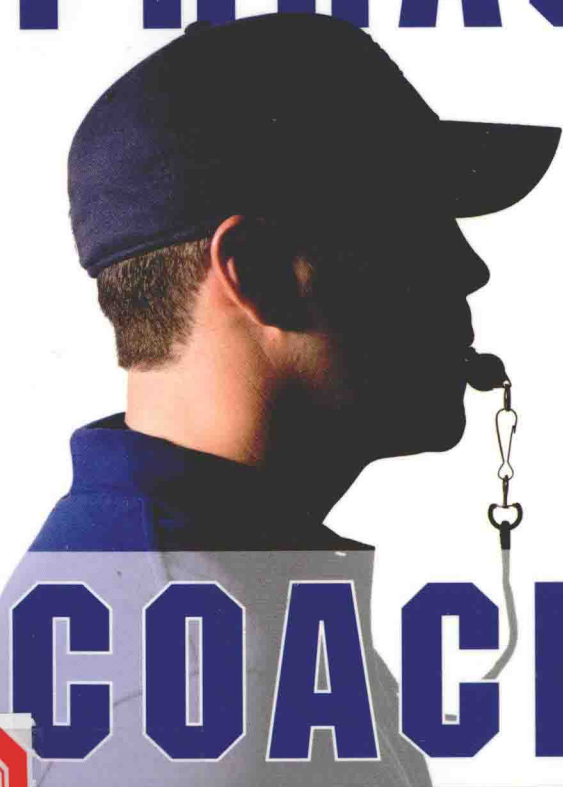


**Hundreds of Ready-to-Use Winning Phrases
for Any Sport—On and Off the Field**

PERFECT PHRASES



FOR

COACHES

**TALK TO PARENTS AND OFFICIALS
MOTIVATE PLAYERS • DISCIPLINE YOUR TEAM**

RALPH PIM

PERFECT PHRASES — FOR — COACHES

Hundreds of Ready-to-Use Winning Phrases
for Any Sport—On and Off the Field

— RALPH PIM —

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To the members, past and present, of the competitive sports team in the Department of Physical Education at the United States Military Academy for their commitment, enthusiasm, professionalism, loyalty, and selfless dedication to the competitive sports vision and mission. Through your passion and perseverance, we are changing the culture of sport one day at a time.

Colonel Gregory Daniels

Colonel Jesse Germain

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Introduction

Outstanding coaches select powerful words that inspire and motivate players. They communicate their vision so others want to follow and make it a reality. They define, model, shape, and reinforce team play every day. They develop fundamentally sound players and teams of significance.

Communication is not what you say as much as what your players hear you say. There is a powerful relationship between the words that you use and the results that you get. Highly successful coaches select words that create a visual of the desired outcome. They understand that poorly chosen words hinder team unity, damage self-esteem, hold back enthusiasm, and hurt team morale. Well-chosen words encourage, motivate, energize, and synergize team members.

Never underestimate the power of communication. You may know the technical aspects of your sport and recognize the principles of teamwork, but if you cannot communicate them effectively, your knowledge is of little value. Fortunately for all of us, communication is a skill that we can continually develop throughout our careers.

Perfect Phrases for Coaches was written to help coaches at all levels improve their communication and be the catalysts to develop athletes of character and build winning teams of significance. It is my belief that impact words capture the attention of players and create perfect phrases. This book identifies impact words for each letter of the alphabet that can be incorporated into almost every aspect of coaching. Examples of phrases are then provided for each impact word.

It is my hope that readers will be able to reinforce their coaching philosophy and incorporate these impact words into their talks with their players and assistant coaches before, during, or after a game, during practice, and in individual and team meetings.

About the Author

Dr. Ralph Pim is the director of competitive sports in the Department of Physical Education at the United States Military Academy and oversees a program that has more than 3,300 cadet-athletes participating in 24 competitive club sports and 12 company athletics sports. In 2008, West Point was recognized as one of the 15 Most Influential Sport Education Teams in America by the Institute for International Sport.

During Pim's tenure, West Point implemented the Champions of Character program, established both the Mike Krzyzewski Teaching Character Through Sport Award and the General Hal Moore Warrior of Excellence Award, and introduced the Character in Sports Grading Index. Since 2005, West Point has won 27 competitive club national championships.

Pim has earned an excellent reputation as an outstanding teacher and team builder. Prior to his arrival at West Point, he coached basketball for more than 25 years. He coached at Barberton (Ohio) High School, Northwestern State University, Central Michigan University, Alma College, the College of William

and Mary, and Limestone College. In 2007, he was inducted into the Limestone College Athletics Hall of Fame.

Pim has authored or coauthored eight books and is a frequent speaker at national conferences on character development through sport. He was one of 12 individuals selected by the Institute for International Sport and The Positive Coaching Alliance at Stanford University as the 2009 Sports Ethics Fellows. Pim is a graduate of Springfield College. He earned his master's degree from Ohio State University and his doctorate from Northwestern State University. He is a member of the Phi Kappa Phi honor society.

The Right Phrase for Every Situation...Every Time

Perfect Phrases for Building Strong Teams
Perfect Phrases for Business Letters
Perfect Phrases for Business Proposals and Business Plans
Perfect Phrases for Business School Acceptance
Perfect Phrases for College Application Essays
Perfect Phrases for Cover Letters
Perfect Phrases for Customer Service
Perfect Phrases for Dealing with Difficult People
Perfect Phrases for Dealing with Difficult Situations at Work
Perfect Phrases for Documenting Employee Performance Problems
Perfect Phrases for Executive Presentations
Perfect Phrases for Landlords and Property Managers
Perfect Phrases for Law School Acceptance
Perfect Phrases for Lead Generation
Perfect Phrases for Managers and Supervisors
Perfect Phrases for Managing Your Small Business
Perfect Phrases for Medical School Acceptance
Perfect Phrases for Meetings
Perfect Phrases for Motivating and Rewarding Employees
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Chapter 1

The Definition of Success

Our first stop is to examine the definition of success. Many people do not truly understand the meaning of success. They believe success means playing sports on the professional level, winning championships, obtaining financial security, or making an all-star team. Nothing could be further from the truth. Success should not be measured by national recognition or financial rewards. True success begins with focusing all of your resources on becoming the best that you can be. It comes from knowing that you have given your best effort. Successful players strive to realize their potential.

Hall of Fame basketball coach John Wooden said, "Success is peace of mind which is a direct result of self-satisfaction in knowing you did your best to become the best that you are capable of becoming."

The Wooden-coached UCLA teams reached unprecedented heights that will be difficult for any team to match. The Bruins set all-time records with four perfect 30-0 seasons, 88 consecu-

tive victories, and 10 NCAA national championships, including seven in a row.

Jim Tressel, head football coach at Ohio State University, studied the teachings of Wooden and added one powerful idea to Wooden's definition of success. Tressel expanded the definition to read, "Success is the inner satisfaction and peace of mind that comes from knowing I did the best I was capable of doing for the group." The addition of the words "for the group" helped Ohio State players define success in terms of what the team needs. With the rise of individualism in sports, the concept of being part of a team eludes many of today's players.

Chapter 2

The Path to Success

There are many obstacles that stand between athletes and success. Every day athletes make decisions that ultimately determine whether they will reach their goals. This chapter examines some of the qualities that are necessary to help them overcome these challenges.

Key Traits of Successful Performers

Why are certain athletes able to reach their goals, while others do not? My experiences have shown that successful performers possess five key traits.

1. **Self-respect.** Successful athletes value themselves as important and worthwhile. They hold themselves in high esteem, demonstrate respect for themselves, and take pride in everything they do.

2. **Self-responsibility.** Successful athletes take responsibility for their actions and their attitudes. They set goals and realize they must pay the price for success. They do not blame others for setbacks and are able to stay positive in difficult situations.
3. **Self-confidence.** Successful athletes believe in themselves. They do not allow anything or anyone to diminish their self-worth. They look forward to competition because it is an opportunity for growth. They always give their best effort and trust in the results.
4. **Self-improvement.** Successful athletes continually improve. They strive to master the skills necessary for success. They realize that athletic success is similar to climbing a never-ending staircase. There is always room for improvement, and each new step presents new challenges.
5. **Self-forgiveness.** Successful athletes are able to forgive themselves when they do not live up to their expectations. They understand they will experience setbacks and disappointments in their quest for success. They know how to get back up after they fall.

The Four Cs of Peak Performance

Dr. Ralph Vernacchia, sport psychologist at Western Washington University, believed peak performers combine the personal