THE SERIES

by

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THE SERIES

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THE SERIES

Part 1

THE TWO W'S

WHAT IS YOUR WHY?

WHERE ARE YOU GOING?

Every life has a purpose. The question is: **What is yours?**

What is your **WHY**—the reason you get up every morning, the reason you keep going when life gets hard, and the reason you refuse to quit?

And what is your **WHERE**—where are you going, what are you trying to accomplish, and who are you trying to become?

Because if you don't know your WHY or your WHERE, it is easy to drift through life reacting to whatever happens to you instead of taking control of where your life is going.

YOU ARE RESPONSIBLE FOR YOU.

No one is coming.

No one is coming to make you get out of bed.
No one is coming to make you do the work.
No one is coming to make you exercise.
No one is coming to make you study.
No one is coming to make you change.
No one is coming to make you become the person you say you want to be.

That responsibility belongs to you.

Every morning you wake up, you have another opportunity—but you are not entitled to the results. You have to earn today.

No one owes you success.
No one owes you discipline.
No one owes you happiness.
No one owes you the life you want.

You have to take responsibility for creating it.

CHANGE YOUR MIND, CHANGE YOUR LIFE.

Your life will never truly change until your mind changes.

There is a difference between **knowing** what to do and **doing** what you know.

You can know you should exercise and still not exercise.
You can know you should save money and still spend it.
You can know you should study and still procrastinate.
You can know what is right and still choose what is easy.

Knowledge without action changes nothing.

If you want to change your behavior, you have to change your thoughts. Your thoughts influence your choices, your choices become your habits, and your habits shape your life.

Change negative thoughts into positive thoughts.
Change destructive thoughts into productive thoughts.
Change evil thoughts into Godly thoughts.

You cannot always control what happens to you, but you can control how you think about it and what you do next.

EASY NOW OR EASY LATER?

If you continually choose what is easy in life, your life will eventually become hard.

If you are willing to do what is hard today, your life can become easier tomorrow.

Discipline is choosing what you want most over what you want right now.

The workout you don't want to do.
The conversation you don't want to have.
The work you don't want to finish.
The studying you don't want to do.
The temptation you don't want to resist.

Those moments matter.

The decision is more important than the technique.

You don't need to know every step before you begin. You need to decide that you are going to begin.

STOP LIVING IN "SHOULDA."

"Shoulda."
"Coulda."
"Woulda."

You cannot live in the past.

You cannot unscramble eggs.
You cannot change yesterday.
And you cannot live tomorrow today.

Learn from the past, but don't live there.

Don't spend your life asking, **"What if?"**

Change **"What if?"** to **"Even if."**

Even if it is difficult, I will keep going.

Even if I fail, I will learn.

Even if people doubt me, I will continue.

Even if the road is harder than I expected, I will stay on the assignment.

You don't need certainty to move forward. You need courage.

YOU ARE ON AN ASSIGNMENT.

You are here for a purpose.

You are not here simply to be liked.
You are not here to make everyone happy.
You are not here to live according to everyone else's expectations.

You are here for a purpose.

When you are secure in who you are and where you are going, other people's opinions lose their power over you.

Stop asking, "What will they think of me?"

Start asking, **"Am I doing what I was put here to do?"**

Your assignment is between you and God—not you and everybody else.

TURN YOUR PAIN INTO YOUR PURPOSE.

Everybody experiences pain.

Everybody experiences disappointment.
Everybody experiences failure.
Everybody experiences rejection.
Everybody experiences adversity.

The question isn't whether life will hurt.

The question is what you will do with the hurt.

You can allow your pain to become your prison, or you can allow it to become your purpose.

Turn your pain into wisdom.
Turn your failures into lessons.
Turn your setbacks into strength.
Turn your experiences into something that can help somebody else.

Every morning you wake up, there is still a reason you are here.

There is still something to accomplish.
There is still someone to help.
There is still something to learn.
There is still a purpose for your life.

If God woke you up today, your assignment isn't finished.

YOUR MINDSET DETERMINES WHAT YOU SEE.

There is a **mindset gap** between where you are and where you want to be.

What you think about determines what you see.

What you see influences what you do.

What you do determines what you get.

If you constantly think from a place of scarcity, you will see limitations everywhere.

But an abundance mindset causes you to see possibility.

Instead of asking:

"What can I afford?"

Ask:

"What can I create?"

Instead of:

"Why does this always happen to me?"

Ask:

"What is this trying to teach me?"

Instead of:

"What if I fail?"

Ask:

"What if I succeed?"

Think bigger.

Don't waste God's time asking for little thoughts and little possibilities. Ask for big things. Dream big. Work hard. Trust God—and then get to work.

LOOK AT YOUR HABITS.

Don't tell yourself what you want.

Look at what you repeatedly do.

Your habits are evidence of your priorities.

Do your daily habits reflect your dreams and goals?

If they don't, something has to change.

And sometimes the dream isn't the problem.

The person pursuing the dream has to change.

If you want a different life, you have to become a different person.

If you want different results, you have to make different decisions.

If you think differently, you will begin to act differently.

If you act differently consistently, your life will eventually look different.

Don't lie to yourself. Look at your habits. They tell the truth.

LIFE WILL TEACH YOU.

School gives you the lesson and then gives you the test.

Life gives you the test—and then teaches you the lesson.

Adversity is not always evidence that something has gone wrong.

Sometimes adversity is the classroom.

When adversity hits, don't immediately ask, **"Why me?"**

Ask:

"What can I learn from this?"

Ride it out.

Stay in the fight.

Learn the lesson.

Keep moving.

YOUR WORDS MATTER.

What you say matters.

The words you speak to yourself matter.

The words you speak to other people matter.

Your words influence your thoughts, your thoughts influence your behavior, and your behavior influences the world around you.

So be careful what you repeatedly tell yourself.

If you constantly say, "I can't," you begin to live like you can't.

If you constantly say, "I'll never change," you stop trying to change.

But when you begin to say, "I can learn," "I can improve," "I can try again," and "I can do this with God's help," you begin opening the door to possibility.

Change your words. Change your thoughts. Change your actions. Change your life.

THE TWO W'S

So ask yourself two questions:

WHAT IS YOUR WHY?

What gives your life meaning?
What gets you out of bed?
What are you willing to fight for?

And:

WHERE ARE YOU GOING?

Who are you becoming?
What are you building?
What does the life you want actually look like?

Then ask yourself one more question:

Are the things I am doing today taking me closer to that WHERE?

Because your WHY gives you the reason.

Your WHERE gives you the direction.

Your MINDSET gives you the perspective.

Your DISCIPLINE gives you the action.

And your FAITH gives you the strength to keep going when the road gets hard.

You don't need to have everything figured out.

But you do need to take responsibility.

You need to make a decision.

You need to take the next step.

No one is coming to save you.

But that doesn't mean you're powerless.

It means **the responsibility—and the opportunity—are yours.**

So get up.

Change your mind.

Change your habits.

Stop making excuses.

Learn from yesterday.

Focus on today.

Trust God with tomorrow.

Find your WHY.

Know your WHERE.

And then go do the work.

Because your life will not change by wishing for a different life.

Your life changes when YOU change.

THE SERIES

Part 2

YOUR HOUSE IS YOUR CULTURE

Your house is your culture.

And culture is not what you say.

Culture is what you do.

Culture is what you do every day.
Culture is your habits.
Culture is your standards.
Culture is what you allow.
Culture is what you permit.
Culture is what you promote.
Culture is what you tolerate.

Your culture is revealed by what happens when nobody is watching.

Your reputation enters rooms before you do.

When you consistently do the hard things, when you show up on time, when you give great effort, when you prepare, when you keep your word, and when you hold yourself accountable, your reputation begins speaking for you.

Your habits become your story.

THE REAL OPPONENT

The real opponent is not the team across the court.

The real opponent is the standard you set for yourself.

Standards are more important than feelings.

Feelings change.
Standards don't.

There will be days when you don't feel like working.
Days when you're tired.

Days when you're frustrated.
Days when you don't want to practice.
Days when you don't want to be held accountable.

It doesn't matter.

Discipline shows up anyway.

Discipline isn't concerned with how you feel, what you're thinking, or what you want to do in the moment.

Discipline asks one question:

"What is the standard?"

And then it does it.

RULES VS. STANDARDS

Average teams have rules.

Great teams have standards.

Rules are something someone else gives you.

You obey them.
You break them.
Someone enforces them.

Standards are different.

Standards are how you choose to live.

A standard says:

This is who we are.

This is how we practice.
This is how we prepare.
This is how we dress.
This is how we communicate.
This is how we treat people.
This is how we respond to adversity.
This is how we compete.
This is how we represent our team.

Nobody should have to stand over you and tell you to meet the standard.

You own the standard.

Rules tell you what you cannot do.

Standards tell you **who you are.**

THE STANDARD IS THE STANDARD.

You don't just meet the standard.

You become the standard.

Leadership is about setting standards and living them every day.

Being on time.
Touching the lines.
Giving maximum effort.
Being prepared.
Making eye contact.
How you sit in a chair.
How you dress.
How you talk.
How you listen.
How you practice.
How you respond when things don't go your way.

Everything matters.

There is no such thing as, "It's just practice."

There is no such thing as, "It doesn't really matter."

There is no such thing as, "Nobody will notice."

Because every choice is teaching you—and everyone around you—what is acceptable.

How you do one thing is how you do everything.

YOUR SYSTEM MATTERS MORE THAN YOUR GOAL.

You do not rise to the level of your goals.

You fall to the level of your system.

Everybody has goals.

Everybody wants to win.
Everybody wants to be a starter.
Everybody wants a championship.
Everybody wants success.

But wanting it doesn't make it happen.

Your system does.

Your daily preparation.
Your daily habits.
Your daily effort.
Your daily discipline.
Your daily accountability.

The system is more important than the goal.

Because goals tell you where you want to go.

Systems determine whether you actually get there.

THE PURPOSE OF CULTURE

The purpose of culture is to drive the behaviors that produce winning.

Culture isn't designed to make you feel good.

Sometimes a great culture will make you uncomfortable.

Sometimes your teammates will challenge you.
Sometimes your coach will demand more from you.
Sometimes you will be asked to do something you don't want to do.

That's not a bad culture.

That's accountability.

A weak culture asks:

"Does this feel good?"

A strong culture asks:

"Is this right?"

A strong culture doesn't lower the standard because someone is uncomfortable.

It raises the person to meet the standard.

FOCUS ON THE PROCESS.

If your only focus is winning, you can actually make winning harder.

When players become obsessed with the outcome, they can tighten up, play scared, and become afraid to make mistakes.

Instead, focus on doing things **the right way.**

Win the possession.
Make the right pass.
Defend the way you're supposed to defend.
Sprint back.
Communicate.
Box out.
Touch the line.
Finish the drill.
Do your job.

Focus on the standard, not the scoreboard.

If you consistently reach the standard, the wins will take care of themselves.

The process produces the outcome.

CONSISTENCY IS CULTURE.

What matters is not what you do once in a while.

What matters is what you do every day.

Anybody can have a great day.

Anybody can work hard when they're motivated.

Anybody can play hard when everyone is watching.

Culture is built in the ordinary moments.

It's built on Monday morning.
It's built in the weight room.
It's built in practice.

It's built on the bus.
It's built in the locker room.
It's built when you're tired.
It's built when you're losing.
It's built when nobody is watching.

Consistency is what turns behavior into culture.

First, you form your habits.

Then your habits form you.

Every small decision compounds.

Your preparation.
Your work ethic.
Your body language.
Your attitude.
Your response to coaching.
Your response to failure.
Your response to adversity.

You repeat those choices long enough, and they become habits.

Your habits become your identity.

And your identity becomes your reputation.

WHO IS IN YOUR HOUSE?

Culture is also about people.

Who you add matters.

Who you remove matters.

Who you keep matters.

Players make the culture, and the culture makes the players.

The people in the room determine what becomes normal.

One person can change the energy on a bus.

One person can change the energy in a locker room.

One person can change the energy on the court.

That energy can go up—

or it can go straight into the toilet.

Culture is one person stepping forward without being told, and everyone else deciding to join them.

That's leadership.

You don't need a title to lead.

You need a standard.

PLAYER-LED CULTURE

The strongest teams don't depend entirely on the coach to enforce the standard.

The players own it.

A player-led team holds one another accountable.

Not because they are trying to control each other.

Because they care enough about the team to demand the best from one another.

When a teammate is late, someone says something.

When a teammate isn't working, someone says something.

When someone isn't meeting the standard, the team doesn't look the other way.

Accountability comes from within.

That is when you know you have built a real culture.

If you cannot hold yourself accountable, or if you cannot allow a teammate to hold you accountable, then you may not be ready for the demands of college athletics.

Because at the next level, nobody has time to chase you around and make you do what you already know you're supposed to do.

You have to own it.

THREE TYPES OF PLAYERS

Every program has different types of players.

There is the player who wants the **T-shirt.**

There is the player who wants to be a **starter.**

And there is the player who wants to be a **state champion.**

You need all three.

But you cannot behave like the player who only wants the T-shirt and expect to become a state champion.

You cannot say you want extraordinary results while living with ordinary standards.

At some point, you have to make a choice:

Are you willing to become the person your goal requires you to become?

If you don't like where you are, change how you work.

Change how you think.

Change your habits.

Change your standards.

Don't lie to yourself about what you want.

Your habits will tell you the truth.

WHEN IT GETS HARD

This is where culture is tested.

Not when everything is going well.

When it gets hard.

When you're tired.
When you're losing.
When you're injured.
When you're frustrated.
When you're embarrassed.
When you're not playing.
When nobody is cheering.

That's when the real culture shows itself.

And when it gets hard, ask yourself:

Do I protect my ego, or do I protect the standard?

Your ego says:

"I don't want to look bad."

"I don't want to admit I was wrong."

"I don't want to be corrected."

"I don't want to work harder."

The standard says:

"Do what's right."

Choose the standard.

Every time.

CHOOSE YOUR HARD.

Life is hard sometimes.

Discipline is hard.

Getting up early is hard.
Working out is hard.
Studying is hard.
Being accountable is hard.
Changing your habits is hard.
Being great is hard.

But here's the truth:

You don't get to choose whether life is hard.

You get to choose your hard.

You can do the hard work now, or you can deal with the hard consequences later.

You can choose the discipline of preparation, or you can experience the pain of being unprepared.

You can choose the discomfort of accountability, or you can live with the consequences of avoiding it.

Choose your hard.

LOWER THE BAR, LOSE THE WINNERS.

The standard is the standard.

If you lower the bar, you don't make everyone better.

You lose the people who were willing to reach higher.

Raise the bar, and some people may leave.

That's okay.

Not everyone is willing to live at a championship standard.

A great culture isn't afraid to lose people who refuse to meet the standard.

Lower the standard and you lose the winners.

Raise the standard and you lose the people who don't belong.

That is not failure.

That is culture.

CULTURE IS YOUR HOUSE.

Think about your house.

What happens there every day?

What is acceptable?
What isn't acceptable?
What gets corrected?
What gets ignored?
What gets celebrated?
What gets tolerated?

That's your culture.

Culture isn't a poster on the wall.

It isn't a slogan on a T-shirt.

It isn't something you talk about at the beginning of the season.

Culture is how we do everything, every day.

It is how we act.
How we interact.
How we respond.
How we prepare.
How we practice.
How we compete.
How we communicate.
How we treat each other.

Culture is what happens when the coach isn't there.

Culture is what happens when you're tired.

Culture is what happens when you're losing.

Culture is what happens when nobody is watching.

Culture isn't what you say. Culture is what you allow.

EVERYTHING MATTERS.

Your body language speaks before you do.

Your effort speaks before you do.

Your preparation speaks before you do.

Your attitude speaks before you do.

Your reputation speaks before you do.

Every day, you are teaching people what to expect from you.

And eventually, people won't have to ask who you are.

They will know.

Because your habits have told them.

Your standards have told them.

Your actions have told them.

THE CULTURE YOU BUILD BECOMES YOUR LEGACY.

First, you form your habits.

Then your habits form you.

Your habits shape your identity.

Your identity shapes your reputation.

And your reputation becomes part of your legacy.

So the question isn't simply:

"What kind of team do we want to be?"

The question is:

"What are we willing to do every day to become that team?"

Set the standard.

Live the standard.

Hold yourself to the standard.

Hold your teammates to the standard.

Raise the expectations.

And never allow the moment to become more important than the standard.

Because when everyone owns the standard, you don't need someone standing over you.

The culture takes over.

And when the culture takes over, players hold players accountable.

The team becomes bigger than the individual.

The standard becomes bigger than the ego.

The process becomes bigger than the outcome.

And winning becomes the byproduct—not the obsession.

YOUR HOUSE IS YOUR CULTURE.

So look around.

What does your house say about you?

What do your habits say about you?

What do your standards say about you?

What does your team say about you?

And most importantly:

If everyone did exactly what you do every day, what kind of culture would you have?

That is the real question.

Because culture isn't something you inherit.

Culture is something you build.

Every day.

With every choice.

With every habit.

With every standard.

With every person you allow into the house.

You don't just live in the culture.

You create it.

THE SERIES

Part 3

TO BE vs. TO HAVE

WHAT DO YOU WANT TO HAVE?

Money?

A great career?

A championship?

Respect?

A nice car?

Success?

A better life?

Everybody wants **to have** something.

But winners think differently.

Winners don't start with what they want to have. They start with who they want to be.

If you work **to be**, you will eventually **have** what you want.

BEING COMES BEFORE HAVING.

We live in a world obsessed with having.

People want to have money.
They want to have nice things.
They want to have status.
They want to have success.
They want to be "the man."

But the very best people in life, sports, and business understand something different:

The having is a by-product of the being.

They don't simply want to have success.

They want to **be** successful people.

They want to be disciplined.
They want to be responsible.
They want to be dependable.
They want to be prepared.
They want to be excellent.
They want to be the best at what they do.
They want to become the kind of person who deserves the result.

And when you consistently work to **be** that person, you increase your chances of having the things you want.

Don't chase the reward. Become the person capable of earning the reward.

If you want to have a championship, first become a championship-level player.

If you want to have a great team, become the teammate a great team needs.

If you want to have success, become the person who can handle success.

Don't focus first on what you want to get. Focus on who you need to become.

DON'T LET THE HARD DAYS WIN.

The difference between people who talk about success and people who achieve it is often what they do on the days when they don't feel like doing it.

Everybody can work when they're motivated.

Everybody can work when they're winning.

Everybody can work when things are easy.

The hard days reveal who you are.

You will have bad days.

You will have setbacks.

You will have days when you are tired, frustrated, disappointed, or discouraged.

Don't let those days make your decisions for you.

Your feelings are real, but they don't have to be in charge.

When the hard day comes, remember why you started.

Then do what needs to be done.

Don't let the hard day win.

DREAMS MUST GET BIGGER. EXCUSES MUST GET SMALLER.

You cannot build a big life with small thinking and big excuses.

Your dreams need to get bigger.

Your excuses need to get smaller.

Stop complaining about everything you're not getting.

Start taking advantage of everything you are getting.

You have money to work with? Use it wisely.

You have reps? Maximize them.

You have playing time? Earn more.

You have an opportunity? Take advantage of it.

You have a coach who is demanding more from you? Learn from it.

You have a teammate challenging you? Get better because of it.

Worry about what you are getting and what you can do with it—not what somebody else is getting.

Comparison wastes energy.

Opportunity creates energy.

EVERYBODY WANTS THE RESULT. FEW WANT THE PROCESS.

Everyone wants to be strong.

Nobody wants to be sore.

Everyone wants to be in shape.

Nobody wants to be uncomfortable.

Everyone wants to win.

Nobody wants to do the boring work required to win.

Everyone wants to go to heaven.

But nobody wants to go through the storms that test and strengthen their faith.

You cannot separate the destination from the journey.

You don't get to choose the reward without accepting the work.

The struggle is part of the process.

BE CAREFUL WHAT YOU LET INTO YOUR MIND.

One tree can make a million matchsticks.

One match can burn a million trees.

Think about that.

Something small can have an enormous impact.

The same is true of your mind.

One thought can change your attitude.

One voice can change your direction.

One influence can change your standards.

One bad habit can become a lifestyle.

Be careful what you allow into your mind.

What you watch matters.

What you listen to matters.

Who you spend time with matters.

What you repeatedly tell yourself matters.

Your mind is a powerful place.

Protect it.

THEY PAY YOU DIFFERENTLY WHEN YOU ARE DIFFERENT.

When you become valuable, people treat your value differently.

When your preparation is different, your performance is different.

When your discipline is different, your opportunities become different.

When your standards are different, your results become different.

You don't demand greater rewards. You become more valuable.

Become the person people can trust.

Become the person who can be counted on.

Become the person who doesn't need to be chased.

Become the person who does the job when nobody is watching.

Your value rises when your standard rises.

YOU MAKE HUNDREDS OF CHOICES EVERY DAY.

Every day, you are making decisions.

Some are big.

Most are small.

But small decisions add up.

And behind almost every decision are two choices:

Can I stop myself from doing what I know is wrong?

Or:

Can I make myself do what I know is right, even when I don't want to?

That's where discipline lives.

"I don't feel like doing it."

Do it anyway.

"I don't want to do it."

Do it anyway.

"I'd rather do something else."

Do what needs to be done.

You can either do what you want, knowing it isn't helping you—

or do what you need to do, knowing it is.

Success is the accumulation of good decisions.

One decision doesn't make you successful.

But hundreds of good decisions, repeated over and over, can change your life.

YOUR HABITS MUST MATCH YOUR DREAMS.

If your habits don't lead to your dreams,

change your habits.

Don't blame the dream.

Don't blame your circumstances.

Don't blame other people.

Look at what you do every day.

Your dreams tell you what you want.

Your habits tell you what you are actually committed to.

If you say you want to be a champion but your habits belong to an average player, there is a problem.

If you say you want excellence but your daily habits produce mediocrity, there is a problem.

You cannot consistently live at one level and expect results from another.

LET GOD GET IN YOUR HEAD FIRST.

When I wake up in the morning, I hope God gets in my head before I do.

Before the noise.

Before the excuses.

Before the fear.

Before the comparison.

Before the distractions.

Start the day with the right voice in your head.

Your thoughts will influence your decisions.

Your decisions will influence your actions.

Your actions will become your habits.

And your habits will shape who you become.

So be intentional about what you put into your mind first.

Start your day with purpose.

IT DOESN'T GET EASIER. YOU GET STRONGER.

We spend so much of life waiting for things to get easier.

They won't.

Life will continue to challenge you.

The competition will get better.

The expectations will get higher.

The responsibilities will increase.

The problems will change.

The goal isn't to make life easier.

The goal is to become strong enough, disciplined enough, and mentally tough enough to handle the hard better.

When we remove all struggle, we remove opportunities to grow.

You grow through adversity.

You grow through discomfort.

You grow through failure.

You grow through responsibility.

You grow through the moments when you want to quit but decide not to.

The hard isn't always something to avoid. Sometimes the hard is what is making you stronger.

CONSISTENCY IS BORING

And that's exactly why most people don't do it.

Consistency isn't exciting.

It's doing the same important things over and over.

Again.

And again.

And again.

Showing up.

Preparing.

Working.

Practicing.

Studying.

Recovering.

Repeating.

Most people quit before the results of consistency have time to appear.

That's the trap.

Progress is often invisible before it becomes undeniable.

You may not see the results today.

Or tomorrow.

Or next week.

But the work is accumulating.

The small choices are compounding.

The habits are forming.

The person is changing.

Stay with it long enough for consistency to take over.

IT IS GOING TO COST YOU.

Success has a price.

Excellence has a price.

Discipline has a price.

Becoming the person you say you want to be has a price.

And one of the first things it is going to cost you is:

your excuses.

You cannot keep your excuses and reach your potential.

Something has to go.

You have to give up blaming.

Give up complaining.

Give up making excuses.

Give up waiting for the perfect time.

Give up expecting someone else to make you do it.

You have to pay for the life you want with the work required to build it.

THREE TYPES OF PEOPLE

There are three types of people:

Those who TALK.

They have opinions.
They have plans.
They have ideas.
They talk about what they are going to do.

Those who WATCH.

They sit on the sidelines.
They watch other people succeed.
They analyze.
They criticize.
They wait.

And then there are:

Those who DO.

They don't just talk.

They act.

They don't wait for perfect conditions.

They don't need to feel motivated every day.

They make decisions.

They take responsibility.

They work.

They learn.

They adjust.

They get back up.

Be a DO person.

TO BE, THEN TO HAVE

So stop asking only:

"What do I want to have?"

Ask:

"Who do I need to be?"

If you want to have discipline, become disciplined.

If you want to have success, become successful in your habits.

If you want to have respect, become respectable.

If you want to have opportunity, become valuable.

If you want to have a championship, become a championship-level person.

If you want to have a great life, become the person capable of creating and sustaining a great life.

BEING comes first.

Then comes HAVING.

Your job is not to chase the outcome.

Your job is to become the person who can produce the outcome.

Dream bigger.

Make better decisions.

Protect your mind.

Build better habits.

Embrace the hard.

Stay consistent.

Trust God.

Stop making excuses.

And most importantly—

DO THE WORK.

Because what you have tomorrow will be determined, in large part, by who you choose to be today.

TO BE → TO DO → TO HAVE.

First, become.

Then, do.

Then, have.

The having is the by-product of the being.

THE SERIES

Part 4

YOUR CIRCLE

You become your environment.

The people you spend the most time with influence how you think, how you act, what you believe is normal, and ultimately who you become.

Show me your circle, and I'll show you your future.

You don't need a lot of friends.

You need the right ones.

YOUR FIVE

There is a simple idea worth remembering:

The five people you spend the most time with will influence the person you become.

If you sit within 25 feet of a high performer, your performance will increase 15%. If you sit within 25 feet of a low performer, your performance will decrease 25%. Make sure the 5 people you spend the most time with are the right people.

Spend your time around people who are disciplined, ambitious, honest, positive, accountable, and committed to becoming better, and those qualities begin to become normal to you.

Spend your time around people who are lazy, negative, entitled, dishonest, or constantly making excuses, and those behaviors can become normal too.

Birds of a feather flock together.

Your environment pulls you forward—or pulls you backward.

Choose carefully.

QUALITY OVER QUANTITY

You don't need a huge circle.

In fact, the more genuine you become, the smaller your circle may become.

A large circle isn't necessarily a strong circle.

Sometimes the bigger the circle, the more superficial it is.

The quality of the people in your circle matters far more than the number of people in it.

You need people who are happy when you succeed.

People who celebrate your growth instead of competing with it.

People who will tell you the truth instead of telling you what you want to hear.

People who will challenge you when you're wrong.

People who will stand with you when things get difficult.

People who will fight for you in rooms you're not in.

Those people are worth protecting.

WATCH WHO YOU LISTEN TO.

Be careful whose advice you accept.

Don't take directions from someone who isn't going where you want to go.

If you want to know where you'll be five years from now, look at who you're listening to today.

Ask yourself:

Does this person have the life, character, discipline, or results that I want?

If not, why am I allowing them to determine my direction?

Everybody has an opinion.

Not everybody deserves influence.

TRUE FRIENDS TELL YOU THE TRUTH.

A fake friend tells you what you want to hear.

A true friend tells you what you need to hear.

A true friend will tell you to your face what others are saying behind your back.

They won't always agree with you.

They won't always make you feel good.

They may challenge you.

They may call you out.

They may tell you that you're making a bad decision.

That's not necessarily an attack.

That's accountability.

Be grateful for people who care enough about you to tell you the truth.

YOUR FRIENDS REVEAL YOUR CHARACTER.

You can learn a lot about a person by looking at the people they choose to spend time with.

People may be able to hide their character for a while.

Their circle usually reveals it.

Who do they respect?

Who do they trust?

Who do they spend their free time with?

What behavior do they tolerate?

What do their friends celebrate?

What do they consider normal?

Those answers tell you something.

And remember:

You are also somebody else's evidence.

Someone is looking at your circle and making judgments about you.

Make sure your circle reflects the person you claim you want to become.

MEDIOCRITY IS CONTAGIOUS.

Mediocre people often become uncomfortable around people who demand more from themselves.

Why?

Because another person's effort can expose our own lack of effort.

One of the easiest ways to protect your ego is to convince yourself that trying hard doesn't matter.

"If I don't try, I can't fail."

That's the built-in excuse.

If you don't give your best effort, you can always tell yourself:

"I could have done it if I had really tried."

But that's not protection.

That's fear.

Don't let your fear of failing convince you not to try.

And don't let someone else's fear become your standard.

You don't need permission to want more.

DON'T GO BACK TO WHAT YOU OUTGREW.

There will be seasons in your life when your circle changes.

That's normal.

Sometimes you move from one group to another.

Sometimes you move from a large group to two or three people.

Sometimes you move from a group of friends to spending time alone.

And sometimes you have to walk away from people who were once important to you.

That doesn't necessarily mean something is wrong with you.

It may mean you're growing.

When you change your standards, the people who were comfortable with your old standards may no longer be comfortable with you.

Don't keep going backward simply because you're afraid of being alone.

There are seasons when you have to separate from the crowd so you can become the person you're supposed to be.

You may have to be alone before you find your next circle.

GET COMFORTABLE BEING ALONE.

Being alone is not the same as being lonely.

Sometimes solitude is where growth happens.

When you stop needing constant approval, you become free to make better decisions.

You can think.

You can reflect.

You can work.

You can pray.

You can decide who you really want to become.

Don't be so afraid of losing people that you lose yourself.

Never sacrifice your future just to remain comfortable in someone else's present.

YOU HAVE TO EARN YOUR PLACE IN THE CIRCLE.

You don't automatically belong in every circle you admire.

You have to bring something to it.

You have to earn respect.

You have to contribute.

You have to work.

You have to grow.

You have to become someone the people in that circle want beside them.

If you're surrounded by high performers, you can't expect to remain there while refusing to level up.

Your circle should challenge you to rise.

And you should challenge them to rise too.

That's what makes a strong circle.

DON'T TRY TO CHANGE EVERYBODY.

One of the biggest wastes of energy is trying to change a person who doesn't want to change.

You cannot force someone to think differently.

You cannot force someone to want more.

You cannot force someone to accept accountability.

You cannot force someone to change their standards.

Some minds are not yours to change.

Save your energy for the people, work, and responsibilities that actually matter.

You don't need to win every argument.

You don't need everybody to understand you.

You don't need everybody to agree with you.

You need to stay focused on your direction.

EXPECT CRITICISM.

If you're trying to become exceptional, some people will criticize you.

That's part of the price.

People who are doing less may criticize what you're doing.

People who aren't willing to make the sacrifice may call you obsessed.

People who don't understand your goals may tell you that you're doing too much.

Listen carefully.

Not every criticism deserves your attention.

Ask:

Is this coming from someone who is ahead of me, beside me, or behind me?

There is wisdom in constructive criticism.

But don't allow criticism from people who aren't pursuing anything themselves to determine your future.

You don't have to attend every argument you're invited to.

PROTECT YOUR ENERGY.

People are either adding energy to your life or draining it.

Some people make you think bigger.

Some make you work harder.

Some make you believe you can.

Others constantly complain.

They blame.

They criticize.

They make excuses.

They pull you back toward the person you are trying to stop being.

Know the difference.

Your time is limited.

Your energy is limited.

Your attention is limited.

Don't spend all three trying to convince people who have already decided they don't want to grow.

ONE PERSON CAN CHANGE THE ROOM.

Never underestimate the power of one person.

One person can change the energy on the bus.

One person can change the locker room.

One person can change the practice.

One person can change the team.

One person walks in with energy, effort, discipline, and purpose—and suddenly everyone else has a choice:

Rise to it or resist it.

Be the person who raises the room.

Don't wait for someone else to create the energy you want.

You can be the spark.

CHOOSE PEOPLE WHO MAKE YOU BETTER.

Surround yourself with people who:

- Tell you the truth.
- Celebrate your success.
- Challenge your excuses.
- Respect your goals.
- Work when nobody is watching.
- Take responsibility.
- Keep their word.
- Push you to become better.
- Fight for you when you're not in the room.
- Want to see you succeed without needing to take credit for it.

And just as importantly, **be that person for them.**

Don't just ask what your circle can do for you.

Ask:

"What kind of person am I being for my circle?"

Because your circle isn't only shaping you.

You are shaping them.

YOUR ENVIRONMENT BECOMES YOUR NORMAL.

What you see every day becomes familiar.

What becomes familiar begins to feel normal.

What feels normal becomes your standard.

And your standards influence your behavior.

That's why your environment matters so much.

If everyone around you works hard, working hard feels normal.

If everyone around you makes excuses, excuses feel normal.

If everyone around you is accountable, accountability feels normal.

If everyone around you accepts mediocrity, mediocrity feels normal.

Choose an environment where excellence is normal.

KNOW YOUR CIRCLE.

Look at the people around you.

Are they making you better?

Are they challenging you?

Are they honest with you?

Are they happy when you succeed?

Are they pursuing something meaningful?

Are they holding themselves accountable?

Are they moving in the direction you want to go?

If not, you have a decision to make.

You may need to change the people around you.

You may need to change how much time you spend with them.

Or you may need to change yourself.

And remember:

Don't just get the lames out of your circle. Make sure you're not the lame.

Don't be lazy.

Don't be arrogant.

Don't be entitled.

Don't be the person blaming everybody else.

Become the kind of person you want in your circle.

YOUR CIRCLE IS YOUR CULTURE.

Your circle is not separate from your culture.

It is part of it.

The people you keep.
The behaviors you tolerate.
The standards you enforce.
The conversations you have.
The habits you share.

That's culture.

Culture isn't a poster on the wall.

Culture is your daily routine, your daily habits, and the standards you live by.

And your circle helps determine what those standards become.

So be intentional.

Choose people who make you stronger.

Choose people who tell you the truth.

Choose people who believe in your potential.

Choose people who are willing to work.

Choose people who hold themselves accountable.

Choose people who will challenge you when you need to be challenged.

Choose people who will celebrate you when you succeed.

Choose people who will fight for you when you're not in the room.

And be willing to do the same for them.

SHOW ME YOUR CIRCLE.

Show me your crowd, and I'll show you your future.

The eagle doesn't fly with pigeons.

You don't need to fly with everybody.

You need to know where you're going.

You need to know who is going there with you.

And you need to be willing to leave behind anyone who continually pulls you away from that destination.

Your circle is a choice.

Choose wisely.

Because the people you surround yourself with today are helping create the person you will become tomorrow.

YOUR CIRCLE IS YOUR ENVIRONMENT.

YOUR ENVIRONMENT SHAPES YOUR STANDARDS.

YOUR STANDARDS SHAPE YOUR HABITS.

YOUR HABITS SHAPE YOUR IDENTITY.

AND YOUR IDENTITY SHAPES YOUR FUTURE.

THE SERIES

Part 5

THE PURPOSE OF THE BRICK WALL & THE PROCESS

We all want the destination.

We want the championship.
We want the success.
We want the promotion.
We want the degree.
We want the recognition.
We want the trophy.

But we don't always want the road that leads there.

We love the trophy.

We don't love the chapters of the process.

Most people want to skip the chapters and go straight to the trophy.

But that's not how greatness works.

The process is not the price you pay for greatness. The process is how greatness is built.

YOU WILL HAVE OPPOSITION.

We can talk ourselves into a dream, or we can talk ourselves out of one.

And sooner or later, every worthwhile dream will face opposition.

There will be setbacks.
There will be rejection.
There will be disappointment.
There will be people who don't believe in you.
There will be moments when you question yourself.

You cannot reach your destiny without going through something.

Opposition doesn't necessarily mean you're going the wrong direction.

Sometimes opposition is the very thing that moves you forward.

STRUGGLE IS PART OF GREATNESS.

Struggle is not always something to eliminate.

Struggle is part of growth.

If you never struggle, you never develop the ability to handle struggle.

If everything is easy, you don't develop toughness.

If everything is given to you, you don't develop resourcefulness.

If you never fail, you don't develop resilience.

If you never have to fight for something, you may never discover how badly you want it.

Greatness requires adaptation, and adaptation requires challenge.

That's why you have to make yourself uncomfortable.

And sometimes, as a coach or leader, you have to make the environment difficult enough for people to figure things out.

Don't always give them the answer.

Don't always rescue them.

Don't remove every obstacle.

Let them struggle.

Let them think.

Let them solve problems.

Let them fail.

Let them learn.

Because the goal isn't simply to make them successful today.

The goal is to prepare them to handle tomorrow.

THE GRINDERS ARE THE PROCESS.

The grinders.

The obsessed ones.

The people who keep showing up.

The people who do the work when nobody is watching.

The people who don't need to be motivated every day.

They are the process.

You can talk about wanting greatness.

You can talk about wanting a championship.

You can talk about wanting to be the best.

But eventually, talk has to become work.

The people who become great aren't necessarily the people who wanted it the most. They're the people who were willing to work for it the longest.

COMFORT NOW OR GROWTH NOW?

We all want comfort.

But comfort doesn't always produce growth.

Sometimes you have to be uncomfortable now so you can be stronger later.

You have to say **NO** to the easy and **YES** to the difficult.

No to procrastination.

Yes to preparation.

No to excuses.

Yes to accountability.

No to comfort.

Yes to growth.

No to quitting.

Yes to one more attempt.

God may take you through difficult seasons not to destroy you, but to prepare you for another level.

The storm may be part of the preparation.

ENTITLEMENT KILLS THE PROCESS.

The more entitled you become, the less you learn.

When everything is handed to you, you don't learn how to earn it.

When someone constantly protects you from consequences, you don't learn responsibility.

When people tell you you're great when you haven't earned it, they can actually rob you of the struggle that would have made you great.

You cannot shortcut development.

Learning comes from doing.

Learning comes from working.

Learning comes from making mistakes.

Learning comes from being uncomfortable.

Learning comes from being held accountable.

The person who thinks they deserve everything may never develop the skills necessary to earn anything.

Entitlement removes the struggle—and sometimes the struggle is exactly what you need.

NOTHING GREAT COMES WITHOUT A STRUGGLE.

The easy route rarely produces extraordinary results.

Being comfortable can keep you average.

The easy route feels good today.

The hard route builds you for tomorrow.

Choose the hard thing.

Do the work.

Stay with the process.

Because the struggle you're trying to avoid may be developing the person you need to become.

SOMETIMES PEOPLE ARE PART OF THE PROCESS.

Not everybody who comes against you is there to destroy you.

Sometimes God can use people who oppose you to move you toward your purpose.

Don't take everything personally.

Someone may reject you.

Someone may doubt you.

Someone may betray you.

Someone may underestimate you.

Someone may try to knock you down.

But what if that moment becomes the very thing that changes your direction?

Joseph was thrown into a pit before he reached the palace.

The betrayal wasn't the end of his story.

It was part of the journey.

Sometimes the person who pushes you down unintentionally helps position you for where you're supposed to go.

So don't spend your life asking:

"Why are they doing this to me?"

Ask:

"What is God going to do with this?"

THE EGG HAS TO GO THROUGH THE HEAT.

Think about an egg.

A raw egg is fragile.

Put it in heat, and something changes.

The heat transforms it.

The egg becomes harder.

It becomes stronger.

It becomes something different from what it was before.

The heat was uncomfortable—but the heat created the transformation.

Life works the same way.

Adversity can change you.

Pressure can develop you.

Struggle can strengthen you.

The goal isn't to avoid every difficult experience.

The goal is to become better because you went through it.

YOU DON'T CONTROL THE LENGTH OF THE ADVERSITY.

You don't always get to decide how long the storm lasts.

You don't control every setback.

You don't control every rejection.

You don't control what other people do.

You don't control every circumstance.

But you do control one critical thing:

Who you are while you're going through it.

You control your attitude.

You control your effort.

You control your response.

You control whether you quit.

You control whether you learn.

You control whether you get back up.

You may not control the adversity, but you control who you become during the adversity.

THE BRICK WALL

A brick wall is there for a reason.

It's not always there to keep you out.

Sometimes it's there to make you prove how badly you want in.

The brick wall stops the people who don't want it badly enough.

It separates the people who like the idea of wanting something from the people who are willing to do whatever is necessary to pursue it.

That's the purpose of the wall.

It is a filter.

Most people see an obstacle and say:

"That's unfair."

A different person sees the same obstacle and asks:

"How do I get over it?"

The wall doesn't necessarily mean stop.

Sometimes the wall means you're getting close.

If there were no obstacles, everybody would reach the destination.

And if everybody could reach it easily, the destination wouldn't mean as much.

The obstacle gives your desire a chance to become real.

It forces you to prove that this isn't just something you say you want.

It forces you to show it.

HOW BADLY DO YOU WANT IT?

Anyone can say:

"I want to be a champion."

"I want to be successful."

"I want to be great."

"I want to change my life."

But the brick wall asks a different question:

"How badly do you want it?"

Bad enough to work?

Bad enough to sacrifice?

Bad enough to fail?

Bad enough to start over?

Bad enough to be uncomfortable?

Bad enough to hear "no"?

Bad enough to keep going when nobody believes in you?

Your actions answer the question.

YOU HAVE TO FAIL.

Failure is not the opposite of success.

Failure is part of the process.

You have to get some things wrong to learn how to get them right.

You have to miss shots.

You have to make mistakes.

You have to lose sometimes.

You have to experience disappointment.

You have to discover what doesn't work.

Because winning can tell you that something worked.

Failure can teach you why it didn't.

Failure forces you to examine.

What did I do wrong?

What did I miss?

What do I need to change?

What can I learn?

What will I do differently next time?

That's growth.

LOSE YOUR FEAR OF FAILURE.

Fear of failure causes people to play small.

They don't try hard enough because then they have an excuse.

"I didn't really try."

"I wasn't really prepared."

"I didn't care that much."

That's protection for the ego.

If you don't give your best effort, you never have to find out what your best effort could have produced.

Don't protect your ego. Protect your potential.

Failing while giving your best effort is not something to be ashamed of.

It is information.

It tells you where you need to grow.

It teaches you.

It strengthens you.

It prepares you.

Fail forward.

Get it wrong.

Learn.

Adjust.

Try again.

Get closer.

Then do it again.

THE PROCESS IS THE POINT.

We spend too much time wanting the result and not enough time becoming the person who can produce the result.

The trophy is visible.

The process is invisible.

People see the championship.

They don't see the early mornings.

They don't see the extra work.

They don't see the failures.

They don't see the sacrifices.

They don't see the days you wanted to quit.

They don't see the hundreds of decisions that came before the final moment.

They see the result.

You lived the process.

And that's why the process matters.

The process builds your character.

The process builds your discipline.

The process builds your confidence.

The process builds your toughness.

The process builds your faith.

The process builds the person.

The trophy is proof of the process.

DON'T WISH THE PROCESS AWAY.

Don't wish away the hard days.

Don't wish away every obstacle.

Don't wish away every failure.

Don't wish away every uncomfortable moment.

Because you may be wishing away the very experiences that are preparing you for your destiny.

The brick wall is not necessarily your enemy.

The struggle is not necessarily your punishment.

The failure is not necessarily your defeat.

They may be part of your preparation.

So when the wall appears, don't stop.

When the storm comes, don't quit.

When you fail, don't hide.

When someone doubts you, don't lose your direction.

When the process gets hard, remember why you started.

Keep going.

THE BRICK WALL IS ASKING ONE QUESTION:

HOW BADLY DO YOU WANT IT?

Your answer cannot just be words.

Your answer has to be your work.

Your answer has to be your discipline.

Your answer has to be your consistency.

Your answer has to be your resilience.

Your answer has to be your faith.

Your answer has to be what you do when nobody is watching.

Because the people who reach their destiny aren't the people who never encounter brick walls.

They're the people who refuse to let the brick wall make the decision for them.

The wall is there.

The process is hard.

The road is long.

You will fail.

You will struggle.

You will get knocked down.

Get back up.

Learn the lesson.

Keep working.

Trust God.

Stay with the process.

Because the person you become on the other side of the wall may be more important than what was waiting for you there.

THE BRICK WALL IS NOT THE END OF THE JOURNEY.

IT IS PART OF THE JOURNEY.

AND SOMETIMES, THE WALL IS THE VERY THING THAT PREPARES YOU FOR YOUR DESTINY.

THE SERIES

Part 6

BEING COACHED

Everybody says they want to get better.

Everybody says they want to win.

Everybody says they want to play at the next level.

But wanting to get better is not enough.

You have to be coachable.

Being coachable means you can be corrected without making the correction about your ego.

It means you can hear something you don't like and still listen.

It means you can be challenged without shutting down.

It means you can make a mistake, learn from it, and move on.

It means you understand that correction is not rejection.

Correction is development.

DO YOUR JOB.

The New England Patriots have built a culture around a simple idea:

Ignore the noise. Don't believe the hype. Speak for yourself. Do your job.

That's coaching.

That's accountability.

That's team.

Your job is not to worry about what everyone else is doing.

Your job is to do your job at the highest level you can.

Don't worry about the headlines.

Don't worry about who gets credit.

Don't worry about who is getting more attention.

Don't worry about whether someone likes you.

Do your job.

I CAN'T COACH YOUR EGO.

If every time a coach corrects you, your feelings get hurt, there is a problem.

If every correction makes you defensive, there is a problem.

If you shut down when you're criticized, there is a problem.

If you stop listening because you don't like the way something was said, there is a problem.

I cannot coach someone who refuses to be coached.

You cannot have an ego so big that you think you don't need correction.

And you cannot have an ego so fragile that correction destroys your confidence.

Either extreme will hold you back.

The great player hears:

"You need to fix this."

And thinks:

"Okay. How do I fix it?"

No drama.

No excuses.

No pouting.

No shutting down.

Learn the lesson. Fix it. Move on.

CORRECTION IS NOT PERSONAL.

One of the biggest mistakes athletes make is taking coaching personally.

The coach corrects the behavior.

The player hears:

"The coach doesn't like me."

The coach says:

"You're not doing this correctly."

The player hears:

"I'm not good enough."

The coach says:

"You need to work harder."

The player hears:

"I'm being picked on."

That's your ego talking.

Stop making everything about you.

A coach who cares about your development is going to correct you.

The absence of correction is not always kindness. Sometimes it's indifference.

If I don't care whether you improve, I can leave you alone.

If I care about what you can become, I'm going to demand more from you.

GREAT PLAYERS WANT ACCOUNTABILITY.

Most people don't like being held accountable.

Great ones do.

Average players want to feel good.

Great players want to get better.

Average players ask:

"Why are you getting on me?"

Great players ask:

"What do I need to fix?"

Confrontation isn't a rite of passage.

Starting isn't a birthright.

Playing time isn't a reward for wanting it.

Everything has to be earned.

You don't earn a role by asking for it.

You earn a role by becoming capable of performing it.

WE OR ME?

Every team eventually faces the same choice:

WE or ME.

You can choose yourself.

Or you can choose the team.

The selfish player is constantly asking:

What's my role?

How many minutes am I getting?

How many shots am I taking?

Why isn't someone noticing me?

Why is someone else starting?

Why aren't I getting credit?

The team-first player asks:

What does the team need from me?

If you have a team of completely selfless individuals who put the needs of the team above themselves, that team becomes extremely difficult to beat.

Because nobody is fighting for individual attention.

Everyone is fighting for the same purpose.

WE beats ME.

Every time.

FORGET THE LAST PLAY.

One of the most important skills in sports—and in life—is the ability to move on.

You just made a great play.

It's over.

You just made a terrible play.

It's over.

You missed the shot.

It's over.

You turned the ball over.

It's over.

You made the game-winning play.

It's over.

Next play.

Learn the lesson.

Leave the event.

Don't carry the mistake with you.

Don't carry the success with you either.

If you live in the last play, you aren't available for the next one.

The past can teach you, but it cannot play the next possession for you.

DON'T LET ONE PLAY BECOME YOUR IDENTITY.

Be a rubber ball.

Get knocked down and bounce back.

Don't be a crystal chandelier that hits the floor and breaks into a million pieces.

Resilience means you can absorb the moment without allowing the moment to control you.

Never get too high.

Never get too low.

Don't let success make you careless.

Don't let failure make you quit.

Don't let criticism make you defensive.

Don't let praise make you satisfied.

Stay steady.

The next play is always coming.

THE STANDARD DOESN'T NEGOTIATE.

Everybody wants to win.

The question is what happens when winning gets uncomfortable.

Do your habits get sharper when you're frustrated?

Can you take hard coaching without making it personal?

Can you stop negotiating with the standard the second it becomes difficult?

That's where the difference is made.

Anybody can meet the standard when everything is easy.

The standard matters most when you don't feel like meeting it.

Don't negotiate with yourself:

"I'm tired."

"I don't feel like it."

"Why do I have to do this?"

"Can't I do it tomorrow?"

No.

If it's the standard, it's the standard.

The standard doesn't change because your feelings changed.

YOUR BEST PLAYERS ARE YOUR HARDEST WORKERS.

That should be the standard.

Not the most talented.

Not the most popular.

Not the loudest.

Not the player with the most followers.

Your best players should be your hardest workers.

Your effort has to match the effort of the hardest worker in the program.

Every day.

If you want to be treated like a great player, work like a great player.

If you want more responsibility, demonstrate that you can handle more responsibility.

If you want more playing time, become impossible to keep off the floor.

Don't ask for a role. Earn a role.

Coaches want to win.

They will play the people they believe give the team the best chance to win.

Your choices influence that decision.

YOU HAVE TO PRACTICE WHERE YOU WANT TO GO.

You cannot practice like an AAU player and expect to play like a college player.

You cannot practice soft and expect to play hard.

You cannot prepare casually and expect to perform under pressure.

You have to **believe, act, and practice** like the person you want to become.

If you want to play at the next level, your habits have to look like the next level.

Your preparation has to look like the next level.

Your intensity has to look like the next level.

Your attention to detail has to look like the next level.

You don't become the next-level player when you arrive there.

You become that player by practicing like that player before you get there.

GET OUT OF THE COMFORT ZONE.

You don't grow by constantly doing what you're already comfortable doing.

Growth requires challenge.

A coach has to push you beyond what you think you can handle.

You will struggle.

You will fail.

You will get frustrated.

And then something happens.

You figure it out.

You improve.

You discover that you are capable of more than you thought.

And you think:

"I can do this."

That's development.

The coach isn't trying to make your life miserable.

The coach is trying to expand your capacity.

There is friction between where you are and where you need to be.

That friction is often where growth happens.

SHOW DOGS OR HUNTING DOGS?

Ask yourself:

Are we building show dogs or hunting dogs?

A show dog looks good.

It performs when everything is controlled.

A hunting dog has a job.

It can operate in difficult conditions.

It stays focused.

It works.

It responds.

It finishes.

We don't need players who only look good when everything is going their way.

We need players who can execute when they're tired.

When they're frustrated.

When they're losing.

When the crowd is against them.

When the coach is demanding more.

When the pressure is high.

When the last play went badly.

Can you still do your job?

That's the player we want.

BUILD YOURSELF TO EXECUTE NO MATTER WHAT.

You have to build yourself into someone who can execute regardless of how you feel.

That's mental toughness.

Mental toughness isn't pretending you don't have emotions.

It's refusing to let your emotions dictate your behavior.

You can be nervous and still execute.

You can be frustrated and still execute.

You can be tired and still execute.

You can be disappointed and still execute.

Your feelings don't get to determine your standard.

THE RIVER AND THE ROCK.

There is a battle between the river and the rock.

The rock is hard-headed.

The river is persistent.

The river keeps moving.

Day after day.

Year after year.

It doesn't need to overpower the rock in one moment.

It simply keeps working.

Eventually, the rock changes.

It becomes smooth.

Or it gets moved.

The river always wins.

That's what coaching should do.

Consistent pressure.

Consistent correction.

Consistent standards.

Consistent expectations.

The purpose isn't to break the player.

It's to shape the player.

MOMENTS MATTER.

Great players understand that little things become big things.

Practice matters.

Preparation matters.

Body language matters.

Being on time matters.

Touching the line matters.

Listening matters.

How you respond to correction matters.

How you respond after a mistake matters.

You have to win the moment.

Don't worry about winning the entire season today.

Win this drill.

Win this possession.

Win this conversation.

Win this decision.

Win this moment.

Stack enough good moments together and you create something bigger.

PRESSURE DOESN'T BUILD CHARACTER. IT REVEALS IT.

Pressure doesn't magically create who you are.

Pressure audits who you are.

When you're under pressure, your habits show up.

Your preparation shows up.

Your discipline shows up.

Your attitude shows up.

Your character shows up.

If your habits are weak, pressure exposes them.

If your habits are strong, pressure reveals them too.

That's why you prepare before the pressure arrives.

You don't rise to the occasion. You fall back on your preparation.

HUSTLE BEATS TALENT WHEN TALENT DOESN'T HUSTLE.

Talent matters.

Athletic ability matters.

Intelligence matters.

But talent without work ethic has a ceiling.

There will always be somebody more talented.

Somebody faster.

Somebody stronger.

Somebody bigger.

Somebody more naturally gifted.

But you control your effort.

Hustle gives you a chance.

Work ethic separates people.

Consistency separates people.

Preparation separates people.

Discipline separates people.

God has a way of evening things out.

You may not control your talent.

You may not control your circumstances.

But you can control how hard you work.

Make that your advantage.

EVERY DAY, YOU GET BETTER OR WORSE.

Every day you come into practice, you are doing one of three things:

Getting better.

Staying the same.

Getting worse.

Why would you willingly choose the last two?

If you're going to spend the time, make the time matter.

Don't just show up.

Improve.

Learn something.

Fix something.

Strengthen something.

Become better at something.

Because consistency is more powerful than occasional intensity.

CONSISTENCY BEATS INTENSITY.

Anybody can be intense for one day.

Anybody can have a great practice.

Anybody can get excited after a big win.

The question is:

Can you do it tomorrow?

And the next day?

And the next?

And the next?

Consistency is what makes you who you are.

Your ordinary actions, repeated over time, create extraordinary results.

You don't become great through one great day.

You become great through thousands of ordinary days done correctly.

THE SWING OR WHERE THE BALL LANDS?

Some people obsess over the swing.

Others care about where the ball lands.

Don't confuse activity with results.

This isn't performance art.

It isn't about looking good.

It's about execution.

What was the outcome?

Did the ball get where it needed to go?

Did you do your job?

Did the team succeed?

Did the work produce improvement?

Style doesn't matter if it doesn't produce results.

Execution matters.

WHINERS OR WINNERS?

There is a difference between people who win and people who whine.

Whiners want to feel good before they do something.

Winners do what needs to be done and understand that feeling good may come afterward.

Whiners negotiate.

Winners execute.

Whiners blame.

Winners take responsibility.

Whiners protect their feelings.

Winners protect the standard.

Whiners ask:

"Why me?"

Winners ask:

"What's next?"

DON'T LET YOUR FACE GIVE YOU AWAY.

Your body language matters.

Pouting matters.

Dropping your head matters.

Throwing your hands up matters.

Talking back matters.

Making faces matters.

Your teammates see it.

Your opponents see it.

Your coaches see it.

And eventually, those behaviors become habits.

Your body language speaks before you do.

You don't have to be emotionless.

You do have to be in control.

Don't give your teammates a negative emotion they can feed off.

Don't allow one bad play to infect the next five.

Control yourself.

YOU CANNOT BE CASUAL ABOUT GREATNESS.

Casual and cool will get you beat.

If you're casual about preparation, someone who is serious will pass you.

If you're casual about practice, someone who is committed will take your spot.

If you're casual about discipline, someone with stronger habits will outperform you.

You have to learn to compete.

Not just in sports.

In life.

Compete against your excuses.

Compete against procrastination.

Compete against the negative voice in your head.

Compete against the version of yourself that wants to stay comfortable.

Your biggest opponent may not be across the court.

It may be the voice inside your own head telling you that you can't.

BE COACHABLE.

So what does it mean to be coachable?

It means:

You listen.

You accept correction.

You don't make everything personal.

You ask questions.

You learn.

You adjust.

You work.

You respond.

You move on.

You don't need to be perfect.

You need to be teachable.

A coach doesn't expect you to know everything.

A coach expects you to be willing to learn.

A good player can play for any coach.

They can overcome imperfect circumstances because they control what they can control:

Their attitude.
Their effort.
Their preparation.
Their response.

You may not always agree with your coach.

You may not always like the coaching.

You may not always understand the decision.

But you can always control how you respond.

THE NEXT PLAY.

The best players aren't the ones who never make mistakes.

They're the ones who recover from mistakes the fastest.

They don't stay stuck in the last play.

They don't let one failure become five.

They don't let one criticism destroy their confidence.

They don't let one success make them comfortable.

They learn.

They adjust.

They compete.

They move forward.

Next play.

That's the mindset.

BEING COACHED IS A PRIVILEGE.

If someone is willing to invest their time, knowledge, energy, and experience into making you better, take advantage of it.

Don't fight the person trying to develop you.

Don't let your ego rob you of the lesson.

Don't confuse being challenged with being disrespected.

Don't confuse correction with rejection.

Let yourself be coached.

Because the person you are today is not supposed to be the finished product.

The coach's job is to help you become capable of doing things today that you couldn't do yesterday.

And your job is to accept the challenge.

Listen.

Work.

Fail.

Adjust.

Try again.

Get better.

THE QUESTION IS NOT WHETHER YOU WILL BE COACHED.

You will.

By coaches.

By teammates.

By competition.

By failure.

By life.

The question is:

Will you allow yourself to be coached?

Will you listen when you don't want to listen?

Will you change when you're asked to change?

Will you accept accountability?

Will you protect the standard instead of your ego?

Will you move on to the next play?

Will you keep working when you're frustrated?

Will you get better when things get hard?

Because at the end of the day, being coachable isn't about making the coach's job easier.

It's about making your own future better.

Your coach can't make you listen.

Your coach can't make you care.

Your coach can't make you work.

Your coach can't make you respond correctly.

Your coach can provide the standard.

Your coach can provide the correction.

Your coach can provide the opportunity.

You have to decide what you will do with it.

So choose **WE over ME.**

Choose **growth over comfort.**

Choose **correction over ego.**

Choose **the standard over your feelings.**

Choose **the next play over the last play.**

Choose **work over excuses.**

Choose **consistency over intensity.**

Choose to be **coachable.**

Because talent may get you noticed.

But your ability to be coached is what allows you to become better.

And becoming better is the whole point.

THE SERIES

Part 7

WHAT DOES IT TAKE?

Everybody wants the result.

Everybody wants the championship.

Everybody wants the money.

Everybody wants the degree.

Everybody wants the recognition.

Everybody wants to be successful.

But here's the question most people don't want to answer:

WHAT DOES IT TAKE?

Because wanting something is easy.

Talking about it is easy.

Dreaming about it is easy.

The real question isn't:

"What do I want?"

The real question is:

"What am I willing to do to get it?"

And the answer is simple:

IT TAKES WHAT IT TAKES.

WANTING IT ISN'T ENOUGH.

You can want it badly.

You can believe in yourself.

You can visualize it.

You can talk about it.

You can pray about it.

But eventually, your desire has to become behavior.

You have to work.

You have to sacrifice.

You have to practice.

You have to learn.

You have to fail.

You have to get back up.

You have to do it again.

And again.

And again.

The dream doesn't care how badly you want it.

The process cares how badly you're willing to work for it.

THERE IS NO ONE-DAY SUCCESS.

Greatness isn't built in one day.

It's built through days.

Then weeks.

Then months.

Then years.

One good decision doesn't change your life.

But one good decision repeated every day can.

One workout doesn't make you fit.

One practice doesn't make you great.

One study session doesn't make you educated.

One good day doesn't make you successful.

But stack enough good days together and eventually people call the result "success."

They see the outcome.

They don't see the accumulation.

THE POWER OF SMALL THINGS

The Rule of 100 is simple: If you spend **100** hours in a year, which is **18** minutes a day, you will be better than **95%** of the world in that discipline.

Give something consistent attention every day, and over time, the improvement compounds.

You don't have to transform your life today.

You have to improve what you do today.

Do something small.

Then do it tomorrow.

Then do it again.

After one day, you may see no difference.

After ten days, maybe very little.

After 100 days, the difference can be enormous.

Consistency makes small things become big things.

But the opposite is also true.

If you do nothing every day, that compounds too.

Nothing + nothing + nothing = nothing.

Every day is adding something to your future.

The question is:

What are you adding?

10,000 HOURS

World-class performance doesn't come from wishing. World-class performance takes around 10,000 hours of practice!

It comes from massive amounts of deliberate practice, repetition, correction, and experience.

The exact number isn't the point.

The principle is.

You don't become world-class by occasionally working hard.

You become exceptional by putting in extraordinary amounts of focused work over time.

Those who are rewarded in public have usually practiced massively in private.

People see the performance.

They don't see the preparation.

They see the trophy.

They don't see the thousands of hours behind it.

The results are public. The work is private.

CHAMPIONS DO DAILY WHAT OTHERS DO OCCASIONALLY.

That's the separation.

Not necessarily talent.

Not necessarily intelligence.

Not necessarily opportunity.

Consistency.

Champions do what needs to be done every day.

Other people do it when they feel like it.

Champions practice when they're tired.

They study when they're distracted.

They train when they're uncomfortable.

They prepare when nobody is watching.

They keep going when the excitement is gone.

They don't depend on motivation.

They depend on discipline.

DISCIPLINE BEATS MOTIVATION.

Motivation is a feeling.

Discipline is a decision.

Motivation says:

"I feel like doing it."

Discipline says:

"It needs to be done."

You will not always feel motivated.

You will be tired.

You will be frustrated.

You will be bored.

You will have bad days.

You will have other things you would rather do.

That's normal.

The question is whether those feelings get to make the decision.

Discipline overrides motivation.

You don't have to feel like doing it.

You have to do it anyway.

CHANGE THE RULE FOR WHEN YOU QUIT.

David Goggins puts it simply:

"I don't stop when I'm tired. I stop when I'm done."

Tired is a feeling.

Done is a finish line.

Those are not the same thing.

If you quit every time you get tired, frustrated, uncomfortable, or discouraged, you're allowing a temporary feeling to make a permanent decision.

Don't make that decision in the middle of the struggle.

When you want to quit, tell yourself:

"I can quit tomorrow."

Get through today.

Get to lunch.

Then get to dinner.

Then get to bed.

Wake up tomorrow with a clean slate.

And go again.

Sometimes winning isn't about seeing the entire road.

It's about refusing to quit today.

DON'T WAIT YOUR TURN.

You don't wait for opportunity.

You prepare yourself to take advantage of opportunity.

Nobody owes you an opportunity.

Nobody owes you playing time.

Nobody owes you a promotion.

Nobody owes you success.

You don't sit around waiting for someone to give you your chance.

You make yourself impossible to ignore.

Become so prepared.

Become so disciplined.

Become so consistent.

Become so valuable.

That when the opportunity appears, you're ready.

We only need one degree! PHD: Poor – Hungry - Driven

SUCCESSFUL PEOPLE DO WHAT UNSUCCESSFUL PEOPLE ARE UNWILLING TO DO.

This is one of the great separators in life.

Everybody wants extraordinary results.

Few people are willing to do extraordinary work.

Everybody wants to be strong.

Nobody wants to be sore.

Everybody wants the championship.

Few people want the practices.

Everybody wants the results.

Few people want the repetition.

Everybody wants the mountain.

Few people want to climb it.

You don't get to choose the reward without accepting the requirements.

DON'T BE ANGRY ABOUT RESULTS YOU DIDN'T EARN.

Don't be angry because you didn't get the results you wanted if you didn't do the work required to produce them.

You can't plant nothing and demand a harvest.

You can't practice occasionally and expect mastery.

You can't prepare casually and expect extraordinary performance.

Results are connected to behaviors.

If you don't like the result, don't just complain about the result.

Look at the process that produced it.

Ask:

Did I do what was required?

If the answer is no, you know what needs to change.

DO MORE THAN EXPECTED.

If you consistently do more than expected, eventually you become more than expected.

If everyone else does the minimum, doing more separates you.

If everyone else stops when they're tired, keep going.

If everyone else arrives on time, arrive early.

If everyone else practices until they're good, practice until you can't get it wrong.

If everyone else does what's required, **do what's necessary.**

You don't have to announce it.

You don't need applause.

Just do the work.

WHEN EVERYONE ELSE QUITS.

Pay attention to what happens when people start peeling away.

That's the moment when you have a decision to make.

Do you become one of them?

Or do you decide:

"This is for me."

When everyone else stops, your consistency becomes more valuable.

When everyone else gets comfortable, your discipline creates separation.

When everyone else finds an excuse, your commitment becomes an advantage.

Doing the difficult creates natural separation.

THE BUDS TEST.

The lesson from extreme selection environments like Navy SEAL BUD/S isn't simply about physical strength.

It's about the willingness to continue in the face of difficulty.

The question becomes:

Will you keep going when circumstances tell you to stop?

That's the battle.

Not always against another person.

Often against yourself.

Your fatigue.

Your fear.

Your doubt.

Your excuses.

Your desire to be comfortable.

The hardest opponent is often the voice in your own head.

YOUR EXCUSES OR YOUR MISSION?

The breakthrough comes when your excuses are no longer stronger than your mission.

That's the moment everything changes.

You stop asking:

"Why is this so hard?"

And start asking:

"What does this require?"

You stop asking:

"Do I feel like doing this?"

And start asking:

"Does this need to be done?"

You stop negotiating.

You start executing.

That's where breakthroughs happen.

Sometimes the breakthrough comes when you least expect it.

You can't always see it coming.

You simply have to stay in the game long enough to reach it.

COMFORT HAS A COST.

Every day you stay in your comfort zone, you're practicing staying comfortable.

And if you continually practice comfort, you become less capable of handling discomfort.

To achieve something you've never achieved, you have to do something you've never done.

And anything outside your comfort zone will trigger resistance.

Your brain wants safety.

Your brain wants familiarity.

Your brain wants to conserve energy.

It will give you reasons to stop.

Don't confuse resistance with impossibility.

Sometimes the voice saying:

"You can't."

is simply the voice saying:

"This is unfamiliar."

Get uncomfortable.

That's where growth begins.

LIFE IS HARD EITHER WAY.

You have a choice.

Getting up early to train is hard.

Sleeping in and being out of shape is hard.

Studying when you'd rather relax is hard.

Being unprepared is hard.

Saving money is hard.

Living with financial stress is hard.

Discipline is hard.

The consequences of having no discipline are hard.

Life is hard either way.

So choose your hard.

Choose the pain that moves you forward.

THE PRICE GOES UP.

The higher you want to go, the higher the price.

Every level has a cost.

More responsibility.

More sacrifice.

More discipline.

More time.

More pressure.

More accountability.

You cannot keep the same habits and expect a different level of success.

If you want to go up, something has to change.

You may have to give up comfort.

You may have to give up free time.

You may have to give up certain relationships.

You may have to give up excuses.

You may have to give up the version of yourself that is holding you back.

Saban's question is the right one:

It's not just what you want. What are you willing to give up to get it?

YOU ARE GOING TO HAVE TO SACRIFICE.

Greatness demands sacrifice.

There are tradeoffs at every level.

You cannot say yes to everything.

Every yes is a no to something else.

If you say yes to excellence, you may have to say no to comfort.

If you say yes to preparation, you may have to say no to distractions.

If you say yes to your mission, you may have to say no to people who don't understand it.

Your priorities are revealed by what you're willing to sacrifice.

STRUCTURE AND ACCOUNTABILITY.

If you're going to be great, you need structure.

And you need accountability.

Because relying on how you feel is a terrible system.

Build routines.

Build habits.

Build expectations.

Measure your work.

Let people challenge you.

Put yourself around people who won't allow you to make excuses.

Structure keeps you moving when motivation disappears.

Accountability keeps you honest when nobody else would know.

THE TEST DOESN'T CREATE THE RESULT.

A test doesn't magically reveal what you know.

It reveals what you prepared to do before the test.

The game doesn't create your habits.

It exposes them.

The pressure doesn't create your preparation.

It reveals it.

The championship doesn't create your character.

It exposes it.

You cannot cram preparation into the moment when preparation is required.

You have to build it beforehand.

FAILURE IS PART OF THE MOUNTAIN.

Champions and successful people live on a mountain of failures and mistakes.

They've missed.

They've lost.

They've been rejected.

They've made bad decisions.

They've failed.

The difference is they didn't make failure their identity.

They made failure their teacher.

Get it wrong. Learn. Adjust. Repeat.

Practice until the skill becomes automatic.

Practice until you can't get it wrong.

Then practice some more.

OBSESSION CREATES SEPARATION.

The most successful people often have an unusual level of commitment to what they do.

They are obsessed with getting better.

They think about it.

They study it.

They practice it.

They look for weaknesses.

They search for ways to improve.

And when everyone else gets tired of doing the same important thing, they keep going.

Obsession becomes fuel when everyone else quits.

You don't have to be obsessed with everything.

But if you want to be exceptional at something, you have to care about it at an exceptional level.

DON'T WAIT FOR APPLAUSE.

No one celebrates your discipline until they need to borrow your results.

People may not notice the early mornings.

They may not notice the extra reps.

They may not notice the sacrifices.

They may not understand why you keep saying no.

That's okay.

You don't need applause to do the work.

One day, the people who didn't see the grind will see the result and ask:

"How did you do it?"

They'll see the outcome.

You'll remember the timeline.

SOCIAL MEDIA SHOWS THE RESULT. LIFE SHOWS THE TIMELINE.

Social media rewards speed.

Real life rewards consistency.

What you see online is usually the highlight.

You see the championship.

Not the years of training.

You see the business.

Not the years of failure.

You see the success.

Not the sacrifices.

Don't compare your timeline to someone else's highlight reel.

The people who last aren't necessarily the people who rushed.

They're the people who stayed the course.

THE SUCCESSFUL AND THE UNSUCCESSFUL ARE BOTH SELF-MADE.

Not completely.

We all have different circumstances, opportunities, challenges, and advantages.

But our repeated decisions matter.

Your choices become your habits.

Your habits shape your identity.

Your identity influences your future.

Every day you're casting votes for the person you're becoming.

Success is built through decisions.

So is failure.

The question is:

What are your decisions producing?

DON'T TRY TO DO IT ALL TODAY.

One of the biggest mistakes people make is trying to change everything at once.

You don't need to finish the masterpiece today.

You need to paint today's piece.

Get through today.

Make today's workout count.

Make today's practice count.

Make today's study session count.

Make today's decisions count.

Then come back tomorrow and do it again.

Small steps, repeated consistently, create masterpieces.

THE PROBABILITY IS ABOVE ZERO.

The Probability is above zero. - Elon Musk

You don't know exactly what will happen.

Nobody does.

Success is never guaranteed.

But if the probability of success is above zero, why eliminate yourself before you begin?

Give yourself a chance.

Work.

Learn.

Adjust.

Persist.

Improve your odds.

You can't guarantee success.

But you can guarantee that quitting guarantees nothing.

WHAT DOES IT TAKE?

It takes showing up when you don't feel like it.

It takes doing the boring things.

It takes doing the difficult things.

It takes sacrifice.

It takes discipline.

It takes consistency.

It takes accountability.

It takes failure.

It takes humility.

It takes patience.

It takes faith.

It takes getting uncomfortable.

It takes doing the work in private before anyone celebrates you in public.

It takes choosing your mission over your mood.

It takes choosing your future over your comfort.

It takes choosing what you need to do over what you want to do.

And when you think you've done enough?

Do what it takes.

When you're tired?

Do what it takes.

When nobody is watching?

Do what it takes.

When everyone else quits?

Do what it takes.

When you fail?

Learn and do what it takes.

When you don't feel like it?

Do what it takes.

When the excitement disappears?

Do what it takes.

When the results aren't showing yet?

Do what it takes.

Because the people who become great aren't the people who always feel motivated.

They're the people who have decided that their feelings don't get to determine their commitment.

IT TAKES WHAT IT TAKES.

You don't need to be special.

You don't need to be the most talented.

You don't need to be the smartest.

You don't need to have everything figured out.

You need to be willing to keep improving.

One good day.

Then another.

Then another.

Stack the days.

Stack the weeks.

Stack the months.

Stack the years.

And eventually, what looked impossible becomes normal.

Normal gets normal results.

If you want extraordinary results, you have to be willing to live extraordinarily.

You have to work when others won't.

You have to persist when others quit.

You have to sacrifice what others won't sacrifice.

You have to stay disciplined when others make excuses.

You have to stay the course when the results aren't visible.

And you have to keep going long enough for your effort to overcome the obstacle.

That's where the breakthrough lives.

Not in wishing.

Not in talking.

Not in waiting.

In the work.

So stop asking:

"What do I want?"

Start asking:

"WHAT DOES IT TAKE?"

And then—

DO WHAT IT TAKES.