



This may very well be the most important lesson of all. An understanding of *why* we do things will help open our brain to receive more information. We are more careful with the thoughts we repeat when we understand that every thought helps shape our brain. We can feel more motivated to invest in our team's culture once we understand that human nature drifts towards selfishness.

This is a great week for self-reflection. Why do we allocate our time the way we do? Is it because that's how we were coached? Or is it because we have thought through the implications of how we spend our time? Approach this with a growth mindset. We are here to continuously grow as coaches. So let this be like a science experiment rather than a courtroom. You aren't "right or wrong", you are figuring things out one step at a time.

Time is a finite resource and I truly believe *how* this time is spent separates the good from the great. Consider letting the team you currently have dictate the time you're spending in each area. Every team is unique and requires different emphasis points. This also may change week to week as new strengths and deficiencies are revealed in your team.

Finally, I believe it is critical for you to share your perspective on mental training with your team. Let them share their perspective with you and the group. We can all be looking at the exact same thing but see it a hundred different ways. Encourage your athletes to be open about their thoughts on spending time on mental and cultural training. You will go even farther when they are part of the process.



ARMOR MENTAL
PERFORMANCE

Among other things, neuroplasticity means that emotions such as happiness and compassion can be cultivated in much the same way that a person can learn through repetition to play golf and basketball or master a musical instrument, and that such practice changes the activity and physical aspects of specific brain areas.

- Andrew Weil

Because of the power of neuroplasticity, you can, in fact, reframe your world and rewire your brain so that you are more objective. You have the power to see things as they are so that you can respond thoughtfully, deliberately, and effectively to everything you experience.

-Elizabeth Thornton

Any man could, if he were so inclined, be the sculptor of his own brain.

- Santiago Ramón y Cajal