

THE 03 PHILOSOPHY

We are focused on helping every type of athlete reach their full potential. We believe the following are a few of the key ingredients to attaining their athletic goals:

1. PASSION

We want to teach our players to have a love/desire/thirst for their sport before anything else. If they have a love for their sport it makes getting them to practice/play much easier. This is attained first by the attitude, personality, and passion our Coaches/Trainers bring to each program. From there, our players will be part of a unique and enjoyable environment that is age/skill specific while leaving them hungry for more!

2. HARD WORK / WORK ETHIC / DEDICATION

One of our favorite quotes, “Hard work beats talent, if talent fails to work hard.” Our athletes will understand that through hard work and training with a purpose, anything can be achieved. With a focus on Player Development we will help our athletes understand that “saying” and actually “doing” is key behind creating a solid work ethic. We also encourage our athletes to break down their big goals into small milestones with a big emphasis on writing everything down. This helps to hold them accountable for what they “say” they want to achieve. We help our athletes understand it all comes down to effort.

3. KNOWLEDGE

We want our athletes to understand that the more they know about their sport, the better player they will be- period. We want them to be players and students of the game because we all know that, “Knowledge is power.”

4. CONFIDENCE & COMPOSURE

In athletics, confidence and composure go hand-in-hand. If you lose your composure your confidence usually goes with it. Learning how to deal with negative and positive emotions that athletics brings out in players is crucial in order to improve. We believe that becoming “confident” in your sport first starts when the athlete learns how to deal with failure. As Michael Jordan said, “I’ve missed more than 9,000 shots in my career. I’ve lost almost 300 games. 26 times, I’ve been trusted to take the game winning shot and missed. I’ve failed over and over and over again in my life. And that is why I succeed.”

Each program we offer, our Coaches/Trainers discuss the importance of playing/training with confidence and keeping your composure. We understand how difficult it is to create confident and composed athletes and all of our athletes will know that that it is “ok” to make mistakes, but it’s what you do after that mistake, that matters.

5. CHARACTER DEVELOPMENT

As an organization we believe that there are many opportunities to teach life lessons to our student-athletes through sports. We believe this small excerpt from Character In Sports, helps illustrate how sports can build character if managed properly: *“Opportunities may arise throughout the course of an athletic season or career such as: the ability to deal with adversity, to work with others towards a common goal, to overcome obstacles, to fail, to be defeated, and to win. All of these athletic situations help student-athletes deal with future real-life situations that require strength, courage, hard work, mental toughness, and/or humility. These educational opportunities can either be harnessed and cultivated or ignored and wasted. It is my contention that these learning opportunities must be seized, especially within the context of character development. There is not a better way to bring about social change than through sports. It is in this context that I believe sports should be utilized at the grassroots level to build character in its participants. As a society, we place such a high premium on winning that the coaches, players, and parents sometimes forget the true reason for sport. Athletics are meant to help develop the whole person – the body in conjunction with the mind. If we neglect the latter, we are doing every individual who participates in athletics and society in general, a great disservice.”*

As an organization we want to improve our athletes minds and bodies. We know their time with us is limited, but we hope to instill some wholesome values that last a lifetime. Yes, our Coaches/Trainers will train our athletes to achieve goals, greatness, and trophies, but we will also use those moments of victory and defeat as chances to prepare them for real life.



SHAPING ATHLETES FOR LIFE

