” -Clint Eastwood

“I firmly believe that respect is a lot more important, and a lot greater, than popularity.”  
-Julius Erving

“This world of ours... must avoid becoming a community of dreadful fear and hate, and be, instead, a proud confederation of mutual trust and respect.” -Dwight D. Eisenhower

“Everybody can be great...You only need a heart full of grace. A soul generated by love.”  
-Dr. Martin Luther King Jr.

“Build for your team a feeling of oneness, of dependence on one another and of strength to be derived by unity.” -Vince Lombardi

“Hold yourself to a higher standard than anyone expects of you. Never excuse yourself.”  
-Henry Ward Beecher

“Show me the leader and I will know his men. Show me the men and I will know his leader.”  
-Arthur W. Newcomb

“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.” -John F. Kennedy

“Develop an attitude of gratitude, and give thanks for everything that happens to you, knowing that every step forward is a step toward achieving something bigger and better than your current situation.”  
-Brian Tracy

“Gratitude is the healthiest of all human emotions. The more you express gratitude for what you have, the more likely you will have even more to express gratitude for.” -Zig Ziglar



## EXCELLENCE

The state, quality, or condition of excelling; superiority.

“There are plenty of people with great abilities, but if they don’t know how to apply those skills, what good are they? You can’t compose a masterpiece if you never master the skills. CHASE IT!” –Michael Jordan

“Anticipate the difficult by managing the easy.” –Sun Tzu

“Excellence is not a singular act, but a habit. You are what you do repeatedly.”  
–Shaquille O’Neil

“If you are going to achieve excellence in big things, you develop the habit in little matters. Excellence is not an exception, it is a prevailing attitude.” –Colin Powell

“In life and in football, talent is no accomplishment...Excellence in life and in football in when you recognize your opportunity and go after it. That is accomplishment.” –Mike Ditka

“The principle is competing against yourself. It’s about self-improvement, about being better than you were the day before.” –Steve Young

“The will to win, the desire to succeed, the urge to reach your full potential...these are the keys that will unlock the door to personal excellence.” –Confucius



# EXCELLENCE

## What It Takes to be Number One

"Winning is not a sometime thing; it's an all the time thing. You don't win once in a while; you don't do things right once in a while; you do them right all of the time. Winning is a habit. Unfortunately, so is losing.

There is no room for second place. There is only one place in my game, and that's first place. I have finished second twice in my time at Green Bay, and I don't ever want to finish second again. There is a second place bowl game, but it is a game for losers played by losers. It is and always has been an American zeal to be first in anything we do, and to win, and to win, and to win.

Every time a football player goes to ply his trade he's got to play from the ground up - from the soles of his feet right up to his head. Every inch of him has to play. Some guys play with their heads. That's O.K. You've got to be smart to be number one in any business. But more importantly, you've got to play with your heart, with every fiber of your body. If you're lucky enough to find a guy with a lot of head and a lot of heart, he's never going to come off the field second.

Running a football team is no different than running any other kind of organization - an army, a political party or a business. The principles are the same. The object is to win - to beat the other guy. Maybe that sounds hard or cruel. I don't think it is.

It is a reality of life that men are competitive and the most competitive games draw the most competitive men. That's why they are there - to compete. The object is to win fairly, squarely, by the rules - but to win.

And in truth, I've never known a man worth his salt who in the long run, deep down in his heart, didn't appreciate the grind, the discipline. There is something in good men that really yearns for discipline and the harsh reality of head to head combat.

I don't say these things because I believe in the 'brute' nature of men or that men must be brutalized to be combative. I believe in God, and I believe in human decency. But I firmly believe that any man's finest hour -- his greatest fulfillment to all he holds dear -- is that moment when he has worked his heart out in a good cause and lies exhausted on the field of battle - victorious."

- Coach Vincent T. Lombardi



## TWO WOLVES

An old Cherokee is teaching about life to his Grandson.

"A fight is going on inside me", he said to the boy.

"It is a terrible fight and it is between two wolves."

One is evil - he is anger, envy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, and ego.



The other is good - he is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion, and faith. The same fight is going on inside you - and inside every other person, too.

The grandson thought about it for a minute and then asked his grandfather, "*Which wolf will win?*"

The old Cherokee simply replied,

**"The one you feed."**



**BATTLES DON'T ALWAYS GO TO THE STRONGER, FASTER MAN. SOONER OR LATER WHO WINS IS THE MAN WHO THINKS HE CAN.**

*"The TEAM is more important than me; I will fight, sweat, and bleed for my TEAM."*

**The decision you make show how committed you are to our family!**

**Everyone is willing eat, but who is willing to hunt!**



*Four men set out on a trip across the ocean. A storm blew in and sank the boat that they were on. They hadn't planned for it but it was happening none the less. They abandoned ship and boarded the lifeboat. The blackness felt as if it would swallow them and waves crashed all around them bringing water into the lifeboat and it began to sink. They hadn't planned on it working out this way, but here they were.*

*The first man decided that all hope was lost that there was no way they would survive. He jumped overboard and began to drift away. Fear had caused him to give up on his crewmates.*

*The second man began to point out how bad the storm was, how cold the water was, how far from land they were, how they couldn't see and no one would find them. All was lost. He sat complaining and did nothing.*

*The third man began to criticize all the mistakes that had been made by others that had brought them to calamity. He pointed out the faults of all the other men but did nothing to help the situation.*

*The fourth man who had been furiously rowing the boat towards his friend who had jumped overboard saw that it was taking on water. He secured the oars and began bailing water as fast as he could. He would bail as much water as he could and then start rowing again towards his lost crewmate. He alternated back and forth between these two jobs. The second man watched him and soon stopped complaining and started bailing water so that the other man could continue to row. The third man watched the other two and soon stopped criticizing and took one of the oars and began to help paddle. Between the three of them working as hard as they could with what they had they finally reached their crewmate and hauled him aboard. The fearful man now was encouraged and began to help bail water.*

*They worked throughout the night and when the storm finally died down they collapsed in exhaustion. As the morning sun came up the men found that they had washed ashore on the mainland. They had never known how close they were.*

*Which one are you? The fearful one who thinks the situation is hopeless so he wants to give up? Are you the complainer, who can only point out how bad things are at the moment? Are you the critic who can only point out the things others have done wrong? Or are you the bailer, the one who is willing to keep fighting and struggling to get the job done. He did not set out to lead, but became one because of his character and example. He was just doing what he could with what he had.*

**His TEAM was the most important!**





I am a Churchill Charger Football Player.

The TEAM is more important than me.

I will fight, sweat, and bleed for my TEAM.

I believe in the scarlet, black, and white!

**WE WILL WIN!**



## PRIORITIES

For you to excel as a student/athlete in our program we must communicate to you the CHURCHILL STANDARDS, or our expectations for you. It is important to the coaches and players are all on the same page for us to be successful. We understand that being a Churchill Football Player is not easy, and we make no excuses for that. For you to achieve your goals and for us to achieve our goals as a TEAM our standards must be high, and accountability must be held from coaches to players, as well as player-to-player. If at any time, you do not agree with what we are trying to accomplish please let your position coach know.

### THE FOUR WAY TEST

*Players must trust players*

*Coaches must trust coaches*

*Coaches must trust players*

*Players must trust coaches*

Anything that we try to accomplish requires time and planning. We as coaches must prioritize the area we believe are the most important in the development of this TEAM.

The following area are those that as a staff we believe must be improved daily as a TEAM and as individuals.

1. Attitude/leadership (discipline)
2. Commitment (be early)
3. Mental toughness (toughness)
4. Football (compete)
  - a. Off-season
  - b. Understanding schemes
5. PUT THE TEAM FIRST!
  - a. Jobs, cars, and girls MUST be less important than football and your family



## Small passages from the book 'Above The Line', authored by Urban Meyer

“At Ohio State, BCD is the worst thing you can do, outside of lying or disrespecting a woman. It is much worse than fumbling or throwing an interception. When there is a lot of BCD going on, it means people are not owning their mistakes, not being accountable...”

*BLAME* (others)  
*COMPLAIN* (about circumstances)  
*DEFEND* (yourself)

“You screw up, you own it, and then you work twice as hard to make sure it doesn't happen again. No BCD.”

$E + R = O$   
Event + Response = Outcome

“We don't control the events of life, and we don't directly control the outcomes. But we always have control over how we choose to respond. How we respond means everything.”

“Elite performers win in their minds first. The mind is a battleground where the greatest struggle takes place.”

“Get you mind right means two things: 1. What you focus on. 2. How you talk to yourself.”

“Elite performers are the ones who are relentless about building skill beyond their talent. Talent is a gift  
Greatness is a choice.”

“Elite performance requires elite preparation.”

“They (competitors) have a powerful combination of drive and discipline: the drive to do the work necessary to prepare, and the discipline to do the work right. Elite competitors don't just flip the switch on game day. They understand the importance of training and practice.”

“The true soldier fights not because he hates what is in front of him, but because he loves what is behind him.”

“Here's the great secret about leadership: it's not about you. It's about making other people better. Leadership is more about trust you have earned than the authority you have been granted. You must earn the right for people to follow you.”



# A Football Player's Mindset

**By: Urban Meyer**

“There are three distinct mindsets that affect how our players train and practice. The first two are Below the Line, the third is Above the Line.”

- Irritated mindset: Comes from the negative focus that is born of laziness and is resistant to the productive discomfort that real growth requires. The self-talk sounds like: “Forget this drill! Why are doing this stuff?”
- Survival mindset: Comes from a desire to take the path of least resistance. It focuses on what's comfortable and convenient. It's not focused on getting better. The self-talk sounds like this: “Man, this workout sucks. When will this be over? Just get through it.”
- Purpose mindset: This is Above the Line way of thinking that we look for, encourage, and reward. It embraces productive discomfort because it knows that discomfort is necessary in order to practice and perform at an elite level. It wants to compete. The self-talk of the purpose mindset is: “This drill makes me better. It makes our team better. Bring it on!”



**Small passages from the book 'Relationships 101', authored by John C. Maxwell**

“When it comes to relationships, everything begins with respect, with the desire to place value on other people.”

**A SHORT COURSE IN HUMAN RELATIONS**

The least important word: I

The most important word: We

The two most important words: Thank you.

The three most important words: All is forgiven.

The four most important words: You did a good job.

The six most important words: I want to understand you better.



## CHEMISTRY KILLERS

- B.C.D.
- EGO
  - Thinking you are better than others. Putting your personal agenda before the team's: The more your teammate eats, the MORE you eat! Everyone can eat!
- GOSSIP
  - Losers gather in groups and try to bring down everyone else. Quitters hang out with each other! Stop talking, start working!
- CLIQUES
  - Natural, but all groups must hang out and get along. RESPECT is earned, not given. It's a two-way street
- SELFISHNESS
  - Not seeing the big picture
- POOR BODY LANGUAGE
  - BE A MAN, NOT A CHILD



## **4 KEYS TO WINNING IN ANY PHASE OF LIFE**

**1. ELIMINATE DISTRACTIONS**

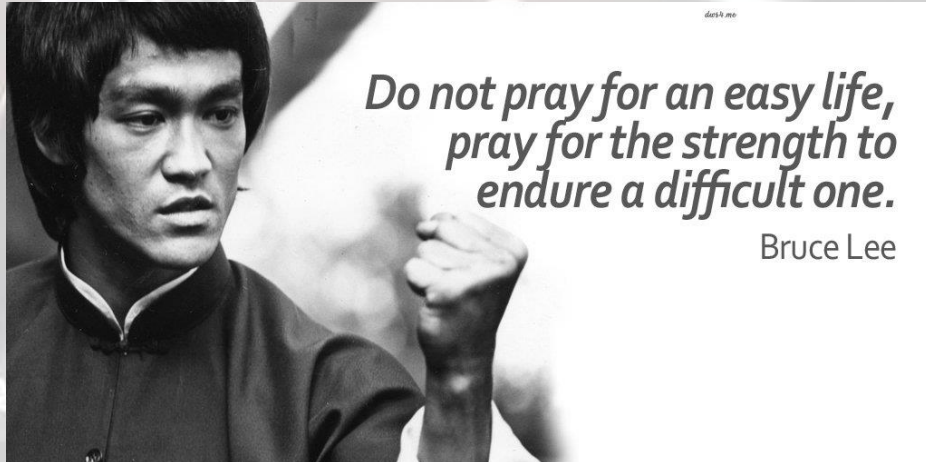
**2. CREATE ENERGY**

**3. FEAR NOTHING**

**4. ATTACK EVERYTHING**



## ADVERSITY



Have some GRIT! Adversity WILL strike, accept that fact and be ready to deal with it head-on. Do not avoid it!

A lot of times we are not willing to go through certain challenges that life presents. Too often people will start and stop continuously without completion. Too many stop when things get hard. **TOUGH TIMES DO NOT LAST, BUT TOUGH PEOPLE DO!**

“In times of great stress or adversity, it's always best to keep busy, to plow your anger and your energy into something positive.” -Lee Iacocca





**WE DON'T GROW WHEN  
THINGS ARE EASY,  
WE GROW WHEN WE  
FACE CHALLENGES.**

PICTUREQUOTES.COM

**Overcoming** adversity will allow you to grow, allow you to learn valuable lessons and **TRANSFORM** you into a stronger and wiser person.

When you face life's obstacles head on, you will develop an inner strength that will help you overcome adversity, develop your **SELF-CONFIDENCE** and more importantly, it will give you the strength to move forward with your life.

So, **ALWAYS** face those challenges life throws your way!

*Written by Dave Hedges ©*

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## LEADERSHIP

*Talent will NOT overcome a lack of team leadership!*

*Good teams are led by their coaches, GREAT teams are led by the players!*

*Player led, not coach fed!*

No one is born a true leader. It is a developed/learned skill.

One has to be a great follower before he can be a leader!

Talent will get us 4-5 wins, but talent with great leadership will get us 6+ wins every year.

“It is better to lead from behind and to put others in front, especially when you celebrate victory when nice things occur. You take the front line when there is danger. Then people will appreciate your leadership.” -Nelson Mandela

“The key to being successful is to have great leadership on your team. It takes a lot of maturity and a lot of players who are interested in the welfare of the team, who are willing to try and influence and inspire other players on the team to help everybody do what they need to do.”  
-Nick Saban

“A leader is one who knows the way, goes the way, and shows the way.” -John C. Maxwell

Be the model of expectations you demand. Walk the walk first before you talk the talk!



# CONTENDER VS. PRETENDER

## CONTENDER

- NEVER MISSES WORKOUTS OR PRACTICES
- BUDGETS TIME FOR 8HRS OF SLEEP
- TAKES CRITICISM AS OPPORTUNITY FOR IMPROVEMENT
- CARES ABOUT WHAT THEY PUT INTO THEIR BODY
- ATTACKS EACH REP, SET, LIFT, WORKOUT-FINISHES
- HOLDS HIMSELF AND TEAMMATES ACCOUNTABLE
- HUSTLES THROUGH THE LIFT
- SURROUNDS THEMSELVES WITH PEOPLE WHO SUPPORT THEIR GOALS
- CONSISTENT, COMMANDING, POSITIVE, ENGAGING

## PRETENDER

- OK WITH MISSING OCCASIONAL WORKOUT
- SACRIFICES SLEEP OR WORKOUTS BEFORE FREE TIME, GIRLS, AND/OR JOBS
- BLAMES, COMPLAINS, DEFENDS
- TASTE TRUMPS NUTRIENTS
- SKIPS AUXILIARY LIFTS--STRETCHING, MOBILITY, OR NECK
- "COUNTRY CLUB LIFTER", TAKES THEIR SWEET TIME BETWEEN SETS
- SURROUNDS THEMSELVES WITH POOR INFLUENCES
- INCONSISTENT, UNTRUSTWORTHY, NEGATIVE, CHIPS AWAY AT OTHERS