



TO GO BEYOND

To be great at anything you have to be obsessed in some way.
- Pat Riley

“Go Beyond” has been my personal credo ever since I incorporated Beyond Sport in my early 20’s. It’s meaning in simple terms is to do more than is expected or required, or, to seek a higher level of excellence in whatever you endeavor.

This mindset to go beyond is available to any student-athlete, coach or team that makes the decision to do it. It is not dependent on your background, social status, natural athletic ability, intelligence, or experience. The choice to go beyond in any area of your life comes up countless times. Sometimes we decide the time and effort involved is simply not worth it. Other times the dream is so great, that nothing can stop us from pursuing it.

When I started coaching, I wanted to answer the question: “What makes a playing on a certain team, or a specific season, exceptional, and others, well . . . just another season.” Some of you have played on teams or have been part of an athletic program, where you have felt a special connection. It may have been a championship season, but more likely it was not. Conversely, you may have been part of a team that self-destructed for various reasons – unmet or unrealistic expectations, no team chemistry, conflicts between teammates, losses leading to a lack of motivation. We hear some coaches’ comment that they “lost their team” half-way through a season. We don’t want this to happen to any team or season. Mostly, I’ve never wanted to see my seasons end. My goal was to get the players feeling the same way.

One of my observations has been that despite the vast number of resources available - from sports psychology to skill development – very few athletes or coaches follow any formal plan or roadmap. I accept that many see these types of programs as wishful thinking. After all, who follows through with goal setting and motivational programs anyway? I wanted a to create an understandable model for the athlete, coach, and team. Something that was transferrable into our everyday lives.

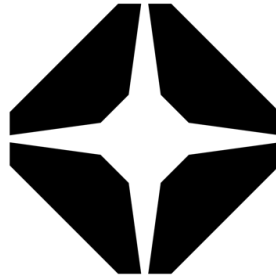
So, what specifically does this look like? This is a program I have put together based on over 40 years as a player and a coach.

The following is a summary of the Going Beyond framework.



Visions, missions, principles, beliefs, values, philosophies, goals, covenants, codes of conduct - it is all very confusing! Many will say "I can't wrap my head around this".

After much research and thought on the natural progression one goes through on the path to success, I created 4 stages or modules that I believe to be critical for true success, whether on or off the field of play: *Purpose, Priority, Performance & Pride*.



The first thing to understand is that this is a process that takes place over time. The start of this process is where a group of people (team) and a leader (coaches) come together with a clear purpose, passion, and priorities. The middle of the process is a highly motivated team, with well-developed performance plans for reaching their priorities. The end point of the process is a team who rises to the occasion and gains immense pride from both their individual and shared work.

Teams and Athletes Going Beyond answer the following questions:

1. **Why do we do what we do?** Does it inspire us? *Shared Purpose*.
2. **How will we get there?** What are our core values and beliefs, and what behaviors support them? What are our key priorities and targets? *Shared Priorities*.
3. **What work will we do?** How specifically will we hit our targets? What work must be done, and what are we willing to sacrifice? *Shared Performance*.
4. **How will we judge our success?** What is the endgame? What will make it a winning season regardless of the result on a scoreboard? *Shared Pride*.

One could certainly argue the choice of these four, and one could question the order as well. Within each of our four modules, there are several principles and lessons we teach. In the Performance Module for example, we have 12 Beyond Best *Practices* and 12 Beyond Best *Performances* that we employ.

So what are the expected results of following such a process?



The Result

When a team pursues a common purpose, passionately follow a shared set of principles and priorities – something magical happens! It goes way further than the practices and games, the X's and O's. It becomes a team going beyond.

- The team is pulling in the same direction with common purpose.
- Athletes move beyond personal agendas, egos, and accolades.
- Clear expectations, standards, and targets are evident throughout the season.
- Team culture and enjoyment is enhanced.
- The individual athlete and team performance improves.
- The process builds individual and team pride throughout the season.
- Athletes feel part of something bigger.
- Every season becomes a winning season. A season Built on Purpose.

Summary

Coaches must ensure that the purpose, priorities, and performance plans outlined are compelling and clear to the athletes. By building meaningful relationships, they ensure that their players understand the purpose of their work and take pride in both their individual efforts and that of the team.

Athletes must respond with both passion and commitment. But the team must feel that their work has a purpose. They must take pride in what they do, how they do it, and whom they work with.

This is a framework, in which coaches can inject their unique training, experiences and stories. Ours is only one way, but it works. This is a program that can set you apart and enable you to go beyond in any area of your life.

Coach Troy