



BRIAN CAIN'S
INNER CIRCLE PEAK

featuring The 12 Pillars of Peak Performance!

TUESDAY, DECEMBER 27TH
12:12PM - 3:12PM CST

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AN INNER CIRCLE EXCLUSIVE VIRTUAL LIVE EVENT

Cain: It's time. Hello, how are you? If you can hear me now please give one loud power clap. Make it two. Make it three. Take those right hands put them in the air, left hand out in front, spin it and go OH Dominate the Day! Welcome to the first, should I say the inaugural, should I say the first annual which means there will be more in the future, Inner Circle Peak. We've got a star studded line up for you today.

Here is what I want to know. You my friend, you, are the star of the show. In the comment bar on the side what I'd like you to do is I would like you to please put in your name, what you do (so you might say what school or where you coach and what sport), and then where do you live. So I'm going to put in "Brian Cain, Peak Performance Coach, Southlake, Texas." Just like this. Bang! You'll see that that's going to pop up. Once that pops up what I would like you to do is I want you to do the same.

Again I want you to put in your name, put in where you're from, and what you coach.

So let's talk about the Inner Circle Peak. For the first year here (2016) we've been going through the Inner Circle. Now many of you may have invested already in the Inner Circle Collector's Edition, this spiral-bound manual. It's got all the audios from 2016 in CD form and it's got every one of our Inner Circle Newsletters going through. Well this is a gem. But today we've got more than a gem. You see, we've got a diamond.

We've got twelve of the greatest coaches in the country, twelve of your colleagues that are going to talk about how they've used a Pillar of Peak Performance in their program. So again these are real coaches like you. Real people like you using the 12 Pillars of Peak Performance Program in their athletic program and they're going to teach you today how they do it.





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We've got Alan McDougal, one of the top high school baseball coaches in the country. We've got Randy Jackson, author in the last year, one of the top high school football coaches in the country. Ethan Miller, also an author in the last year. He's going to be talking about Pillar #3. Ethan is the athletic director and baseball coach in Iowa.

Joe Amplo, the head coach of the Marquette Men's Lacrosse Program who oh by the way this past year is one of the top eight teams in the country going into the postseason where National Seed where they got upset by the North Carolina Tar Heels in round one and Carolina went on to win the National Championship. But Coach Amplo led the Marquette lacrosse team to the Big East Conference Champion there first where to win the championship they had to go on the road to Denver and beat the number one ranked team and defending National Champion Denver lacrosse team.

We've got Mark Smith, football coach at Southern Methodist University. We've got Alan Jaeger, one of the top mental coaches in the country. He works with a ton of baseball and softball players. I actually just got done recording a podcast with Monica Abbott, the first female athlete to sign a million dollar contract, and we talked about Alan on the podcast so when that comes out that's one you're definitely going to want to hit.

Then we've got one of my favorite humans on the planet - all these people are my favorite humans. We've got Cliff Godwin, baseball coach. I was with him for three years at Ole Miss, his first two seasons at East Carolina. Last year they were one game away, pitches away, from going to the College World Series. So Cliff is one of if not the brightest young coach in all of college baseball in athletics here with us.

We've got Seth Appert, head ice hockey coach at API. Maybe most impressive about Seth Appert is just his "can do" mentality. Training for the Iron Man twice. I was in





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Albany, New York, at RPI and Seth who hadn't ran in months - he had done marathons and things but hadn't ran in months. He was out recruiting. I said "Apps, I've got a 16 mile run, I need you to go with me, I need a wingman." He just bangs them out like it's no big deal. Nothing. No problem.

We've got Matt Marcinek, one of the most inspirational stories in the Inner Circle. He is going to be joining us today.

Then one of my mentors and a guy who I consider inside of my five - remember you become the average of how many people you hang out with most? Post your answer here in the sidebar. Just like as we go through this Inner Circle Peak if you have any questions post them there in the sidebar - that is where you're going to get to interact with our presenters, that's where you're going to get to interact as we go through this. If one of your questions doesn't get answered well we'll find a way to get it answered in the future.

So again you become the average of how many people? David's got it, Noah's got it, Erin's got it, Mike's got it, Wes's got it, Alan's got it, Jerry's got it, Janine's got it, Mark's got it - that's right, five. Five people. Thank you John. Five people you associate with most.

This guy, Dr. Rob Gilbert, the founder of the Success Hotline which if you're not calling Success Hotline every day you probably shouldn't be on this call - or this is exactly where you should be. I want you to call Success Hotline every day. It's probably the number one habit I have in my life. I've been calling every day since 2006 when I heard Dr. Gilbert speak in Vermont. I can tell you that most of my mindset, most of what I read, what I watch, most of what I believe to be true about the Mental Game comes from Ken Ravizza (who I studied under at Cal State Fullerton) and Dr. Rob Gilbert.





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I have met Dr. Gilbert twice - once in Vermont, once in the Philadelphia Spectrum for a speaking event. This guy has had more impact on my life than pretty much anyone else in the world. Ken Ravizza right there with him, my high school football coach John Allen as well. Dr. Gilbert is joining us today. He's going to be talking about Pillar #10.

Then we've got one of the greatest female athletes of all time, Cat Osterman, who is going to be joining us. How great is that? An Olympic medalist presenting to us today. One of the greatest female athletes of all time, Cat.

Then talking about Pillar #12 is former Major League Baseball player, will-be Major League Baseball sports psych instructor, Zach Sorensen, coming in for Pillar #12. I'm jacked up. I'm fired up. I know one thing. I know the people we've got today they're going to Bring The Juice. Are you ready to BTJ? If you want to BTJ (bring the juice) I want you to put in the sidebar comments right now as we close in on our first presenter, I want you to put down #BTJ for Bring The Juice. Bring The Juice, that's what we're going to do here today.

If you want to Bring The Juice go ahead and put it in the comments. There is it! There, it's coming in. I see it coming in, Ron. I want you to come in so fast that I can't even say these. I see you Ron, Michael, Lucas, Jacob, Mark. There you go. Now you're getting it. I love it. Fantastic. You know what else we're going to do today? We're also going to bring - thank you courtesy of Florida State Softball. They sent me this great sign for the holidays, "Yes! Yes! Yes!"

My question to you is guess what? It's 12:19. We're going off of iPhone/cell phone time. It's soon to be 12:20. Are you ready for the Inner Circle Peak? If you are pump in a "yes" in a comment. Are you ready for the Inner Circle Peak? Are you ready? When we get the first "yes" we're going to be ready to go. So, Alan McDougal, if you're following us pump in a "yes" in the comments and let me introduce you.





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We're getting ready to go right now, 12:20. We're going to Pillar #1 An Elite Mindset. We've got Alan McDougal, head baseball coach at Colleyville Heritage High School in Texas, one of the top high school baseball coaches in the country, also a high school basketball official, also a tremendous electrician. Alan is very well skilled at everything he does. He is going to talk with you about an elite mindset. He runs an elite mindset in his program. He has an elite mindset in his life. I'm glad he's with us. Alan, it's all yours my friend.





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PILLAR #1

ELITE MINDSET

McDougal: Hello. My name is Alan McDougal. I'm the head baseball Coach at Colleyville Heritage High School in Colleyville, Texas. I'm honored that Brian Cain asked me to come talk to you guys about Pillar #1 An Elite Mindset and how we use an elite mindset to help our Panthers be the best they can be on and off the field.

I want to start out by defining these couple words. We've got an Elite mindset. Elite, Webster says, is the best of a class. Mindset, Webster says that is a mental attitude or inclination. So as we put that together we are trying to be the best of a class when it comes to attitude.

In athletics we kind of have two frames of mind here. One says things are going really good and when things are going really good I think it's good or easier to have a great mindset, feeling really good about what we're doing and how we're going to accomplish what we're trying to accomplish. The challenge however is when it's on the other side of the coin when things aren't going as planned, when we are not seeing the ball as well, when we're not throwing strikes (from a baseball perspective). What do we do then? That's what separates that average and the good and it's what separates the good and the great.

Who deals with adversity the best? I don't know about your athletes but mine seem to think that an elite mindset is kind of like a light switch. They have the ability to flip that thing on when they need it. So when they walk into the field for a competition they're going to go flip on their switch and they're going to be able to

PRESENTER:



ALAN MCDUGAL

HEAD BASEBALL COACH

COLLEYVILLE HERITAGE HIGH SCHOOL, TX





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perform at the best of their ability that evening. You know what? They're right. It is the flip of a switch. However to be great that switch never goes off. It starts when you wake up in the morning and it continues as you walk into a classroom then it continues as you walk onto the field to compete for practice or in a competition.

How you do anything is how you do everything is a thing that Brian Cain loves to say to us and he's right. How I get up in the morning and the routine that I've developed on being really good once I get up and making my bed or how I develop a routine on walking into a classroom and sitting in an area where I can be a participant and not a spectator, that affects positively or negatively how I'm going to compete on the field, on the baseball diamond, during a practice, or during a game. It doesn't change. Kids want to be able to flip that switch on when they want it and that's just not the reality of competitive athletics.

I like to think that we teach mindset to our guys in four ways. After you figure out what you truly want keep at it and keep at it relentlessly regardless of setbacks.

I want you to watch this scene from Rocky II and see what Apollo's trainer thinks of Apollo's next opponent which is Rocky. [He's all wrong for us baby. I saw you beat that man like I never saw no man get beat before and the man kept coming after you. We don't need that kind of man in our life.] Angela Duckworth also talks about this topic in her book *Grit* which defines grit as passion plus the perseverance that you see in Rocky and hopefully we'll see in our athletes.

Second, be humble. A humble person has a quiet confidence but is always realistic about their strengths and their weaknesses. Practice humility and this creates internal motivation. You seek to improve you and for you and not for some external gratification. I think some people refer to this as a "competitive fire."





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Next, be vulnerable. Vulnerability is probably not a word you'd associate with an elite mindset but vulnerable people leave themselves open and they see two types of people in the world. They know that there are winners and then there are learners. Not losers but learners. They don't beat themselves up. They see challenges as opportunities for growth.

We all have and will have challenges that we face as we move towards our goals but the best at dealing with this (as Pete Carroll might say) use these challenges to fertilize their seed of potential. Vulnerable people are not afraid to fail. They're also not afraid to share those failures with others. They realize that they learn more from their failures than from their successes.

Lastly, we want no regrets. How many times have you competed at something and wished that you had done more? For many this happens in most everything that they do. We ask our guys to ask themselves a question continually: am I satisfied that I did everything that I was willing to do to achieve my goal? If they can answer that positively then, man, they've hit it out of the park so to speak. Regret is a powerful and destructive human emotion. I truly want my players to fear regret and run from it.

Our core values at Panther Baseball are represented by the acronym DUES: D dedication, U uncommon, D discipline, E energy and effort, S selflessness. As we push for an elite mindset concerning this (just in recap to what we've talked about) we want them to pursue this relentlessly. Keep at it. We want them to be humble. We want them to be vulnerable and not be afraid of being vulnerable. We want them to have no regrets. No regrets at all costs. We feel that with this elite mindset pushing our core values our guys will be DUES in the classroom, in our society, and on the baseball field.

I think one of the things I was wondering as I was putting all this stuff together to present is "why is elite mindset the first pillar of the 12 Pillars of Success?" I have





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talked to Brian about this and honest I have no clue so this is Alan McDougal's opinion (and that and five cents might get you a piece of gum) but my opinion on why elite mindset is number one is it is personal. It is the foundational stage of what it takes to be successful. I have to know that I want something and I have to pursue that relentlessly. That comes with this elite mindset.

What Brian offers through his digital training program or his other training programs that he has put together are ways to develop your middle capacity to push towards a goal. It's not enough just to want it. It's how do I take that into everyday life and how do I put those wants into everything that I do? I think once kids and coaches and all of us that are listening to this figure out that (again I'm going to repeat what I said earlier in the presentation) how you do anything is how you do everything, I think all of this stuff can kind of come together.

Once you figure out that you've got to throw in 110% in making your bed, 110% in filling your gas tank, 110% in preparing for an educational lesson if you're a teacher, 110% in preparing for a practice if you're a coach, and then you instill that in your athletes and let them know that when they make a shortcoming on an academic end or a social end that reflects on what they're going to do on the baseball field.

Then on the flip side (I think this is the hardest part for us because it's so easy to point out the negatives) when we see someone doing what is right and we see someone taking the extra effort to be great in what they do in everything they do we've got to point that out not only to them but to their peers. I think that is a powerful lesson to teach to our athletes.

Wrapping this up, I know when I leave a convention I've got information overload and I'm looking for how can I condense this and take 2-3 things back from what I've heard. If an elite mindset is personal how do we make this personal for our kids? I know one of the things that Brian encouraged me to do this fall with our Panthers is to go through some books and have book session. "Man we don't have time for





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that." Well through Philosophers Notes you do have time. Brian Johnson does an awesome job of condensing books into about a 20 minute audio in which he gives 5-6-7 key points from that book.

What that has done for me is it has kind of opened my eyes in seeing that I don't have to be selfish. I don't have to be the one that gives personal information to my kids. I just have to be the one that exposes them to great information. What I might think is good that I would deliver personally my kids might not gravitate towards but if we expose them to different theories and different points from different people from different walks I think we've got a really good chance of something sticking.

So they may hear about the self affirmation theory that Amy Cuddy talks about in *Presence*. They may hear about aritay which Pete Carroll in *Win Forever*, it means competing at everything. Lanny Bassham in his book *With Winning In Mind* is an Olympic level shooter and he talks about how to deal with failure. That is when things are good that's me and when things are not as good as they need to be it needs work. That's an easy way to look at something that can be really negative and taking a little bit of the sting off the negativity.

What we're trying to do is to build a collective great team and what we need to see is that comes from building each individual and making each individual better and then collectively that team does become better. Like James Kerr says in the book *Legacy* "better people make better All-Blacks." Well better people in my position make better Panthers. That's what we're after. We're just trying to give kids the biggest opportunity, the most exposure, and then hopefully something sticks and once it sticks they run with it and it's a life changing event.

In closing thank you for your time. I'm humbled and honored Brian though enough of me to let me share a little bit of time with you about training an elite mindset. Good luck. Dominate the Day.





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Q&A

McDougal: It's our first exposure to this. I'm a little - I guess I'm seeing green is good and I may be live. Before we get started I want to thank Matt Morse for letting me know about the headphones shortly before the thing. I'm about to walk on the court to call a game. Pokémon headphones. So that's a good thing. If you guys have any questions about what you heard let's knock ourselves out.

Looking this one of the questions here is that what is the be humble, be vulnerable, having no regrets, what's number one? For me personally it's be vulnerable. I think we have the ability to kind of stay inside and not want to throw ourselves out there and that's what they want. They want us to be vulnerable and they want us to be uncoachlike and be humanlike to them.

My favorite Philosophers Notes is the one we started out with, *Legacy*. It takes something that our kids really don't have much knowledge about (which is rugby) and it talks - they're the best of the best. In our suburban area too often we're so self consumed. It talked about better people being better All-Blacks. It talked about sweeping the shed which is at the captain's doing and doing what it takes. For instance LeBron James cleaning up the locker room after the championship is over. Our kids have no concept of that whatsoever so to me that's my favorite book.

How I did the Philosophers Notes? Each Thursday we meet and we do a mental day where we do the digital training program and a Philosophers Notes. I introduce the Philosophers Notes for the next week on that Thursday and by the next Thursday we talk about what it is.

DUDES stands for dedication, uncommon, discipline, energy and effort, and selflessness. That's what we're trying to build.





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Seconds at my podcast for BP I cannot - you might want to email me on that one. I'd be happy to let you know all the info on that. It has revolutionized the way we take BP from a tempo and time standpoint. It is awesome.

With the elite mindset on my basketball officiating, man, my basketball officiating makes me a better coach because I have to stand there and take quite a bit from the sidelines and the fans and it just helps me. I have to take it from parents as well as all you coaches know. I have the ability to hear everything and say very little. But I hear it all and that has helped me in my mindset because some of what they're saying is right so I've got to be able to be vulnerable and listen to that.

The question here says "how do you teach your kids to find something personal?" I think just for me I'm trying to give them as many things as possible and they're go into find out what is personal to them. I think for so many years I coached and it really hit home to Alan McDougal therefore it's going to hit home to these 75-80 kids and that's just not the case. Some things that I don't really take much from my kids love and then visa-versa.

Seconds Pro is definitely the one to go with. There is a free version. You do not want it. Actually Brian bought this for me (thanks a lot Brian) at one of our practices one day. It is \$5-\$7 of best money that we spent through our program. I can show you through an email.

Time to jump out of here. I'm fixing to head onto the basketball court and play a couple of games here at Byron Nelson High School. Brian, thanks so much for your friendship, thanks for your mentorship. I appreciate all you do for the Panthers but on a personal level all you do for Alan McDougal. You guys have a great podcast. Dominate the Day.





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Cain: That was Alan McDougal, one of the best in the business. Now we're actually going to a coach who is in his district. Alan coaches baseball in Colleyville while the other school in that district is Grapevine High School.

Our presenter for Pillar #2 is one of the top high school football coaches in the country. He is the voice of Coach Kenny on the 12 Pillars audios. He was the Tom

Landry High School football Coach of the Year in Texas after 2015 and he is the author of *Culture Beats Strategy*. His name? Randy Jackson. Coach, take it.





PILLAR #2

CHAMPIONSHIP CULTURE

Jackson: It is my honor today to talk to you about Pillar #2 Creating A Championship Culture. When I got to Grapevine about three years ago the program was down (just like most new jobs are). We weren't very tough. We certainly weren't blue collar. It was just a suburban place. I think we had to get our culture going for us to turn this thing around. That's one of the things - really the first thing - that we always do when I come into a new program is how can we get the culture? Culture is a big buzzword. People talk about it a lot now.

What is culture? Culture is how you do things. Culture is the standard that is set. It's your day to day. I think this is the new frontier. I think that 30 years ago programs got an advantage in offseason and strength and conditioning. Everybody wasn't doing it. Now if you don't have a great strength and conditioning program then you're just fighting to a tie (so to speak) because now everybody does it. I think that this is a big way to get an advantage. I think 20 years from now the mental game and all this stuff will be much more commonplace but right now I think people in the Inner Circle, growth mindset people like us, are getting an advantage because of how we are being intentional with culture. That is what we do in our program. We're very intentional with it. So I'm going to get into this right now.

The number one way for us to create our culture is through our core values. So all the things that I've learned from Brian, when he showed me the core value system and how to do all that that was a game changer for us. This was our second season using the Peak Performance core values. It's been great for us. Just real quickly here is how we do our core values, how we create them, how we define them, we make a

PRESENTER:



RANDY JACKSON

HEAD FOOTBALL COACH

GRAPEVINE HIGH SCHOOL, TX





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credo out of it. Then I'm going to give you a bunch of tangible examples of how we live our culture.

How we create our culture is we create a Google Doc and we send it to all our players and we say "give us three words that you want our program to be known for." Example: tough, compete. I kind of lead them where I want but all the guys get a Google Form, they list three words, we take all the results and we make our core values. How we did it was we made five core values then we assigned ours to a day. There are other ways to do it. I like the day. It gives me more of a baseball focus. The core values that we came up with and our team came up with - again I think those kids need to be a part of this process - for us it's energy and tempo, compete, tough, family and appreciation, discipline, finish and payday. Really the Monday through Friday, those are our year round core values. In competition we had finish and payday.

So we did these as a team. We talked about them, then we define them, and when we define them as a team then that was our credo. So Google Form, send it out. Let them be involved. Compartmental or group them up. Kind of get some light words. Put them in something that you think is good. Either put them on the day or night. But this is your foundation for your program. This is your direction. This is our daily focus when I'm talking to the team. When I want callbacks and things like that we use our core values to do that.

Then we define our core values. That was our credo. All of our guys had to be able to say their core values and credo and they get the decals on their helmet. We also give them a physical cue so they can remember it. So for us this is energy and tempo. This is competition Tuesday, me versus you. Then we take our middle finger and it's mental and physical toughness for Wednesday. We take our ring finger for love and family and appreciation for Thursday. We take our pinky finger, point at me, count on me. Then our hand up in the air is finish, then we slam it down on





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there and that's payday. All of our guys can go energy tempo Monday, competition Tuesday, mental and physical toughness Wednesday, family appreciation Thursday, discipline Friday, finish payday.

We've defined the credo and all that but again I know that this is one of those things where there is a million different of these so I don't want to waste a bunch of time talking about what we chose to do. This is the system of how we did it. We love it. So now I'm going to give you some tangible ways that we do it.

For us the two ways that I'm going to talk about today are performance based tangible examples of how you can create a culture and then the program they can't live without, the ways that we do things that show more of the appreciation, the family appreciation core value.

So the first thing I think you ought to do is be a great salesman. You have to brand your core values. You have to sell them every chance you get. This is our school logo. It's been this forever. But I put TPW in the middle of it. It's something I've used for a long time and it's "tough people win." This is a badge that our guys can earn for their jerseys this year. They can earn them for community services, coming to summer strength and conditioning, grades, things like that. This is kind of a different look where we have our core values.

We also have these signs that are all through our field house. Every room has a core value sign just like this. Our guys are just inundated with our core values as much as we can. Anything that we can do to self tough, compete, earn it, the things that we talk about.

These are all footballs. Just another way that we sell it. Again we've got the TPW there. "Make them quit" is just like our energy and tempo where we talk about wearing people down. We have scorpions shirts. We're the Mustangs but we talk about scorpions and just how they're stingers. They can't help themselves. It's just





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what they do. So we have 4-5 a week that our guys vote on. Everything here is earned so our guys vote on it. We present them with scorpion shirts and post that.

One of the best things that we do to build our culture blue collar and toughness is in the offseason we move everybody out of the varsity locker room. We put them in the JV locker room. This shirt right here you really can't see it but that's a question mark that would be on that shirt right there. Everybody gets a white question mark shirt. It means we don't know about you.

After 6-7 weeks we let a guy earn his way over. The team votes on who comes into locker #1 and then after every 2-3 days I will come in here - this kid's name is Trey. I said "Trey, who do you want to be in locker #2" and he will give me two names or we'll agree on it. Those two guys will wrestle and the winner of the wrestling match will go into locker #2. After three more days I'll get in here and us two will say "okay who do you want to get up in locker #3" and we'll decide on two names, they'll wrestle, and as soon as they come over into the locker room they take their question mark shirt off. They get nicer shorts. They get stuff that they want to be in. I mean these guys really get after it.

So again just a white collar community that we have to be very intentional with. If we want a culture of toughness and blue collar and earn it then this is one of the best ways that we do it. I'm trying to give you ideas. I know there are a lot of baseball, softball, different coaches in here, but just things that any program can do. Again wrestle or something the equivalent that you can do but just something that you can look at your team and say "hey this is why we're a blue collar tough program."

We do a boot camp. I think every program should do some kind of boot camp. If you ask our team right now why are we a disciplined tough football team they're going to say "wrestle" and they're going to say "boot camp." We have a certain way.





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We run three 200s and they have about nine minutes to run the three 200s. I mean just think like that, that you have to make sure of it.

End season, this is a turnover bucket where any player that produces a turnover during practice puts this ball in the bucket and the ball never comes out of the bucket. We tell our team if we can create so many turnovers that we run out of footballs then practice will just be over. Maybe in baseball if a kid creates an error then the ball goes in the bucket and maybe your goal is very few balls in the bucket.

You versus yesterday. Blue collar on the back of our helmets. The blue collar award at the end of game where kids nominate each other and they do rock paper scissors to see who wins it. This is one of my favorite things - instead of wearing ties on game days we have dickies work shirts and they have their favorite core value here on the chest. They have their number and position over here.

We win the National Anthem every week. We line up straight. We look straight ahead. We are locked in. Just another way we sell our culture. I ask guys - I think this is a great deal - "hey what is your favorite core value and then define it in your own words" and they put that in their locker. We do those kinds of things. The cheerleaders made this sign for us. That is one of our run through signs. Just another way you can get your school to buy in and help sell your culture and your core values.

I love this one. This is an invitation-only ice cream social that we do the day of the spring game. Players will invite their favorite teacher. It's a Sunday and they can do those kinds of things. We take pictures with them. Our players get up and talk about why their teacher is so special to them. We do a football 101 for moms. Teacher appreciation car wash that we do that when they come back from the summer. It's great.





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This is something every program should do - baseball, whatever - is our team played a third grade team that lost their opponent and just a great little deal there. It was going to be their last game of the year. I could see any sport this being great is find a young team and play those guys. What a great memory that was.

We do a closed Facebook group for our program and post things in it all the time. I think that's a great way that our guys connect, it's a great way that I can say "hey what do you think about our this core value, how would you define this." Make sure that you're intentional. Victory loves preparation. Be intentional with your culture. Everything matters.

If you want a championship culture you can get one. You have to be intentional and you have to make sure that you come up with different ways to sell it and make sure your guys believe in it and just talk everyday about it. If you talk everyday about it and brainwash they'll believe it and your culture will change.

Thanks very much again. Again what a great honor. I appreciate it Brian. I appreciate you guys very much.

Q&A

Jackson: Hi. I'm Randy Jackson, head football coach at Grapevine. Thanks for watching my presentation. I hope you got some good ideas from it.

As you can see I think it's the deal is what kind of strategy can you use. I'm not a big philosophy guy. That's what I love about Brian is when he first met with me he asked me about our core values, I said "sure we've got them," and we really didn't. So the thing I wish - I was here one year. We were 3-8. It was a struggling program and we had a terrible culture. I wish we would have had Brian Cain then and we





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would have had real core values and a real way to get our guys all going in the same direction.

Anyway I appreciate you guys and all the comments. Does anybody have any questions?

Here is "how do your players help you get guys on board with the culture?" We do have a leadership council. When we meet with our guys we do a book study like Alan was talking about. I love his Philosophers Notes idea. One of the big things I think we do is our credo.

Our core values are all defined. I didn't go through them on the video because I knew I was going to run out of time just like I'm afraid I'm going to run out of time here. Energy tempo, our definition of that is relentless effort. We attack with tenacity and make their butts quit. So for our guys they define all of our core values. That is how they get the stickers on the side of their helmets. It's a big deal. I think that really helps everybody get on board.

The turnover bucket. We use the turnover bucket in practice. We put it right in the middle of the field when we can and we tell our team if we run out of footballs then practice is going to end. So we take it to the games and if we have a turnover during the game we put it in the bucket. I'm always looking for ways to make something better and I'm thinking next year maybe we'll let them sign or put their number or something on the bucket. But the turnover bucket has been a big deal. I know it's not just from the turnover bucket but we went from 8 to 24 takeaways this year.

How do you get coaches to buy into your program before they're skeptical about the new regime? Here's what I think is you just - it's like taking a bath. You've got to talk culture every day. You've got to talk what is important to you every day and you've just got to keep putting it out there. We're a relationship driven program and





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guys that don't buy in find a way. They just kind of don't hang around. I just think it's something you must emphasize every day and talk about all the time. If you're really doing it the way we do it (which is daily) then only the guys who really love it and believe in it will stay.

How do you think a basketball program that doesn't use a locker room can use your earn your locker idea? Oh man that's a tough one. I do think that you must talk about earning everything every day and so maybe it's through their practice attire, what they wear in practice. I've done this before where in football single digit numbers are such a big deal (maybe they are in basketball too) but you can't get a single digit number unless you come to X amount of summer workouts.

So anything like that you can do. I think the thing that are important to them – whatever is important to them in basketball or your program you've got to make them earn it however way you can do that.

Somebody asked me this. Noah, I'm so glad you did. What inspired me to write a book? Here is what I love about Brian Cain is in Vegas last year he talked to me about it and I said "I have no idea" and he said "look man nobody is going to give you permission to write a book, take your core values and make a chapter out of each one of them, I'll help you" and of course he did. It's been a great deal and really satisfying. And it's not a lot of philosophy. It's a lot of strategy because I am a strategy guy. I wouldn't have written one without Brian Cain kind of kicking me in the pants.

Somebody asked me about my artwork for advertising our core values. We just got the people who do our football program to do this for us. This right here behind me was \$520 for 500 of these posters so really basically \$1 apiece. Great investment. Pass them out to the team teachers, junior high kids, all that. So for a buck apiece everybody ought to be doing it. You've got to spread the word.





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Brian, Matt, thanks so much. 2016 was the best year I've had professionally because of being Peak Performance Inner Circle [member] so thank you so much for the opportunity to be a part of this. I know somebody has got to be probably the least best and that's probably me but what an honor to get to be here and an honor to just get to associate with you guys and get better because of you. Thank you so much.

Cain: Coach Jackson that was fantastic. I love it. So many good strategies there to take away. You can get yourself more. Just go to www.CoachRandyJackson.com. Buy his book *Culture Beats Strategy*. If it's not one of the best you've ever read send it to me and I'll send you a check for it. Guaranteed.

Our next presenter on Pillar #3 is Ethan Miller. He is a baseball coach. He is an athletic director at Central Springs High School in Iowa. I want to make sure before we go any further here that you all have your Inner Circle Peak note sheets in front of you. You might just have a plain notebook. Either way it's going to work. But this was emailed to you so if you have it great. If you have a notebook, great. If you're like me you've got both. Keep yourself rocking and rolling.

Now I'm getting emotional back here. It's big time some of the those things that people were saying and the strategy, it's just all about helping people help other people. Someone who has had a huge impact in my life, someone who is going to blow you away with in terms of how he manages his time - because Pillar #3 is Time is Ticking - an athletic director, a coach, his school is K through 12, he has had tremendous impact on his community. Just an awesome family man, a guy who is an inspiration, let's welcome Ethan Miller.





PILLAR #3

TIME IS TICKING

Miller: My name is Ethan Miller. I am the athletic director and mentoring coordinator at Central Spring High School in Manly, Iowa. Along with those duties I am the head baseball coach and I'm the assistant girls track coach. I have a lot of different responsibilities for every school. We're a school of about 275 students so many of the people who occupy the roles of teachers and coaches have a lot of different things going on. Aside from those different duties I have I teach freshman level character and leadership and I teach senior level character and leadership and then a 9-12 health class. So my responsibilities are vast. I also try to juggle all those things with then being a husband and a father to two daughters, one aged three and one that is at this current time three weeks.

So time management for me is the most important. Or instead of time management I call it "time ownership." Pillar #3 for me is the most important one. This one started way back for me back in August 2015 when Brian Cain came to Central Springs and stayed at my house and worked out coaches and our athletes. This allowed me to be opened up to some new strategies that I didn't even know existed and it allowed me to look at myself and what I do so I can become that best version of myself humanly possible.

I know a lot of times within all the 12 Pillars there are all different things we can add to it. We can do anything but we can't do everything. I can personally tell you that these strategies that are in place in each of these 12 Pillars I have been able to

PRESENTER:



ETHAN MILLER

ATHLETIC DIRECTOR

CENTRAL SPRINGS HIGH SCHOOL, IA





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implement in my life. I can sit here and say right now that this is the best version of Ethan Miller that you're ever going to see and I hope that this changes in a week from now and a month from now and the years to come because we're always on that constant journey to become that best version and to provide ourselves the best opportunities to succeed so we can offer ourselves up to others.

I'm excited to be here. I'm excited to share what I do. I'm going to give you my top three success strategies (I use them in Pillar #3) and hope that I can help shorten up your experience to allow you then to use time as your advantage versus time as a disadvantage. Because we're not creating a 25th hour. I've got to make more for it because we can whine and complain and moan and groan about "oh there's just not enough time in the day." Well a lot of times it just comes down to managing our own lives and being an active participant in what's going on with the life that we're living and the life that we're leading. For us to be that example for not only our own families but also the people that we're in front of and the people that call us coach and those leadership different positions.

I really enjoy Pillar #3, and like we see right back here time is ticking. My number one strategy that I use is that of the 168 plan. The 168 plan for me was taught to me again back in August 2015. I was a person who thought that I managed time pretty well. I was the person like you know I'm always staying busy, I'm always moving around, I'm always doing different sorts of things, but when I really started to break it down and put it and go minute by minute or 30 minute blocks or an hour block depending upon what the activity is I found that there is a lot of free time and time wasted. I was spending time in places that I didn't really need to instead of investing time in things that are the most important.

I plan out everything in my life from when I sleep to when I eat to when I exercise, cook, from travel time, when I'm going to Success Hotline, when I'm going to hang out with my girls, or when I'm going to be transitioning from class to class across





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different parts of the building. I use Evernote for that. Evernote has been a huge thing for me to be productive. I like how I can have it on my phone.

So basically I can keep my phone and my agenda up all parts of my day and just kind of constantly checking up on what I'm doing so I can be as effective as possible.

I've also been blessed to marry a woman who values time as much as I do. Even more so. I think I'm kind of an extremist in that case. We have weekly calendar meetings. My individual daily process goes as when I sit down in front of my agenda, my 168 plan, I'm mapping out what my week is but I've also got stuff and dates ahead of time that are filled in for me weeks, months, half a year in advance so I don't miss anything. I do not want to be someone that is labeled as "undependable" and I want to make sure that I'm present and being where I'm supposed to be and doing what I'm doing from meeting to games to activities to things that I'm in control of.

We can't control every aspect of our day but what we can do is give ourselves the best chance to succeed in those areas so that we can follow through with our responsibilities. Because what happens is if we see that we missed something or we didn't do something we say "oh I'm sorry I missed it I was just so busy," well what do people say? They go "oh it's okay" and they just let me off the hook. So instead of saying you know what I'm taking ownership - that's why I call it "time ownership" versus "time management" because you've got to own the time that you have and instead of being let off the hook you start saying things like "I failed to do this, I failed to follow through, I failed to meet my obligations." It has to do with something that is a controllable in everyday life.

I have steadfast AM and PM routines that I am on autopilot all day in those bookend parts of my day so that when I make decisions as an athletic director and as a teacher they are as intentional and focused and to the point as possible.





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The 168 plan for me is completely therapeutic. I'm a Type A control freak. I like to know what is going on and I don't like any surprises. Now granted that is not realistic, life is going to throw us different curveballs and things like that, but we're ready for it. Now instead of adjust adjust adjust I know to plan and then adjust accordingly for what I'm doing. So my AM routine if I need to be somewhere earlier I just basically pick it up, shift it, and drop it back down again instead of eliminating things because morning exercise for me is huge, breakfast, travel time, time with my girls, that matters to me.

This has also been huge because in the classroom setting every single part of my day when kids come in and sit down in my classroom the first five minutes is for them to map out their 168 which has been awesome because you have kids that are ages ranging 14-18 at different walks and paths during their lives that are then taking ownership for what they do. Some take it more serious than others but what's fun is that I can sit down at a conference with parents, show them the report card, show them their 168 plans and say "listen there is a reason why this person is getting the great grades and marks they are, because they're being detailed in their everyday." Otherwise the ones who are just copy and pasting this because "Mr. Miller is making us do this," that is going to show up. We're not getting graded in everyday life. It's just the type of person we're becoming and the impact we're making.

So I've been able to take that to our students who then when they leave as seniors they have a greater sense of that as a senior taking my class in character and leadership because then when they get to college it's like "holy cow I've got all this time on my hands now what am I going to do with it?"

The next part that I use as a success strategy is I use Inbox Zero. This has completely changed my life. As an AD I get anywhere from 50-150 emails a day depending on the season, depending on the reason. I used to be an email grazer. I usually keep 20-30 emails in my inbox. But when I got taught Inbox Zero it





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completely just revamped everything. Using those three folders has helped me to go to zero every single time.

I only check my email three times a day. I check it at 7:30 in the morning. I don't touch it until then. AM routine, autopilot, just go go go. At 7:30 in the morning. I touch it again and do the process at 11:30 and again at 3:30 and then I don't touch it again. I no longer make the mistake of going before bed "I'll just check my email one more time before I go to sleep." All of a sudden boom you get that scathing email from a parent that throws you off your sleep cycle. You can't stop thinking about it. Your brain starts taking off. You wake up in the morning, your whole entire morning and night just goes to crap. Well the email inbox is going to hold everyone else's agendas for me and it's going to be a problem at 9:00 at night, it's going to be there for me at 7:30 in the morning without me even knowing about it and I can address it when I'm best prepared and ready for that to be. Any issue that happens we can come about it. Inbox Zero has been huge because I've got colleagues that have anywhere from 50-1000 emails. It's incredible.

The last success strategy is fishhooks and fighting. You need to be aware of what your fishhooks are and what your distractions are. It might be social media. Some people time before you get caught in Twitter time and all of a sudden there's 15 minutes gone and you're like "whoa." You could be on YouTube and it's like all of a sudden - you go look and research something and before you know it you're watching a cat play the piano like "this is awesome." You've lost that time.

So for us to then say know what your fishhooks are, eliminate things - it could be tabs on your email inbox or a tab opened, it could be Netflix at the top of your Chrome or web browser, but things that are taking you away. Get notifications off your phone. Get notifications off so that way every single time you're hear *ding* it's not pulling you away from where you're supposed to be.





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Then fighting. You've got to fight for your time. A lot of times we get sucked into the "hey you got a minute?" It's never a minute though. Sometimes you have to say "I don't have a minute but I'll let you know when I do" then you allow people to solve their own problems and make their own decisions instead of coming to you for every single thing that they have because it's never a minute. It's not about being a jerk, it's not about being "I don't have time for you," it's about being efficient with what you have in your day and being purposeful to live with intent. We know that we step inside that day and that day is going to work for us. You're not working for the day.

Locked down time and loose time cannot coexist in the same place. It cannot happen. It's like putting an Auburn fan and an Alabama fan in the same room. It's not going to work. Those two things - what we try to do is try to make those things happen and work for us and try to work together. Fight for you time. Set office hours and say "you know what if I don't have enough time for something because I'm supposed to be somewhere else" you do that and stick to that plan. Now there has to be some flexibility but at the same time you take ownership of that time you have.

In closing I'll say this - today is the most important day of your life. Understand that everything matters. There are no small things. There are no huge days. There are no massive special days because every day is important. When you treat it as such you're going to get the results that you so deserve. Every single meal is a banquet. Every single day is a holiday for you to go out and enact your mission. To be best present and impactful amongst all the things that you do you've got to be locked in on what your plan is and stick to that plan and embrace the challenges that come into every single day.

Think telescope microscope. Telescope is going to take us and see our big picture for where we're going to go. That is our outcome. But our process has to be a





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microscope of what we're going to do today with the time we've been give and the time we've been granted. Attack everything. Thank you.

Q&A

Miller: We're live. What's up everybody? I hope you're doing well. This is a pretty awesome event. I'm proud to be presenting on it and to show you some insights on things I've got going with my life. As an introduction on this I'm real excited to be here. Some of the strategies I've talked about - I'm going to start hitting some of your questions that I've been jotting down throughout the chat so let's just keep this sucker rolling. I'm going to maximize my time, my five minutes, as much as possible.

First things first Brian asked me a question about my fitness plan. I'll tell you what I'm in the best shape of my life. I got on the macro plan. I started when I first got back with Brian in August 2015. He kind of challenged me and just said "hey man let's see how good you can become" and I've basically absorbed all the things that he's given and taken them for me and applied them to my life. I can tell you that right now that again when I recorded that video that was the best version. You're seeing the best version right now. I'm excited about this. You have got to be able to take advantage of what you have been given and fitness for me is huge.

My AM routine for me is every single day I wake up at 4:00 in the morning. I've got a six week old daughter now who whenever she wakes up sometimes I try to squeeze in as much as possible. So if it's 3:00 in the morning I'm like "well I'm awake, who knows when she's going to be able to get more sleep, I'm going to get up and start going now." It's allowed to become my best version in the morning. No one is going to say "hey man I'm going to hit away at your time and chip away at that" because my 4:00 to 4:30 I wasn't sleeping so 5:00 in the morning I get myself set because that's about me becoming my best for others. It's like Randy Jackson said "take that energy pill" and it's huge.





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So I started doing more fitness type stuff and I got the macro plan in January of 2016. I was 210 pounds so I'm going to see how low I can get. I'm been maintaining 182-183 every since. I ran my first half marathon. I've got a marathon scheduled.

Brian has been trying to get me to do a half Iron Man and all of those things with him so I'm going to jump in on that too and get after it.

PM routine as well, set that up the night before, my breakfast food, my clothes, my phone plugged in in another room on silent or vibrate, that goes away so that way I can get back and be as ready as possible for my day because a great AM routine is set by a great PM routine.

Noah, my character and leadership class is hit up with a lot of Brian Cain's stuff. It's great. My school has taken an intentional position to invest in others because we don't think that every single kid who walks inside of our doors is going to be prepared for the life that's going to be given to them and also be expected of them. We need to prepare kids for the road ahead, not prepare the road for the kid. Our character and leadership has been a lot to me. I'm knocking out my 168 plan so every single one of our students in the first part of their day they are mapping out their life and mapping out their plan.

Some take greater ownership of it than others. At the same time it's going to give us a greater snapshot of the details that they have in their lives and how they're going to apply it and say "here's where I'm falling short." So that's something too that we're looking at. So for you as a teenager hit the 168 and start mapping it out. I can help you out with that too if you need some examples.

My PM routine is huge. It's been something that's going to be there big time and within the time so just keep knocking out questions and I'm going to get to it. I'm just going to keep flying through here and knocking out as much as possible.





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The telescope microscope. What we want to go to in our outcome, that's the telescope, that's the far distance. But how we're going to get there or back it up is a microscope, looking at what's right in front of our face. We underestimate the amount of progress we can make in today. We don't say "hey in a year from now I'm going to be this" because right now is 2016 and it's coming to an end. So here's the deal is are you happy with where you are now? Well you got there as a result of your previous to this because today plus today plus today equals your life. So if we take care today then that self is going to take care of the next day.

A great quote there in the Daily Dominator (what a surprise) today is the tomorrow that you worried about yesterday. Every single day what we've got to do is take advantage of what we have in front of us. Every single day we have an opportunity to take what is at hand.

I do. I'm extremely intentional with my time. For all the things that I have with a baby, baseball coach, husband, father, girls assistant track coach, I run our school's mentoring program that's for 1st and 2nd year teachers so I have meetings and things like that, for me to be my best. That's how it's going to be. I'm going to have to say now. I have to say "I can do this" or "I can't do that." "I'm going to give you're a minute" at the same time I'm going to say "no I can't do this because I have other things that are on point."

When you look about consistency within young children specifically in their PM routine you have to figure out - one thing I have much like within a practice you're going to have one warm up this day, one warm up another day, or nothing here. Well my daughter, the three year old, is going to be in bed hopefully by 8:00 at night and my other daughter who is six weeks old, well, partner in crime. We've got my wife too that we can maximize and do what we need to do and divide and conquer (that's what we call it).





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What I'll do is I'll take them, get myself set up, but then right now it doesn't take me that long so if I get them home or I get home after school heck my PM routine might start at 4:00 at night. My clothes for the next day might be at 4:00. Why? Because my one daughter is asleep and the other one is watching Daniel Tiger on TV. Great. I'm going to set my clothes up for the next day at 4:00 and my workout clothes are ready to go at 4:00 in the afternoon if I have time.

Sometimes if I get home late from as an AD and there is a game that time's going to be delayed a little bit later. That's going to help me to be able to say "well I'm getting it taken care of" so that way I don't have to sit there and think. I'll tell you what I'm heat seeking missile. I will forget everything if I don't write it down and if I don't sit there and say "okay I'm going to do this this this and this" I'll forget it. If we forget we fall short. I've been called a lot of different things in my life but one thing I don't want to be called is forgetful or somebody you can't depend upon.

So by the 168 plan it allows me to become dependable for others because that's what this is all about, become your best so that you can serve others at the highest level to do the things that are necessary to allow them to get to that point and to that life you've been wanting to live. So that's something for me that has been huge. So within that 168 plan and getting that knocked out.

Another one to talk about too that I didn't hit too is the digital detox. I did a four day digital detox from 12:00 noon on the 22nd to 12:00 noon on the 26th. That's something that if you've never done a digital detox in your lifetime it's huge. You realize that the connection that you can have with other people - because we have to embrace sometimes silence and just embrace other people but we're so concerned with where other people are at because now we're getting a little bit into Pillar #6 here with the present moment focus but time management is just about that. It's being where your feet are, being exactly where you want to be and doing what you want to do.





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A lot of us wear a lot of different hats. This is my favorite analogy because people do this. It's like if you were to put on every single hat that you have in your house and have like a stack of 12 hats you'd never leave the house that way. What we do as people is we try to be a husband, a father, a teacher, a coach, this and that, all at the same time and we minimize. You can't drive two horses with one butt. You've got to be exactly where you're at, lock it in, so that way if our time is saved for us I need to be an AD from 7:00 at night until 11:00 at night, I'll be after that as big time with you as possible. That way when I get home and transition and make that switch to husband and father so that way I can be my best for them and not checking my email late at night and not doing all these different things and becoming aimless and all that.

So one other thing too that I'm going to paste it again is I put in my contact information and that's something that you can hit me up. For Evernote I use Evernote for everything, I have put a video to share with our coaching staff and our different type of professionals and if you want the video tutorial on Evernote hit me up on email. I'll share with you via Google.

Also on Twitter hit me up for that. Also type in on Snapchat. I'm not as epic with the stuff I'm dropping every day as Brian does but I've been able to reach out to our community of people and talk about like what Randy Jackson has done within his culture and within just being intentional about it. I can take all these same strategies and hit our kids up on Snapchat and parents and adults and things like that. You get some pretty cool things in there to be able to reach out to others. So I'm real excited about the things I've got going on.

In closing here is that you guys in this Inner Circle you are here for a very specific reason doing what you're doing in order to impact other people's lives. Take care of you. Do what you need to do with your time you've be given. Tomorrow has never been promised to us. It never has been. It never will be. What you need to be able





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to do is with this time that we do have is to maximize it and to use it to our advantage so that we can attack this day the way we're intending to do.

That is it. Ladies and gentlemen I appreciate it. Matt, appreciate all your technology help. Brian, take care brother. You're the man.

Cain: Ethan Miller, April 22nd, second Iron Man, let's go, countdown to the bash. Thank you Ethan that was tremendous.

Coming up next is Joe Amplo, head men's lacrosse coach at Marquette University defending the East Conference Champions. He's going to talk about process based measurement. Measurement is motivation. If you check out the Research Reported section in the December Inner Circle you're going to see the chart we used to calculate macro nutrients (as Ethan talked about). Joe Amplo is talking about measurement is motivation. Joe, take it my friend.





PILLAR #4

KNOW YOUR NUMBERS

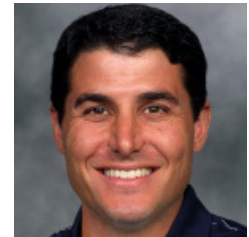
Amplo: Hello Cain World. This is Joe Amplo, the head men's lacrosse coach at Marquette University in Milwaukee, Wisconsin. I'm happy to be with you guys this afternoon. Happy Holidays to everyone. Thanks to Brian for the invitation to present and thanks to Matt for setting this up. Great job Matt - DFE for Brian Cain, do everything. Thanks Brian for that title. We even have one of our own DFEs who does everything for us as well.

I'm happy to talk about Pillar #4 this morning which is know your numbers. Interesting topic for us. It's not something in our sport. Lacrosse is a little bit different than some other sports where numbers aren't that relevant in the success. But digging into it a little bit more and trying to understand how number impact us it's become pretty obvious to me that there are a bunch of numbers that really are relevant.

Let me give you a quick background so you can understand the context. We started our program here at Marquette University five years ago from the ground up. I was hired to start this thing and start a Division 1 program from nothing. So early on the big number (wins and losses) we knew we weren't going to get many of those wins so we had to find some things that were small victories, numbers that really made sense to show improvement and show what we could determine was success.

We looked for statistics, things that we knew were going to be part of the process to be building a good team and a good program, small numbers, statistics that were relevant.

PRESENTER:



JOE AMPLO

HEAD LACROSSE COACH

MARQUETTE UNIVERSITY, WI





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For instance let me give you some examples. If all of you have your Brian Cain experience book, on page 87 right here is an example of our number board, our statistic board. This hangs in our office. I'll give you an example of 1-2 that really have become part of our culture.

The second one down says "percentage of touches." In our sport, a lot like basketball, we talk about the paint which is the area right in front of our lacrosse goal. If you get shots within the paint you have a higher success rate of score. Just like in basketball. There are points in the paint, there are points outside the paint. The shooting percentage inside the paint is going to be a lot higher than a shooting percentage outside the paint. So in lacrosse we came up with the paint to determine an area of the field where we were going to get higher percent shots.

So from where we're looking at analyzing offense a simple statistic from a numbers standpoint would be to try and average 10, 11, or 12 goals a game. That is a great number to shoot for. Early on in our story here we didn't think we were going to be able to get to 10, 11, or 12 goals against the better teams so we had to break that down to say "alright what is the path to get to 12 goals?" Well it starts with your ability to get inside the paint.

We would break down every initiation or what we call in our sport every dodge. We would break that down into a yes or no answer. Yes the guy carrying the ball entered the paint, or no the guy carrying the ball did not enter the paint. At the end of each offensive possession we would have a percentage of touches, a percentage of times that the offensive player brought the ball inside the paint. What we found was the more percentage of touches (obviously) we had the higher success rate we had on that offensive possession.

So our number for percentage of touches is we want to be at 30%. 30% of the time we want to touch that paint with the ball on our stick. If we're above 30% then our offensive success rate is going to be a lot higher. There is a small example for us





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that we broke down a bigger number which was goal scored in a game that everybody shoots for and we broke down that number and kind of drilled it down to identify what is one of the paths to getting there.

Another one was just simply shooting percentage. In a lacrosse game it's number of shots and then it's how well you take those shots. We wanted to obviously get in those shots in that paint area. It starts with percentage of touches getting in and then we wanted to be successful with those shots. We want to shoot 30%. 30% doesn't seem like a lot, a high number, but if we shoot 30% we've got a good chance to score 9, 10, 11, 12 goals. Another way we're drilling it down to break down our offensive production.

On the other side of the ball, defensively, it's the same thing. Goals against is a big number in our score. Any team that holds a team under 10 goals a game has got a chance to win. If you score more than 10 and you give up less than 10 you're going to have a chance to win most of those games. That obviously early on in our story here was not the number we wanted to shoot for.

We had to break that down. How do we get to give up less than 10 goals a game? Two main statistics or number came out in us trying to tell the story. One was goalie save percentage. We found that if our goalie would save the ball 55% of the time or more we had a really good chance of being successful in holding teams down. We felt that that was a better number or better indicator or how well we were playing defense. If our goalies is going to be able to save the ball 55% of the time that meant that our team was playing good defense and allowing him to see shots outside of that paint area that we talked about before. So we drilled down that big team defensive number to a smaller or more identifiable number and really harped on that.

The other one was face off percentage. How many times can our face off guy win the ball for us? Again 55% became the number and if we looked at our games and





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we were over 55% our chance of winning was much greater. To identify that we looked at not only our face off man's ability to win the ball in his percentage but also the number of first time ground balls that our wing players would pick up.

In our sport a ground ball is vitally important. It gives the team who picks it up a chance to have possession and obviously the other team doesn't have a chance to have possession of the ball. If you have an opportunity to pick up a ground ball for the first time well heck you'd better get it. So we looked at those on the face off play and we identified the number of first time ground balls or our first time ground ball success rate. If that was high then that also allowed our face off percentage to be close or above that 55% number.

So there are big numbers in our sport. Obviously wins and losses, goals for, goals against, face off percentage. We looked at it from a drill down perspective to try and identify the smaller numbers within those greatest statistics to more focus on the process because early on in our careers here we were just trying to identify what it was our process was going to need to be to create a championship team. In order for us to harp in the successes and identify successes without the big wins we had to find small victories within our performance and celebrate those. Celebrate those victories so our guys were obviously feeling good. Then we identified that "hey look we're on the path towards success and the wins will come as long as we continue to focus on these types of numbers."

Before I let you go I want to tell you about a quick - because I know in the book here we talked about process practice. For us we have a similar thing where we just go with a specials practice and it's all statistics based. We'll play team offensive and we'll judge those percentage of touches and we'll judge our win/loss record. We'll identify the offense wins 60% of the time or the defense wins 60% of the time and make that competitive and we'll shoot a number out there. Then we'll have a face off scrimmage and just to face offs. The team that wins 55% will be the winning





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team and the other team will obviously be the losing team and have to suffer some consequence.

Defensively we may do some defensive work and just chart the goalie save percentage and let that number be known prior to the event, prior to that part of practice, so that our guys know what they're working towards. We've identified that this is a big step in our success, in our process, so now we're going to work just simply on that - trying to allow our goalie to save the ball 55% or better each time. That forces our guys to focus on that statistic and that number and really helps us play a better team defense.

So we do that probably once per week where we'll just have a big portion of our practice which is just statistic based and make it competitive and have a winner and a loser. You can have a winner and a loser in each segment or you can have a winner and loser over the course of that practice.

Again thanks for letting me give you a little bit of insight here into Pillar #4 and how we utilize it and how we focus on our numbers here at Marquette. The biggest number for us is how cold it is outside and right now we're sitting at about 7 degrees with a wind chill of -9 so for all you spring weather sports be happy that you play in the sunshine. Over and out. Dominate the Day. Brian Cain Experience #1.

Cain: Joe Amplo crushing Pillar #4 Knowing Your Numbers. If you want to get more numbers I know for a lot of the baseball/softball coaches here in my book *So What Next Pitch* I talk about the acronym BASE2 and how Fresno State and their head baseball coach, Mike Batesole, used that BASE2 system (that's where I learned it) to help them get to a national championship in 2008. Again the number one take home here, what are you measuring in your program that is your process that will give you the best chance for success and the results that you want?





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To start this video I'm going to pump out 10 pushups and I'm going to get right back in this chair and I'm going to continue to take notes. My suggestion is after every three Pillars (maybe after every one Pillar if you're a beast) is get right down to it and rip out some pushups. One of the greatest guys at doing pushups and the biggest energy bringers I have ever met in my life if you haven't listened to his podcast yet check it out, it's tremendous, Mark Smith. Take it coach.





PILLAR #5

SAIL THE RIGHT SHIPS

Smith: Hello Inner Circle. My name is Mark Smith. It's great to be talking to you today. It's an honor to speak to such a great group of mental game masters. It's very humbling for me to get an opportunity to speak to a group of guys - I know there are men and women all over the country that are a part of this Inner Circle event today and that are masters of the mental game in their own right. It's very humbling to be able to speak to you today on Pillar #5 which is sailing the right ships. Brian Cain is a great friend of mine. I want to just take a brief moment to explain my relationship with Brian and how we met and my involvement in the mental game and how that has evolved over the last 3 ½ years.

Brian and I met 3 ½ years ago at a quarterback ranch event in Southlake, Texas. I'm a football coach now at Southern Methodist University here in Dallas and at the time I was coaching high school football also right here in the Dallas/Fort Worth area. I met Brian at a quarterback ranch which was a camp for quarterbacks and receivers. During a break in camp they brought all the campers in and had Brian present to them some different aspects of the mental game and how that should help them and help their approach and change the way that they looked at things in terms of a mental aspect in playing quarterback and receiver.

PRESENTER:



MARK SMITH

ASSISTANT FOOTBALL COACH

SOUTHERN METHODIST UNIVERSITY, TX





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I was just so taken in by everything that Brian was discussing and talking about there. I hung back around when his session was over. I think he spoke to the guys for about an hour. I hung around after everyone had left the locker room that we were in and they'd gone back out for another session of the camp. I talked to Brian and just stayed in there. I don't know how long we were in there but it seemed like we were in there for the rest of the afternoon. I was able to get a copy of every book that he brought with him and I just dove myself into everything that he was saying.

I knew that I wanted to take the things that he was teaching and take those back to my high school athletes and the coaches that I was responsible for to help us improve our team from a mental aspect. There was always a part of me that I felt like I was doing some of the things of the mental game but I just wasn't doing them as well as I could possibly do them. From that day on (that was 3 ½ years ago) I began developing that relationship with Brian. Now Brian works with our team at SMU and has been so instrumental in our success and our progress that we've made because we've taken the things that he has taught from the mental game and used them with our team and we're seeing the benefits of that right now.

I just want to say thank you to Brian for involving me in this today and thank you for his friendship and really being a mentor to me in all things Mental Game and just a great friend. Thank you Brian for involving me in this today.

If I look down right here I've got my notes. I've got a couple of sheets of notes here that I've got and I want to just be able to touch on everything that I want to express and share with you guys today. First of all with mental training I wrote down mental training is not magic, it is very deliberate, it's very intentional, and it's extremely





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hard work but it's also very satisfying and probably the most important thing that you need to do with your team.

For years and years I just thought it's about Xs and Os and about strategy and about motivation but really it's about the mental game and being able to take the six inches between your ears and put the right things in there at the right time to be able to maximize everything else in terms of your performance.

Pillar #5 is Sailing The Right Ships and that's all about relationships and investing in relationships and that's what I want to talk to you about today. I'm glad that Brian gave me this as the Pillar to cover today because I really think it's probably the most important one there is. I know every one is important in its own right but without investing in relationships in a genuine way it's very difficult to get the things out of your players and your team that you're looking for if you don't have a genuine care and investment in that relationship.

I want to talk about it in terms of a couple of different ways. Number one is in your own building how to invest in those relationships in your own building. Then also in our job, in college football, it's also in recruiting. That might have some things for many of you in there as well. First of all within our own building we have a few standards or a few rules that we go by with SMU football. It all stems from our head coach, Coach Morris. I introduced him to Brian when we took the jobs here at SMU then his relationship with Brian has spawned into a great chemistry within our team and he's taken a lot of the things that Brian has said and gone over and we use them throughout our entire full array right now.

We house on the second floor of the ward at All Sports Athletic Complex here on the SMU campus and that's all things football there but we have the whole entire athletic department within our building there as well. So the number one thing that





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we do that Coach Morris has all of our coaches do is we want to engage everyone first. We feel like that is critical in relationship building within our own department and on our own campus. We want to engage everyone we see first whether it be our athletic director, head coach of another sport, an assistant, a staff member, a trainer, someone on our medical staff, we want to engage everyone first. We feel like that is a critical piece to developing strong, powerful, meaningful relationships.

How many times do you guys walk around in your own building or through an office or somewhere and you're walking past and you see someone at the other end of the hallway and you maybe don't want to make eye contact. You just see them and they're looking down at the ground. They want to avoid any type of communication with you. Well in order to build a relationship and a meaningful relationship and to sail the right ships we want to engage others first. We want them to feel comfortable around us and to know that I'm going to engage you first now and then that way it opens up for an opportunity to engage them on a deeper level as you run across these people in other times throughout the day, the week, the months, the years, that you guys work together. So engaging others first is something that we practice with SMU football and it's something that we sincerely do on a daily basis.

Whenever we host recruits on campus and their families we always have the attitude and approach that they're going to leave our campus that afternoon or evening (whenever the event is done) and they're going to have an impression in their mind about SMU and about SMU football and about our staff. We have hundreds and thousands of recruits that visit each year (and obviously we're only signing between 18-25 guys every year in scholarships) but we believe that everyone leaves there and they've got an impression in their mind about what they feel SMU football is all about.





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We feel like to develop the relationships the right way that everyone that leaves our building is going to be an ambassador to our university in a positive way. We want to make sure that everyone has a great experience when they're on our campus. That has to do with a lot of the connection that they feel whenever they are there. That's developing relationships.

We really do that with everyone that comes through our building. We want to make sure that they feel just as important as Johnny Five Star who might be visiting. That matters. We feel like that is something that is important. That's who we are. That's part of our fabric and our identity as a coaching staff is to make sure that the relationships are nurtured whenever those families are on campus and we want to make sure that everyone feels special whenever they're leaving.

Also as our coaches and as we go on the road and we recruit - I brought in our recruiting manual right here. This is our winter contact recruiting manual. I want to flip to a page in here that emphasizes what we want to do as far as building relationships whenever we're off campus. This page here is about winter contact visit reminders. At the very bottom down here this is after visiting each school the first bullet point there says this "write thank you notes." We provide postcards to all of our coaches and they're got them right there in the car. "Write thank you notes to people that you met and helped you on your visit." A secretary, the principal, an assistant coach, the head coach, etc. That's part of the relationship building that we strive to really do a great job with here at SMU. We want to make sure that that little personal touch, that note, something that you write back to somebody that nobody else does, that matters and that means a lot.

Again it's creating positive feelings and positive ambassadors for our university everywhere that we go. As we do that we have our staff and we'll leave a school and





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go right to your car and before you start it up and head off to the next school just think back to who helped you on that visit and just write a quick thank you note on the postcard that we keep right there in the car with us and then we'll drop that in the mail the following day. Just making sure of the little things, saying thank you to the people that helped you makes a big difference. Although we strongly desire to have that physical connection whenever we can it may be a school or a place that I'm visiting once or twice or three times a year where I can write a quick note and it just makes a big impression with the people that we're around.

That's going on the road but we also want to do that obviously with all the recruits that we talked about. Whenever the recruits are on campus we write recruit letters and things all the time and reach out to them by phone and when we have them on campus as well but also you want to make sure you're nurturing and developing those relationships within your own team. That's something that's very critical as well.

Sometimes you can get so focused in the world of college athletics about recruiting and everything that has to do with that that you lose sight and focus of your own teams. You have to be very intentional about making sure that you're developing those within your own team as well. That's something that I feel like we do as good a job as anybody in the country in developing and nurturing those relationships.

We do a lot of things that involve our players where we have them stand up and speak on different topics in front of our team about our championship culture, about really personal things. Whenever you can kind of break down that barrier and guys are opening up and exposing themselves in a way that they don't do around very many people then you know you have a special group of guys that are





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allowed to be vulnerable with one another. That all has to do with being intentional with your staff and with your players and developing those relationships.

So we write notes to our players as well. Throughout the season we'll have a schedule and write a note where maybe the wide receiver coach is writing to the defensive lineman or something like that where it's not necessarily a player that you would encounter on a day to day basis, but to make sure that we're developing those relationships and you've got something positive that is being said to you every day from someone who maybe you're not around as much as other people within the building. So developing those relationships, building live in your own team, in recruiting, they're all very critical parts of sailing the right ships and the right ships is developing those relationships.

The last thing I want to talk about today is my daily reminders list. This is another thing that Brian first brought to my attention. If you have one of these, wonderful. If you don't you need to make sure and do a daily reminders list. Brian helped me come up with mine. He kind of showed me the format. This is on the front of my notebook that I carry with me every day. I'm up to 22 things on it right now. This is as of September was the last time I updated this in 2016.

Within my daily reminders list I was thinking about relationships and my purpose is relationships in my life. I've got things in here about making sure that I spend time and I invest time within my own family, with my wife and my children, and also investing time in my friends and friendships outside of what I do at work or football because those are critical as well, then also within our own football team and within work. So relationships are just critical in all aspects of our lives.

I'm just very grateful and honored to be able to talk to you guys today about Pillar #5 Sailing The Right Ships, relationships. Thank you guys for your time and good





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luck with everything that you guys do. I wish you all the very best and I hope to be in touch with all of you soon. Thank you.

Cain: Mark Smith, one of the best coaches in all of college football there at SMU. Thank you Mark for being a part of the Inner Circle Peak and talking about sailing the right ships. Actually I learned that concept from another college football coach in Mack Brown the former coach at the University of Texas.

Just take a second here and we'll look through the chat and see if there are any questions. Mark Smith, we posted his podcast in the Inner Circle. I also was able to post a BASE2 article that I know you were mentioning in here about Joe Amplo's presentation on measurements and motivation for baseball/softball coaches. I posted that article inside the Inner Circle as well so you'll see those there.

I think the biggest thing with relationships, the biggest take home that I got was how intentional the coaching staff is at SMU, how intentional Mark Smith is with the relationships. It was tremendous to see that you feel it when you walk in there. They really care about you as a person first more so than they do about your ability to play football which I think is refreshing.

Another person who is tremendous with relationships, also a tremendous mentor of mine in terms of meditation and clearing your mind so that you can be more present - and remember this one from Joe Madden, please write this down, "you don't have to be perfect you just have to be present." Well let's learn about Pillar #6 A Present Moment Focus from a guy who - talk about being present - at one of our Total Immersion Weekends spend literally four hours on a Skype call with our coaches who were here for the Total Immersion Weekend. They couldn't get enough of Alan Jaeger and neither can I. Alan, take it my friend.





PILLAR #6

PRESENT MOMENT FOCUS

Jaeger: Hi I'm Alan Jaeger from Jaeger Sports. First and foremost I want to thank Brian for having me be part of this incredible project the 12 Pillars of Peak Performance. Today my goal is to talk about Pillar #6 Present Moment Focus. Basically what I'm going to do is talk a little bit about my background, talk about breathing, and most of all get into a breathing exercise and meditation if you will. Again it's really one I think, Brian, I have so much respect for what you do Brian and again it's just such an honor to be part of this whole project so thanks man.

My background. Basically I played college baseball at Cal State Northridge. I went through a pretty trying time and got really fascinated into the mental game. I was determined to find out what went wrong and why I had to go through such a difficult period. I really didn't have any answers.

So I studied psychology. I eventually got into eastern philosophy. I got heavy into meditation and yoga. I just felt like through this practice and through this work and writing a book myself back in the day I felt like I had some really good ideas and some insight having gone through it. Going through some very difficult times and seeking advice myself I saw a sports psychologist back in the day. I've leaned on a lot of teachers, a lot of books, a

PRESENTER:



ALAN JAEGER

MENTAL TRAINING & ARM CARE EXPERT

JAEGER SPORTS, CA





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lot of research, and I feel like having gone through it I speak from a lot of experience which obviously helps a ton. I've been doing this for 26 years now. We all as teachers get feedback from students. We become students ourselves through that feedback which is great. As we kind of go through our path the cool thing is that we do start to fine tune what we do like anything else in life.

So part of the good thing about today is that for 26 years I feel like I really whittled down the mental game into a pretty condensed version. On the one side we really talk about the strategic part which is the process but for today the other part, which to us is really the main part, at least for us it's the part we feel like is the what we call where the rubber hits the road. So we'll get into that here in a second.

We'll do actually a nice little meditation. Before we get into it maybe just a little background on meditation or mental practice (if you will) in general. It usually stems around the breath and it stems around the breath for many reasons. One of it is because the breath has a physiological effect on our body that is very healthy. It relaxes your body oxygenating the brain. The breath is something that is always happening now so you might say almost philosophically it gives you a place to go to or strategically it gives you a place to go to which is now. I think most people of course associate the breath with things like relaxation and calmness and quiet so the breath really is such a huge focal point of meditation in general.

It doesn't have to be the focal point and eventually the more you meditate the more I find that it's as much about really letting go. It's as much about just being quiet. It's as much about just being at peace. Sort of like when you're having a Peak





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Performance in a game or watching a movie or listening to a song you just feel that sense of oneness and peace.

So the breath can be such a great metaphor and such a great tool and focal point but just so you know at some point I really believe - and this is important to talk about - it's really about letting go. It's really about allowing and trusting and going with the flow just like (again) you would in a Peak Performance.

So with all that said I'm going to take you through a little meditation. We'll have a little fun with this. If you've never done anything like this before all I can say is just have an open mind and just kind of trust into the process if you will. It's going to only be maybe five minutes or so. This will be a little sample so again just kind of sit back and just kind of listen to my voice. I'll do all the work. Again it's going to be a very condensed version.

The first thing I always like to do with any form of meditation is just remind people - actually use the word "permission" which is give yourself permission to have this time to yourself. This is a very sacred place that you're playing with and working on and it deserves rightfully great attention. Give yourself permission to let go. Know that if you have things to do an hour from now, five minutes from now, three days from now, you'll get to it, you can deal with it later. Just really try to bring your commitment to now. We call that frame of mind, getting in the right frame of mind even before the meditation itself.

The second thing to really help you get present is I always like to get people in their body. First of all when you get in your body you're kind of getting out of your head





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and your thoughts. Thoughts are usually in the future or the past. Someone might say that thoughts are always in the future or the past. Come into the body.

The body is not a thought and it's happening now. The other reason for getting in the body is because you want to scan your body before you do some form of relaxation if possible. Just look for any tension. It would be nice to kind of remove some areas that might be tight or tense before you start any kind of meditation.

So I just want you to sit back, listen to my voice, and just for the next 30 seconds or so probably with your eyes closed if possible start with your feet and just move up your entire body to the top of your head. I want you to be the best private investigator possible. I just want you to look for any parts within your body that you feel are a little tight or tense and just take a deep breath and maybe squeeze that area and then just release that area. Just do that for a few moments right now and then we'll continue on here in a second.

Then the next thing that we're going to do is we're going to bring our attention to our breath. Our breath actually originates from the diaphragm and then moves up so what you want to do is bring your attention down to the stomach area which ironically or not so ironically is the center of our body. All I want you to do is when you notice the next inhalation come in I don't want you to try to force it or pull it up or try to create the breath so to speak I want you to let the breath happen instinctively just like it does 24 hours a day for you.

All I want you to do is when you do feel the breath come up as an instinct I just want you to visualize the number one or count the number one. Then when you exhale naturally I just want you to visualize and count the number two. All I want you to do is to try to make it to 20 without losing track of your counting. The next





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inhale would be a three. The next exhale would be a four. One of the goals here is to really allow the breath to do the work, to trust the breath - listen to that word - to trust the breath to create and dictate the pace. It's a very important part of surrendering and letting go, trusting. All aspects of being in a peak state of mind are being in the zone (if you will).

So I'm going to give you about 30 seconds or so. I'll be quiet right now. Again just do your best to let the breath dictate the pace. Inhale one, exhale two. See if you can get to 20. If any thoughts come in your mind they're not good or bad or right or wrong. I just want you to allow them to be and then just redirect your attention back to the breath and back to the count. So I will give you a few moments here to count to 20 or so and then I'll come back in and we'll finish it.

So whether you're actually at 20 or not - ideally you would count to 20 and maybe a little bit more if you had more time to do this on your own - the last phase is I'm going to give you another 30 seconds where you don't need to count the breath, you don't even have to watch the breath. Hopefully you start to feel a little sense of relaxation. I just want you to simply chill out and enjoy those feelings. Feeling whatever you're feeling. Just know you don't have to do anything. This is just simply chill time, relax time. I'm just going to give you about 30 seconds more for that then I'll guide you back out.

For the last part now I'm going to slowly start to transition you out. The way I want you to come out is bring the focus back to your breath. When you feel the next inhalation come in you're going to just expand maybe the diaphragm first if possible and then go up into the lungs. This time I want you to hold the breath at the top for just a moment. Then as you exhale the breath I just want you to remind





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yourself that you're beginning to feel completely refreshed and completely alert. You may notice the mind is clear, the mind is quiet, and the mind is very present.

When you let that exhale out, when you feel the inhale come back as a reflex again, same thing - take a nice deep breath. Hold that breath just for a moment. This time as you exhale the breath try to exhale the breath as smoothly as you can, as fluidly as you can. Just let yourself know that you're beginning to feel completely refreshed and completely alert. Clear minded. Focused. Present.

We'll just take one more breath that way. So again on the next inhalation as a reflex just take a nice deep breath, hold the breath for a moment. As you exhale the breath release the breath again as evenly and smoothly as you can. Again remind yourself you're beginning to feel even more refreshed and more alert, more focused, clear, and present. Normally if you had more time you would continue to take these breaths until the breath lets you know it's time to come out. There is not a right or wrong time. Sometimes we want to stay in this for long periods because we feel very good.

Again this was a very short version of what we might do for 20 minutes or more. This was probably a five minute version or so. Again the idea is that you have a practice, something that you can do each day to help clear the mind, relax the mind, focus the mind, quiet the mind. One of our favorite sayings here is you become what you practice so this is just something we hope becomes part of your daily practice. If you're a coach this is something that you bring to your team each day. I hope this has been helpful.





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Again I want to thank Brian and Matt and you guys for having me be part of this incredible project. I'm a huge fan of what you guys do and again to be part of this is such a great honor. Thanks again and good luck to all the coaches out there.

Cain: Alan, you almost put me to sleep at it. I got into that relaxed state. Got all chilled out big time man. Alan, tremendous presentation. You're going to want to pick up his book. It's called *Getting Focused, Staying Focused*. I put a link to that in the Inner Circle. My number one take home from Alan is you become what you practice. You maintain daily mental practice to help you.

If you go to www.BrianCain.com/videos check out our Monday Message portion we did a number of breathing exercises, a lot of which I've learned from Alan. You can use those with your teams. Again post questions in the chat. We will get to those questions in the Inner Circle.

Right now what we want to do is we want to get with one of the top coaches in all of college athletics. A guy who models exactly what he does in his program in his own life. An inspiration and a tremendous coach. In two years at East Carolina he's taken them from a team that wasn't in the post season to winning the conference and then last year being one game, one pitch, away from the College World Series. Cliff Godwin, take it my friend. Let's hit it.





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PILLAR #7

PROCESS OVER OUTCOME

Godwin: What's up guys? I'm Cliff Godwin, head baseball coach at East Carolina University. Today I'm going to talk about process over outcome but first off I want to thank Brian for having me be involved with this. He is a great resource for me, a great resource for our baseball program. I've had the pleasure of having him a part of my life for the last six years, three years at Ole Miss and now going into our third year at East Carolina. A tremendous asset for our program.

Now I want to talk about Process Over Outcome which is Pillar #7. Process Over Outcome, Pillar #7, is what I want to talk to you guys about today. Personally what the process means for me is I want to always be growing. I want to always get 1% better every single day. I actually have a little quote up here that you can see that life and baseball are a process, focus on getting 1% better each day, and then that's our PIRATES acronym right there.

That is a big part of my life every morning when I wake up I want to make sure that I'm pushing myself which will push our team and get 1% better. For our team process means not to focus on the results. Obviously our goal is to get to Omaha but we can't get to Omaha today, we can't get to Omaha tomorrow, we have to focus on the process.

PRESENTER:



CLIFF GODWIN

HEAD BASEBALL COACH

EAST CAROLINA UNIVERSITY, NC





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The process for each individual player might be a little bit different but it all starts the night before. The process starts when I have to plan out my day, make sure I'm getting enough rest, make sure I get up in ample time to get a good breakfast, make sure I sit in the front of the classroom and communicate with each professor verbally, put my phone up. That's what we do academically to continue to get better every single day.

Then get to the field early, execute a great pre-practice routine whether it be a pitcher or a position player. It's about quality swings in the cages not about a number of swings. That's a process. Are we doing it to the best of our ability? Then be the best I can be and attack practice. Once I get done with that we've got to attack the weight room and then we've got to replenish our body after that. Then we hit repeat. The people who can do that consistently, the compound effect of that is great. That's what we focus on doing is getting 1% better every single day.

The next point I want to talk to you guys about is work the cut. This is something that I've actually used twice in my coaching career. Once at Ole Miss when we were playing the number one ranked Florida Gators and we were able to beat them 2 out of 3. Then this past year our second weekend series we were heading up at Charlottesville and UVA had beaten East Carolina seven straight times. We were able to take the series on the road in the second weekend.

What work the cut means is you're going into a battle. Not a physical battle but you're going into a battle that you know is going to be very hard. That person might be more talented than you are, that team might be more talented than you are, but if you keep jabbing and you keep physically going after it then you're going to open a cut. Just like in a boxing match. You're going to open that cut where it might be





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right on your eye then we're going to keep working that cut. We're going to keep going.

The UVA series we went into extra innings. We were down the whole game pretty much. We just kept jabbing, just kept jabbing. Executing winning pitches that's a process. Winning those pitches, not focusing on the end result, winning pitches. We ended up winning in the 10th inning. Then we went on Saturday as well. We made that cut and opened it up into a bigger wound. We weren't able to knock them out but we were able to win the series and that's what working the cut is all about.

We want to stay on that theme of focusing on the process and talk about focusing on the next 200 feet. 200 feet is what your headlights shine out in front of you at night. You can see about 200 feet in front of you. You can't see 500, you can't see 1000, you can see 200 feet. What that means to us is that we've got to focus on the process or the thing right in front of us. Right now the thing for me is executing this web seminar right now so I need to be focused on that and nothing else. If I focus on that then I can move onto the next thing.

We can't get to Omaha. Omaha is too far away. We've got to focus on winning the next pitch whether that be on the mound, whether it be in practice, winning the next pitch at bat, whatever that might be, that's 200 feet at a time. Take those small wins of 200 feet and then you multiply it over time and you're going to get to the end result that you're looking for. Don't look too far ahead. You have to look at what you're doing today in this minute to execute that 200 feet at a time.

The next topic is control what you can control. This is huge for me personally but also is huge for any kind of athletic team. Number one is you can control your attitude. You can control your energy level. You can control your confidence.





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Confidence is a feeling, you can change that. For our guys we talk about controlling what you can control all the time. We can't control the weather but we can control our energy level. We can't control umpires but we can control how hard we play. We can't control what a fan might say to us, we can't even control what an assistant coach or head coach might say to us, but we can control how we react to that situation. If we go into a game knowing that we can't control umpires, knowing that we can't control weather, knowing that we can't even control the playing surface that we're playing on then we're not going to get affected by outside circumstances or outside influences. We're going to control what we can.

If you live your life like that every day for you players out there you can't control if your coach doesn't start you but you can control getting better every single day. We want to control what we can and forget about the rest.

Know your ABCs, what does that mean? Last year we're playing UVA on the road, the defending national champion. Now it is in a regional setting. So a pretty big moment for East Carolina baseball to go on the road playing the defending national champion. The night before we got an index card out and on one side we had our why, why were we doing this, what were we doing this for, on the other side were our ABCs. Each guy had their ABCs on the back. For me my ABCs were I wanted to be calm and have huge body language at all times. I wanted to take deep breaths in big moments. The last thing is I wanted to have a slow mind. Those were my ABCs for the regional at UVA.

Some of the players' were the bigger the moment the bigger the breath. We even had student managers who were making sure that their laundry was done to the best of their abilities so the players could play better. Your ABCs you can put them right on your index card and put them in your back pocket just like we did and





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when things were speeding up on us we'd just tap that back pocket right there and it would remind us of what our ABCs were and we've got to execute what we were trying to do.

A question I get asked a lot is what does East Carolina do (our baseball program) to not get caught up in the results? Offensively one of the biggest things we do is we talk about quality at bats. Batting average is evil. You can't control batting average so we talk about quality at bats. What is a quality at bat? It can be a walk, it can be a hit by a pitch, it can be moving a runner from second base to third base with no outs. It's anything that you define on your team to help the team win. Not every hit is a quality at bat. If you flare a ball into right field that's not a quality at bat. If you smoke a line drive and it's caught right at the short stop that's a quality at bat. We want our guys to focus on things they can control (like we talked about earlier) and you can't control batting average. You want to hit the ball hard, you want to win pitches, and we talk about winning one pitch at a time.

Also our infielders one thing they want to do is they want to focus on not letting any balls go underneath their gloves. If we're at practice that's one thing that we're going to focus on. No balls getting underneath our glove. Does that mean that we're not going to make errors? Absolutely not. We're going to make errors, but we're not going to let balls go underneath our glove. No matter how hard it's hit we're not going to let balls get underneath our gloves.

The other thing that we focus on so we don't get caught up in the results is we're going to focus on our routines and our releases. We want to make sure we video our guys. We video at bats, we video pitchers on the mounds and make sure that our guys have good routines. Then when they get in red lights they have good releases because guess what? You're going to get red lights. The game is going to





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speed up on you. If we can make sure our routines and our releases are very quality then when we're at Texas Tech and a freshman is on the mound they've done that. Pitchers also do shadow bullpens which they execute their routines and their releases. All of this stuff prepares us to handle big moments. That's why we don't get caught up in the results.

As a group we want to ignore the noise. My first year here nobody thought we were going to be very good and our team ignored the noise and won 40 games and we won an American Athletic Conference Championship. This year we're going to be preseason probably top 15. We're picked to go to Omaha already. We've got to ignore the noise. We didn't believe it when it was bad. Let's not believe it when it's good. That's how you don't get caught up in results and focus on what you can control.

Thank you guys for listening to this informative session that Brian set up. I want to thank Brian for having me. At this time I want to open it up for any questions you guys might have. I always want to help people because I'm always learning and I always need people to help me.

Q&A

Godwin: Good afternoon guys. Brian and Matt thanks for having me on. I want to open it up for questions at this time. I see some comments which are awesome here.

Number one, Trey Cobb, hoping I can send some players to ECU. Yeah, me too. Always be recruiting.





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The back pocket idea for the ABCs that Brian shared with us before the Virginia Regional was unbelievable. Our guys really bought in and we had a why on one side and our ABCs on the other which was awesome.

Ignore the noise, which I just see Ryan just posted, that's going to be our theme this year. We're going to have preseason accolades and a lot of - we're picked to win the conference. Two years ago nobody thought we were going to be good. We didn't believe the noise then so why should we believe the noise now.

ABCs, Cain, you will have to - ABCs, what does ABCs stand for. It's just the three things I think that are important to you. My A was have huge body language during the regional. My B was make quick and accurate decisions. My C was distinct calmness because I know we are the most prepared team in the country.

How much ownership do our guys take in the process and how do they show it? We talk about it all the time. We preach it every single day and it's one thing that is a standard in our program. We have situation scrimmages or process base point scrimmages where we focus on what we can control which is mainly our energy and our effort. I saw somebody post that they made their team define their controllables and that is huge because you have to know what you can control and your kids have to know that before you can focus on the process and focus on what you can control.

Discipline and consistency, that is actually our motto for this year which we got from Jocko Willink who Brian Cain shared stuff with us last year and that's one thing





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that we'll have to do to put ourselves in a situation to host a regional and host a super regional.

Any other questions? I'm trying to scroll through here.

How do you hold people accountable for their mindset, how do you spread the mental game to your players, what do you do with players who don't cooperate? It's really a culture within our program now. We're going into year three. We focus on good things a lot and what guys have done which is good. We will have another 3.4 team GPA. We have 30 guys out of 35 have a 3.0 GPA or higher which is unbelievable in college baseball. So really the three areas that we focus on are academically, in the community, and then on the baseball field which if we can be great in all those areas then the wins will take care of themselves.

Do we have an example of the process based scrimmage? Yes. Brian or myself can email you an example. We give points for sprinting on the field to your position. We give points for getting the ball around the horn on the strike out, and we give points for getting the ball in. So really the pace of play is big for us and really playing fast. Cain just said he will post the process based scrimmage. Cain really has a lot of things. You can do offense, you can do defense, you can do pitching, all those things.

I think to start with you really need to focus on energy because I think if you can get your guys to play hard and play fast that's number one. Then implement maybe just an offensive day or defensive day to keep it simple. I'm all about keeping it simple so guys can play unparalyzed so to speak. You never want your players to play in a straitjacket because they're thinking. You want them to be able to play freely when





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the game is on and that's why we put a ton of pressure on them in practice and then allow them just to play in the game.

Anything else? I think that's about it and I will turn it over.

Last question here. Do we meet in the classroom? Yes we do. We have team meetings once a week and go over a lot of different things. One thing that we do which I think is great is we video our routines and our release offensively and defensively. That's one huge thing. We focus on what we can control. We can't focus on getting hits or anything like that.

Thank you guys for your time today. I always love talking to people who are learning. Thank you and we'll catch up soon. Thanks Brian. Thanks Matt.

Cain: Cliff Godwin is one of the best in the game as you can see. Just a guy that lives it, a guy that speaks it, breathes it. 30 out of 35 guys? It might even have been 32 out of 35 guys with a 3.0 GPA. That's unheard of. That's unheard of in cross country running let alone college baseball. Unbelievable the things that Cliff is doing there at East Carolina. If you ever are in that area contact their office and see if you can over there and watch them practice. To see them practice is a truly special thing.

Speaking about practice, Seth Appert, ice hockey coach at RPI. One of the top coaches in the country. Originally we were going to have him speak about mental imagery but then as I thought about it I thought I think where Seth is - he's great at the imagery piece, I think he's even better at process over outcome. As I thought about the Inner Circle and the Pillars that are used the most I think Process Over Outcome is maybe the one that is talked about the most and maybe the one that people ask the most questions about. I wanted to ask him to speak a little bit more





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about process over outcome so let's dial up Seth Appert, RPI men's ice hockey coach, and learn a little more about process over outcome.

While that is happening I will post in the Inner Circle so you can get it later the quality at bat that East Carolina uses and the process based scrimmage for baseball. Take it.





PILLAR #9

EVERYTHING HAPPENS TWICE

Appert: Hello to all of Brian Cain's Inner Peak Circle. It's exciting to be with you today. My name is Seth Appert. I'm the head hockey coach at RPI. I've been here for 10 years and prior to that I was the assistant coach at the University of Denver for nine years.

I'm excited to talk to you today about process over outcome, one of the 12 Pillars of Peak Performance. This is something that is a newer term process. Coaches talk about it all the time. Stick with the process. What it reminds me of is something I've always preached to our student athletes everywhere I've been is confidence comes from preparation, not from results. I think the more that you preach that and you get your young men or women to buy into that confidence comes from preparation not from results the more they can focus on the daily task at hand.

I think the real key with process over outcome is that it takes emotion out of the situation. I think sometimes when you're real focused on outcome and you're really focused on long term goals you become distracted and you can become emotional when you're not seeing some of the little incremental day to day steps towards success. When you're climbing that ladder, when you're marching up those stairs towards success it's sometimes tough to see that if you're too long term focused and you become emotionally distracted by your goals, you become emotionally distracted by how far away you might be from that end result.

PRESENTER:



SETH APPERT

HEAD MEN'S HOCKEY COACH

RPI, NY





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I think what's really important with process over outcome is that it does eliminate emotion from that and it allows you to focus on today and focus on the things that really matter to you - staying in the present, locking in on the things that you want to be great at today, and winning today and then moving onto tomorrow. That's the number one thing with process over outcome.

I think the second thing I'd like to talk to you about today is it allows you to enjoy the journey. I think when you become too results focused, too outcome focused, you don't enjoy the journey and you become a slave to the end result. Sometimes that makes you lose sight of the fun part of the journey. Sometimes that doesn't allow you to invest into the journey, the relationships you make along the way in that journey because you're too locked in on the end results and you're too locked in on outcome based and not on the day to day. I think it's really important.

That process over outcome mentality allows you to stay in the present and allows you to enjoy the journey and enjoy the others that are along with you on this journey. At the end of the day I think it's more important at the end of the day about how you lived, who you impacted, and the life that you lived, than it is about what you won or how many championships or titles or whatever else that is. I think that process over outcome allows you to focus on the journey and the people that you're along the journey with.

I think number three is process puts you in control. You don't always control outcome. Outcome sometimes is out of your control. Sometimes conditions affect it, injuries affect it, officials can affect it. In our sport in hockey you could play perfectly, an unbelievable game, and the opposing goal tender can stand on his head and affect it.





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So you don't always control outcome. You do always control process. Process is your daily habits that you value towards making yourself great in whatever endeavor you're pursuing. Process is staying focused. It's controlling what you control. I control my daily work ethic. I control my attention to detail and the habits that I choose that are important for me to meet my end goal. I control the energy and the passion and the excitement that I bring to my work and to my craft every day.

Those are things that you can control. Process over outcome puts you in control of those things, reminds you that you do control those things, and it takes away the distraction of things you don't control and allows you to not focus on those things and stay locked in on your daily process.

I think number four - and this to me is what I started with - is confidence comes from preparation. I think process over outcome mentality gives you confidence before results do. So many people become results focused. They say they don't have confidence because I'm not winning or I didn't get a job promotion or I haven't scored enough goals today or if the goals under my save percentages are very good. They're all looking at results.

I think that when I say confidence comes from preparation and process over outcome is that confidence in your daily habits that you gain before your results come. You choose your few things - because it can't be about everything. You choose your few things that you really value that you know are going to make you successful long term if you can stay on these things day to day and then you go about attacking them in a real purposeful manner. Doing that day to day to day and having the willingness to go through the daily grind of doing those things allows





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you to gain confidence from the process and from the preparation and allows you to have confidence in falling back on those things during tough times.

There is always going to be adversity and tough times. When all hits the fan instead of panicking you fall back on your daily habits and you fall back on the process.

Cain: Coach Appert absolutely delivering. I even got a damn wrist cramp because I'm trying to write so fast here about process over outcome. Beautiful things that both Coach Godwin and Coach Appert are talking about here.

I want to see here (if you would) in the chat I want you just to post what was one of the big take homes that you just got from Coach Appert about process? One of my favorites was the process allows you to have fun. The process puts you in control. Confidence comes from preparation.

It's funny talking this morning with Monica Abbott and recording her and her podcast - one of the best softball players and one of the best female athletes ever - she said the same thing, confidence comes from preparation. I hear that a lot.

Another thing that Monica talked about today and something that I picked up from another guy here at the podcast - an Army Ranger named Chris Villarreal who you'll hear from - is he said that confidence and fear, they're not mutually exclusive. They can be held at the same time. You can be confident and you can be fearful at the same time. How about that? Confidence from preparation. Enjoy the journey. I love the comments and things that you guys are putting out here and I really think that you're going to be blown away with our next speaker.

We're going to Pillar #8 Attitude Determines Altitude with Matt Marcinek. Matt, take it my friend.





PILLAR #8

ATTITUDE DETERMINES ALTITUDE

Marcinek: Hey what's up everybody. This is Matt Marcinek, AKA The Disabled Grappler. I just want to say it's an honor to be here with all of you guys at Inner Circle Peak and to be here with all of you amazing Inner Circle members. I would like to thank Brian for allowing me the opportunity to come in and present Pillar #8 Your Attitude Determines Your Attitude. We've gone over seven previous Pillars and they're all important but to me perfectly honest with you this Pillar, Pillar #8, could actually be my number one.

Just to give you guys - I'm going to Mary Poppins you guys a little bit. Mary Poppins said let's start at the very beginning because the very beginning is the very best place to start. That's honestly the best place for me to begin so you guys can know my story.

I heard this story when I was just a little boy, probably around 5-6. When I heard it it had a profound impact in my life. You see I was diagnosed with a condition known as cerebral palsy. I can't walk independently by myself and I have sort of a gimpy left arm. When I was nine months old my parents took me to the neurologist. His initial diagnosis was that I was going to be fine but then he came back with another one and told my parents "look I was wrong and it's going to be far worse, your son, not only will he never walk but he'll never talk, he'll never write, he'll never feed himself, he won't dress himself, he won't be able to do most of life's daily functions so you should probably put him in an assisted living facility and never look back

PRESENTER:



MATT MARCINEK

PERFORMANCE COACH

DISABLED GRAPPLER, PA





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because they will be able to take care of him far better than you or your husband will.”

Like I said I heard that story when I was just a little boy. Even as a little boy that story quite honestly pissed me off. The reason being because here is this guy who doesn't know me at all. No one knew me. I was an infant. He told my parents that I wouldn't be worth anything.

I'm sure all of us as coaches at one point or another have been told that we're not going to be successful and we know how much that hurts and how much we have to prove. Imagine if we were told that we wouldn't be useful and how much that hurts. I'll be honest with you the answer is a whole hell of a lot. I use that story to prove people wrong every day. I decided at a very young age that no one was going to tell me what I can and can't do.

Very quickly because I only have about 10 minutes. I made it through high school. I made it through college. I got my Eagle Scout. I did a lot of great things because of my attitude and my belief that I was just going to prove people wrong.

One of the hardest things that I've done is I am a competitive grappler. Currently I hold a purple belt in Brazilian jiu-jitsu and a first degree brown belt in judo. I'm one rank away from my black belt. For 10 years I have competed. I competed in judo and jiu-jitsu without getting a win. My record was 0-80. I won't lie, that was tough. It was tough to keep coming back. The one thing that always kept me going was once you quit you're going to be labeled a quitter and that's going to stick with you for the rest of your life. That was a label that I never wanted to have.





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Some of the ways I was able to get through that was being in a hospital I had my share of roommates, kids that had the same condition that I did but far worse. They were those kids that doctors said that I was going to be, not able to speak, not able to feed themselves, in a very vegetative state. Every time I lost Brian's little mantra "compared to what" came in my head. Yeah this sucks but compared to what? You could be that kid. You could not be out here. You could not be doing the things that you love to do.

Also being very mindful. Mindfulness is a thing that I work with my athletes a lot. When they're not having a good practice I tell them "look around, look on the mat, look at all these people that are here to support you, your best friends are sacrificing for you and you're sacrificing for them, that is a beautiful thing and that is not something that we get in other avenues of life."

Gratitude journals are a big part of my day. Big part of my day. I'm not going to lie. Sometimes the emotions of being disabled get to me and it's tough. It's tough and I feel like quitting. Then one once side of the page you've got to write everything that is bugging you. On the other side of the page write everything that you're grateful for. If the grateful side outweighs the bad side you're good. Everything is gravy. There is a lot that I'm grateful for. I'm actually grateful for my disability. As much as that might seem counterintuitive I'm very grateful. It is a tremendous blessing because what it's given me is perspective. The things that some of you or other people in the world see as problems, man, when you can't walk they're not so big.

When one of my athletes complains about having to work hard, about having to train hard, I say "dude what's it like to shoot a double leg, what's it like to feel your feet on the mat, your knee hit the ground and complete a technique because that's





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not something I feel." Now I have my adaptive techniques but nothing like they do - nothing like they do - and I would give anything in the world to be able to feel that way. But it's not the card I was dealt. But it's not the cards you're dealt it's how you play the hand, right? So attitude.

Are things a challenge? Are things an obstacle or are they just challenge? Obstacles, you can overcome obstacles. Are they a detriment or are they a challenge? Detriments you can't overcome. Challenges you can.

The next time you guys find yourself in a situation, that "compared to what" question. I don't like pity but if you have to, if you find something hard and you don't know if you can overcome it, ask yourself "is this harder than not being able to walk, not being able to speak, not being able to do the basic functions of everyday life?" The things that you're complaining about other people are praying for.

Thank you so much for listening to this little presentation. Good luck on your 12 Pillars. Enjoy the rest of the Inner Circle Peak and I'll talk to you guys soon. Bye.

Cain: Things you are complaining about other people are praying for. Shit that's great. Things you are complaining about other people are praying for. I want to know here in the chat room while we're getting Matt out in here to take a couple of your questions I want you to comment what was the number one thing you took out of that. Send a question, send a comment.

That was strong shit right here. One of the things that Matt mentioned was the "compared to what" mentality. I think that's a great example of a "compared to





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what" mentality. You think an Iron Man might be hard, you think getting a degree might be hard, you think winning a College World Series might be hard, that's a privilege man. What you complain about other people are praying for. That's really good. Really good.

He talked about gratitude journals. If that's not something that you're doing every morning and keeping a gratitude journal you definitely want to get that going. Just writing down three things that you're grateful for on a daily basis is going to be something that's going to help you to grow that muscle of gratitude to help you become more grateful. Powerful stuff.

Again there is no success without adversity. What we're going to do here is we're going to table Matt Marcinek. I know you guys are going to want to come up to him with questions. What I'm going to do here is I'm going to go into Pillar #9 while we're trouble shooting that.

It's not the hand that you're dealt it's how you play the hand. Let's talk about playing the hand you're dealt. Pillar #9 is Mental Imagery. Everything happens twice, first in your mind and then in reality.

I remember I was actually with Coach Godwin. We were down with the Ole Miss baseball team down at LSU. When we were down at LSU that weekend series they were going to be dedicating their field at LSU baseball to their legendary coach Skip Bertman. Skip Bertman who won five national championships in the 1990s. A goal of mine ever since in 2001 when I was out of Cal State Fullerton and I saw on George Horton's desk the VHS tape of winning the big one with Skip Bertman about





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motivation and teamwork I wanted to sit down and interview Skip. Well during that series at LSU, the weekend they were dedicating the field to Skip Bertman, I had the privilege to sit down with the man and ended up working on a project and a book together which you may know that as *Winning The Big One*.

One of the things that Skip said - we were sitting there in the dugout, Ole Miss was taking BP, we were sitting in the dugout together and he says "Brian you see when I got the job here at LSU I sat down here on my interview in the dugout and I made a list of all these things that I wanted to do (it was about 100 of them)." He goes "from the playground down there in the right field line to Mike the Tiger (the "live" tiger out in front of the stadium) to the jumbotron over there and the intimidator score board over there I wanted to create the greatest atmosphere in college baseball." He goes "one of the things that I wanted to have happen is going to happen tomorrow." He pointed to the scoreboard. "That is going to be dedicated Skip Bertman field." I got chills on my body when I say that. I had chills on my body when he told me that sitting there in the dugout. He said "Brian everything happens twice." I asked him the million dollar question. "Skip, what do you know now you wish you knew then?" He said "everything happens twice."

So when we talk about mental imagery - and I'd love for you to put your questions here in the chat so I can answer some of your questions about mental imagery - I think with imagery it's - what is it? It's essentially closing your mind and seeing in your mind's eye how you want to perform.

You're probably familiar with the classic study in sports psychology where they took three people and this person shot 10 free throws a day, the person in the middle shot 5 free throws and visualized five free throws, and the other person sat down and just visualized free throws. A lot of people get it wrong. They say "well the guy





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who made the most free throws when they tested a month later was the guy who could shoot a basketball.” Not true. The guy who actually did best was the guy who shot and visualized. You have to do the physical work but you also have to build the mental imagery.

Let’s talk about some simple ways to build imagery. One, when you’re watching a video with your teams. TCU men’s basketball coach Raegan Pebley is tremendous at this. She’ll show a play on TV. They’ll break it down. Then what she’ll do is they’ll watch the play again and she’ll have her kids communicate out loud, level like energy like they will on the course, just like they would during a game.

The other thing that she’ll do is she’ll actually put the name of the play on the screen - and Chad Morris and the football group at SMU does the same thing. They’ll put the name of the play that they’re about to run - or the set that they’re about to run in the basketball industry - and they’ll close their eyes, visualize what the play would be, then watch the play. If the play doesn’t go the way they want it to they’ll close their eyes and kind of re-correct it.

It’s very much like a golfer who when they hit a shot after the shot the trained eye would never know but they’ll swing the club again and they will actually visualize themselves hitting the ball the way they want to. So if they struck the ball well they’ll replay the shot in their mind. If they didn’t strike the ball well then they’ll replay the shot in their mind and see it how they want it to. So they’re redoing that shot.

Other things I saw when I first started working with Georges St. Pierre back in 2006, one of the things that he would do is he was shadowboxing. I remember saying





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“hey Georges what are you doing?” “I’m working on the rhythm, I’m working on throwing punches on air.” “Well how about you’re UC Josh Koscheck at UFC 74 inside of the MGM Grand, inside of Mandalay Bay, you’re going to go fight this guy in about two months, every time you throw a punch on air why don’t you see in your mind his blond hair, his face, and yourself ramming on him, then not just seeing it, feel what it would feel like, hear what it would sound like.” So what do you do in imagery? Build in the senses. What does it feel like? What does it sound like? What does it look like? If you can smell it smell it. If you can taste it taste it.

You’ve probably seen the videos in the Inner Circle of TCU baseball. They will throw a bullpen - pitcher on the mound practicing with no ball. It’s essentially shadowboxing for a pitcher using imagery. They’ll go through shadowboxing or what they call shadow pitching/shadow bullpens with no wall. Here are the five things that you work on when you’re doing shadowboxing or shadow pitching.

One, body language. Two, your tempo and how quickly you move. Three, visualizing or seeing the pitch. Four is your pre-pitch routine or your refocus which we’ll get into in Pillar #12. And then five, the fifth thing you’re working on is your release which we’ll get into in Pillar #12.

Shadow bullpens must happen. You’ve got to do it. Imagery I think during video makes that learning happen at a stronger level. Then the night before games and the night before competitions sending your athletes an audio that you record on your cell phone, voice memos, and just text it off to them or put it in your private Facebook group so that they can listen to it as they’re going to sleep or that night to help themselves to visualize.





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I think one of the questions from Justin here was how far out do you want to visualize? Do you want to visualize tomorrow's performance or a title game? Well I talk about like the staircase. So the process is the first step and then you work the staircase up to the top and the outcome. Well what is sexy and what is motivating for most people is the outcome so I would say visualize the outcome 20% of the time and visualize what you're trying to do the next day 80% of the time. You've got to do both because if you don't set that outcome of what you want then you don't necessarily know where you're going. We know we are teleological beings meaning we are target driven people to help us get to where we want to go.

You speak about targets, targets and setting a vision, setting a goal, visualizing what you want to do, what you want to accomplish. What I'd like to do here - another guy that Dominates the Day every day for about 9600-something days in a row, the creator of Success Hotline, he's a professor of sports psychology at Montclair State, he's had more impact on me and my life than probably anyone else. Please welcome to the Inner Circle Peak Dr. Rob Gilbert.





PILLAR #10

ROUTINES & HABITS OF EXCELLENCE

Gilbert: Welcome to the campus of Montclair State University. I'm Dr. Rob Gilbert and if you ever visit I am in university hall 4115 and I'd love to meet with you.

Before I started on Pillar #10 I just wanted to tell you a story of something that happened to me recently. I was at my physical therapist's office in northern New Jersey and high school football in northern New Jersey is really serious. It's not like Texas but it's really serious. We have some unbelievable parochial school teams. I'm wearing my high school hat. I went to Boston Latin and Boston Latin is the oldest school in the country. It was founded in 1635.

So I'm going through my paces at physical therapy and one of these kids as big as a tree looks over at me and says "hey what's a Boston Latin?" I said "it's the high school I went to in Boston." He said "how's your football team?" I said "to tell you the truth I don't keep in touch." He said "well in my high school we have 4-5 guys playing in the NFL." I said "in my high school we had 4-5 guys that signed the Declaration of Independence." Usually that gets a laugh but I don't tell most people the second part of the story. The kid said to me "so?" I said "what do you mean so? Declaration of Independence, NFL, you think they're equal?" It just goes to show how the overemphasis on sport especially at a high school level.

PRESENTER:



DR. ROB GILBERT

CREATOR OF SUCCESS HOTLINE

MONTCLAIR STATE, NJ





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Okay. So let's start with routines and habits of excellence. Habit is everything. If I just repeat that for the next ten minutes this will be worthwhile. Habit is everything. What is a habit? A habit is something that starts out as an inner thread and ends up as a strong cable. A habit starts out as a thin weak thread and ends up as a strong unbreakable cable.

Let me tell you a story about habit and habit formation. Mr. D'Amato had a habit. Every single year on his birthday he would go to his doctor for a checkup. Now he's a pretty old guy so he knows the routine. He goes in and he goes in the backroom and takes off his clothes and the doctor comes in and tests all the stuff and then he gets dressed and meets the doctor in his office. He said "Mr. D'Amato you're unbelievable." He said "you're in such great shape, don't you come every year on your birthday?" He said "today is my birthday." He said "how old are you Mr. D'Amato?" He said "doc I'm proud to say I am 100 years old today." The doctor said "you're 100 years old today? I'm half your age and you're in better shape than I am, how do you do it?" Mr. D'Amato said "well doc I walk five miles every day." The doctor said "you walk five miles every day, how long have you been doing this?" He says "as long as I can remember I always walk five miles every day." The doctor said "you walk five miles every day, every day without fail, Mr. D'Amato what do you when it rains out?" Mr. D'Amato said "I put on a raincoat." See that's dedication. That's commitment. That's what you have to do. No excuses.

As the great Brian Cain said today plus today plus today plus today equals the rest of your life. If you have good habits today and today and today and today things are going to end up fine. If you look at people who are successful you'll find that the common denominator to success is create daily habits.





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I'm currently 69 years old and there is one thing you cannot do when you're 69 years old if you've never done it before in your life. You cannot get a tattoo. I cannot go home with a tattoo because I have a 94 year old mother and if she sees her son with a tattoo I mean that would be the death of her. But if I were going to get a tattoo the tattoo would be right around my forearm and it would say "success leaves clues." That's what I want people to get from my work. Success leaves clues. Every single day if you examine what the superstars do every single day you'll find the clues to their success. Stephen King, the great horror writer, 2500 words a day. Check out Larry Bird's pregame shooting routine. Every single day. Check out how Pete Maravich trained. Every single day.

That's what success is. Success leaves clues. If you find out what people's daily habits are doing and then if you replicate them - Dan Gable, for six years he never ever missed a day of practice. He usually practiced twice a day leading up to the 1972 Olympics and at the 1972 Olympics he knew he would have to beat a Russian and he did and he got the gold medal. But here's the story behind the story. Dan Gable did something that I don't think anybody else ever did before. He went through the whole Olympic tournament without anyone even scoring a point on him which is absolutely amazing. So check out Dan Gable's habits - every single day.

If you're in school - I'm a college professor and I teach students but I also study students. Every time I have an extraordinary student I interview them. I research them. I find out what they do. In all my years of teaching, my 38 years here at Montclair state, I've only had one student that ever graduated with a perfect 4.0 average. She took 44 courses, she got 44 As. Her name is Melissa Sapio, now Dr. Melissa Sapio.





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I said “what is your secret to success.” She said “I used to come to class early, stay late and speak to the professor, I wouldn’t miss a class.” Basically she said what everybody else says. I said “Melissa there must be something else.” She said there was. “When I started my freshman year I did well in high school but I wasn’t a super superstar and I wanted to do really well in college because I wanted to get into graduate school and get my PhD.” She said that she decided the first week of her freshman year no matter what her professors asked her to do she would do more than expected. That was her habit. That was her routine of excellence, doing more than expected.

So if her math professor said “okay the assignment for next time is to do problems 1, 3, and 5,” Melissa would do problems 1, 2, 3, 4, 5. More than expected. If her history teacher said the assignment for next time is to read chapters 1 and 2 Melissa would read 1, 2, and 3 - more than expected. If you want to do better in sports, if you want to do better in school, if you want to do better in sales just do more than expected. Do more than expected.

If you think up until this point - if you think what I’m asking you to do is going to be difficult, if you think it’s going to be difficult imagine how difficult it’s going to be to compete against somebody that follows this advice and you don’t. If you’re an athlete and you think it’s difficult to have habits of excellence you follow every single day imagine how difficult it will be to compete against a Dan Gable or a Larry Bird - and we haven’t even mentioned Jerry Rice yet.

Let’s talk about Jerry Rice. Jerry Rice, arguably the greatest wide receiver. He had a habit in his offseason training. It was called the hill. He used to work out from 6-8 hours every single day and he would end his workouts doing these runs up this hill and these wind sprints up this hill every single day.





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Here's your assignment. I want you to go to YouTube and YouTube "Jerry Rice the hill." You will see how difficult he trained. But how many people do you know that had a 20 year NFL career? Every time Jerry Rice felt that he was going to throw up or he felt he was going to quit or he was going to pass out he used to say three magic words "fight through it." Fight through it. Fight through it.

Assignment #2. What I'd like you do to is type in "Walter Payton." Remember Sweetness? From the Bears? Walter Payton, and put in "the hill." Walter Payton had his hill too. That's how Jerry Rice and Walter Payton were so exceptional. They had something in their practice routine that nobody else would do. If you're willing to do things that other people aren't willing to do you're going to get things other people will never ever get. So am I asking you to do something extraordinary? No. Not at all. You do it every day. You brush your teeth every day. You could do this every single day. Every day. Every day. Every day. Every day.

Finishing up. $K - A = 0$. Knowledge minus action equals nothing. If you know what to do, if you got something out of this session and you haven't put it into action it's worthless. $K + A = E$. Knowledge plus action equals everything. Knowledge minus action is nothing. Knowledge plus action is everything. Knowledge is knowing what to do. Wisdom is actually doing it.

What is courage? Courage is doing it every single day, on the up days, on the down days, like Jerry Rice, like Larry Bird, like Melissa Sapio. Every single day without fail.

Let's end with a story. There were three frogs sitting on a log and one frog decided to jump off the log. So how many frogs are left on the log? So three frogs sitting on a log, one frog decided to jump off the log, how many frogs are left on the log?





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I've told this riddle enough times and most people say "oh that's easy, three minus one equals two." No, no, it's a riddle. The answer isn't two the answer is three. The answer is just because the frog decided doesn't mean it did it. There is a big different between decision and action. Just because you decided to do something doesn't mean you're necessarily going to do it.

To be a superstar you have to put the decisions into action. You have to put your knowledge into action. You have to put your motivation into action every single day after day after day after day - today plus today plus today plus today - and you're going to be successful. Absolutely positively guaranteed. Message over.

Q&A

Gilbert: Hi everyone and thanks Matt and thanks Brian for having me today. When you think of it habit is everything. To get somebody - for me to get my students or my athletes to do something once, you could do that. But could you get them to do it every single day?

Let me tell you something. Like Brian I give presentations. Lately I've been doing a lot of wrestling teams. I hold the national record for buying more cards at Dollar Tree than anybody in the country because at the end of my session I tell them about Ray Lewis.

Let me tell you the Ray Lewis story. When Ray Lewis was 8 years old he came home one day from school and he heard his mother crying and he knew what happened.





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Her boyfriend beat her up again. So when she finally came out of the room at dinner time he said “mommy can you get me a deck of cards?” Mommy said “Ray I’m not going to get you a deck of cards if you’re going to gamble.” He said “oh no no.”

So that night she bought him a deck of cards and he started the Ray Lewis challenge. He shuffled the deck and every time he turned over a card he did that many pushups. Two he did two. Six he did six. Eight. Ten. Twelve. Ten, jack, queen, king he did ten. Ace he did 25 and Joker he did 50. It took him a couple years to go through the whole deck.

He didn’t go through the whole deck. He did as many as he could. Then he added two decks. Nowadays he does three decks. Have you ever seen Ray Lewis’s body? That’s from doing this every single day. He took a break when he was 22 years old - the day he was drafted by the Baltimore Ravens.

After I tell this story I say “you could be a state champion, you could get a T1 scholarship, you have to take the Ray Lewis challenge.” “I’m going to take the Ray Lewis challenge” and everybody puts his hand up and I give them all cards. I say “but call my hotline every day and tell me how many cards you did.”

The first day 50 kids called. The second day 20 kids called. The third day - nobody has made it two weeks. Nobody has made it two weeks. So I motivated them to do it once or twice or for a week but can you get your athletes, can you get your students to do it every single day? That’s what excellence is. Anybody can do it once or twice. Can you do it over and over and over? That’s our job as teachers, as coaches, as life trainers, as whatever. Can we get them to do the imagery every day? Can we get them to do everything every single day?





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So let me go over some of the notes we saw. Somebody wanted to know what books have motivated me. There is only one thing in sports psychology you have to read (sorry Brian). There is only one thing you have to read - *How I Raised Myself from Failure to Success in Selling* by Frank Bettger. *How I Raised Myself from Failure to Success* by Frank Bettger. It's in the sale section at Barnes & Noble. All you have to do is read the first chapter. It's a baseball story. It's a baseball story so just read the first chapter but read the first chapter 28 days in a row. It will change your life.

Somebody said how come I am more successful, what motivates me? Well I'm not that successful. You know what I wanted to do? I wanted to be a wrestler and I wasn't. Let me tell you someone that was successful, Dan Gable.

So what made Dan Gable so successful? As a matter of fact I went to a talk he gave a few years ago when somebody said "what's your book" and he said "*The Heart of a Champion* by Bob Richards." I wonder if Brian remembers Bob Richards. The Wheaties guy. He was the first guy on the box of Wheaties, an Olympic champion pole vaulter. *The Heart of a Champion* by Bob Richards.

So anyway I was always wondering how come Dan Gable won an Olympic gold medal and I didn't? Then I asked him during the question and answer. I said "Dan what made you a champion?" He said "well I went to Iowa State and we practiced everyday from 4:00-6:30, of course we did intense conditioning at the end then at the end everybody went to the locker room, everybody took a shower." He said "not me, I put on my rubber suit, I got my jump rope, and I put the heat up as high as I could in the wrestling room and then I started jumping rope until I passed out." He said "I never passed out."





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As soon as he said that I said that's why he is an Olympic champion and I wasn't. He was willing to take himself past his limits. He wanted to make himself pass out but he never could because every time he tried to make himself pass out he got into better shape. Imagine! In 1972 right before the Olympics Sports Illustrated called Dan Gable "the best conditioned athlete in the world."

So let's see how we're doing with time. I think I have a couple minutes. Let me offer you the Brian Cain Scholarship. Brian Cain has allowed me to offer you a full scholarship. What I will do is I will give anybody free consulting if you need a story. My life is stories. My email address is sendmeastory@aol.com. If you ever need a story you can email me at sendmeastory@aol.com. You can call me at 973-743-4428.

What I really like is when you call me up and you say "we have this athletic banquet in two hours, send me a story." I like the pressure. "I have to motivate my team tonight what should I tell them?" I'm not guaranteeing I'll give you a great story. But I'll give you a story that will work. The whole thing about stories is you have to tell the right story at the right time to the right team in the right way. We will teach you how to do that.

So, Anthony, are there any other questions we should be looking at?

Anthony: Yes. Brandy asked "do you listen to any podcasts, if so what are your favorites?"

Gilbert: I listen to everything I can find. When I first started getting into speaking - because I decided I didn't want to be one of these research professors. I wanted to be a professor that hopefully would change lives. So somebody told me about Nightingale-Conant. This was down in the 1970s. There is this company in Chicago,





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they're still there, and they do all these motivational tapes. I said "oh my god these guys are unbelievable." They were better than any teacher I ever had.

Then I said "well these guys are great." Then I started watching the Sunday Morning Evangelist. You ever see TD Jakes? If you've never seen TD Jakes, unbelievable. Then I found the greatest motivational speakers in the world. I started going to 12 Step meetings - AA, OA, Gamblers Anonymous, these people.

So you can speak from your head, you can speak from your heart, or you can speak from the gut. Brian Cain speaks from the gut. Most of the people on the podcast today have been speaking from the gut. That's what you have to train yourself to do. Head, you're conveying information. Heart, you're conveying emotion. Gut is you're changing peoples' lives. Watch TD Jakes. Watch these unbelievable people.

So I'm not listening to a podcast for information. I'm listening to them for emotion. That's why I love this event. This is unbelievable Brian. I mean this is like TED Talk University for Sport Psychology and Peak Performance. I love it.

So I think I am just about out of time. Once again you have the Brian Cain Scholarship. Sendmeastory@aol.com or 973-743-4428. Thank you for having me. Thank you Matt. Thank you Brian. Thank you Randy you were great too. Bye.

Cain: Gilbert always Brings The Juice. Incredible. Dr. Rob Gilbert. You talk about impacting lives across the world, good god that guy is unbelievable in terms of how many people he's touched. People that he'll never even know because they just call and listen to the hotline every day. Un-un-unbelievable.

Here is what I want you to do. I want you to make sure you get Dr. Gilbert's number. I'm assuming if you're on this call you call Success Hotline every day. If you don't





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then that is a must do. That is as important in my daily routine as oxygen. 973-743-4690 is the hotline. His personal number that he just gave out which is unbelievable is 973-743-4428. Please take advantage of the Brian Cain Scholarship. That's awesome. Thanks Dr. Rob for offering that. Call him. Check out his email sendmeastory@aol.com. Absolutely incredible.

One of the things I'm looking forward to - Dr. Gilbert if you're here with us still - is getting you into the podcast, having you come to some of our events. If you're looking to join a speaker's event we'd love to have you come in and mentor some of our Inner Circle members that want to be professional speakers. It's coming. Once we get the machine - the machine is rolling now, the Brian Cain Peak Performance machine because of Matt Morse, Jacob Armstrong, Griffin Gum, Erin Cain. The team of people that are helping out is huge. Remember the bigger your goal the bigger your team has to be. Dr. Gilbert is a critical member of the team at Brian Cain Peak Performance so thank you for your time.

Let's talk about team. When we talk about team sports often you think of athletes. Well one of the greatest softball athletes and greatest female athletes of all time is former University of Texas Longhorns softball pitcher, Olympic medalist, now college softball coach, Cat Osterman.

Cat is going to be here talking about Pillar #11 which is Recognizing Your Signal Lights, a concept that comes right out of *Heads-Up Baseball One*. If any of you are baseball or softball coaches *Heads-Up Baseball 2.0* is out. Tremendous. I'm about halfway through reading it. Can't get enough. You're going to want to check that out so add that to your list of things to get before the New Year, *Heads-Up Baseball 2.0*.





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Please welcome to the Inner Circle Peak one of the greatest female athletes of all time. I'm going to post her podcast in the Inner Circle because it might be the best podcast we've ever had. Welcome Cat Osterman.





PILLAR #11

RECOGNIZE YOUR SIGNAL LIGHTS

Osterman: Hey guys this is Cat Osterman here. Two time Olympian. Tenured Women's National Team participant. I played in the Pro Leagues for eight seasons. I was in All-American at the University of Texas and I am now actually the assistant coach at Texas State. I am so excited to be part of the Inner Circle and to talk to you guys today about signal lights and be part of this presentation.

Sorry I can't be on live with you guys. I actually had committed to a mission trip so I will be in Africa when you guys are watching this opening orphanages and serving the kids in Zambia. So sorry I can't be there and I won't be able to answer any questions live like some of the other presenters but I am excited to be part of this.

Brian blessed me with the Pillar that includes signal lights. I think this was probably the most important part of the mental game that I use in my career. My coach had gone to college at Cal State Fullerton, she had worked with Ken Ravizza, so signal lights were not new. It was probably the one thing she introduced me to that paid off the most.

PRESENTER:



CAT OSTERMAN

2x US SOFTBALL OLYMPIAN

TEXAS STATE UNIVERSITY, TX





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I think we sometimes forget that there is a middle ground with our athletes' emotions. So in introducing signal lights - signal lights is kind of the inner workings of your athlete is like a traffic light. It's red, yellow, and green. Obviously green means go, yellow is a caution sign, and red means stop we shouldn't be participating, we shouldn't be stepping in the box or stepping on the mound.

It's really simple to think it's that simple but it's not. It's not as easy to stay in green (I think) as everyone thinks. Green is really where everything is smooth. Your talk is positive, you're feeling good as an athlete, almost nothing can go wrong. I don't think anybody performs in solid green unless you're having one of those games of a lifetime. The games where you're actually in the zone - or in slow the way other people word it - but those games really aren't every day type games. You very rarely do have those.

I know as an athlete I can remember one or two offhand to where I can tell you that I felt like nothing went wrong. It didn't mean I didn't miss a pitch but when I missed a pitch it didn't hurt me and I could just move on really fast to the next one.

But green is where we want to be when we do stuff in the box and when you do stuff on the mound but you have to work to get there. Yellow obviously is going to be our caution. As an athlete it's where you may not be doubting yourself but you're also not confident. There is probably a little part of your body language that's off or you're just rushing yourself just a tad. It's all very different. Then red obviously is I'm 0-4, I'm telling myself I can't do this, why am I up here, why hasn't coach put in a pinch hitter - or if you're a pitcher giving up 2-3 hits you're looking to the dugout wondering when somebody is coming in from the bullpen. So red is where we absolutely don't want to be.





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I feel like most athletes we go between yellow and green quite often. Brian talks about routines and that's how you get from yellow to green and I'll touch on that in a minute. I think the other thing I wanted to talk about is that as a coach it's hard sometimes to know when your athletes are angry. We try to preach carrying yourself big, being confident and doing all these things, and they do that and sometimes the athletes don't even realize they're in yellow.

As a coach things that I look for in my athletes being in yellow - a lot of times their routines are rushed or they cut part of their routine off completely. I'm obviously a pitching coach so my pitchers a lot of times their arm swing is a little bit rushed or their timing is a little fast. I can notice things like that. Or you notice they don't take a breath when they normally do or their breath instead of being deep is [light] and you know they're not ready to go. They're not resetting.

Those are a lot of the things I look for. I think we try to teach kids so much these days to have good body language that they try to do that and they really try to mask when they're in yellow. But as a coach you can definitely notice when they're not if you're paying attention. You do have to pay attention to the little things though. Obviously we don't preach focusing on the outcomes so that is not necessarily what you need to look at either. Just look at how to approach the box. After a while you know their timing as far as what their routine is, how long do they take to get in the box or get in the circle or when they have a releasing routine after they make an error or something. So as a coach you really need to make note of that.

I think the signal lights are big to preach to your kids. It's awesome when they are able to recognize when they are going from green to yellow and you not having to tell them, although that's not an innate thing. It sounds like it's something that





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would be a no brainer but it's not. So when I talk to my pitchers specifically and our athletes about our signal lights our heartbeat kind of speeds up when we get to yellow and it really speeds up when we get to red because we're doubting ourselves. You get the sweats a little more. You start your self taught changes instead of listening to yourself and just being but you're talking to yourself. Normally you start talking to yourself a little bit more negatively. Those are the kinds of things you want to teach your athletes to notice. A lot of times they don't notice when they get out of routine. It's kind of funny because you think they know their routines so well. Make sure that they do know their routine and they do know how long.

I think the other thing I didn't touch on but I should have is I talked about their routine speeding up. Sometimes in yellow their routine actually slows down. They're over thinking. They're overanalyzing. You notice that they're taking longer to get in the box or they're staring at their bat longer, they're standing in the back of the circle facing the fence longer - which is not bad if they're not over it and they're not ready to move on but at the same time they can stay in yellow if they're taking too much of that time over and over. So I think that's the big thing. Your athletes really need to understand the signal lights themselves.

Now when you get to red honestly it's easy to say you should probably get them out of there. Sometimes you have situations where you just can't for whatever reason - whether you don't have a pinch hitter or you don't have another pitcher ready or you're using your last one, whatever it is. We have to work through that. I think the biggest thing to work through that is giving your kids positive keys, positive saying to talk themselves up and into it.





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I know not very many times where I feel like I had to perform in red but there were a few. Actually we were joking the other day. My freshman year I gave up two homeruns in an inning and I looked to the dugout - actually back to back homeruns and I looked to the dugout and was like "I'm done." Mentally, physically, emotionally I was spent. My coach called time and he came out and in my head I'm like "pew she's taking me out."

Well the opposite was true. She came out to talk me up. I think essentially when she said "okay now this is how we're going to get through this" I was still in red and I was just like "what, let's get out of this, get me out of here." But she talked to me. She tried to talk me up. I think since I was a freshman and I wasn't exactly sure how to get myself emotionally in the right place I proceeded to give up a third homerun an out later and eventually out of the inning.

But you have to know your athletes. They have to know what they need to hear. Sometimes they do have to hear it from themselves. They do have to talk to themselves about "I know I can do this." A reminder. I tell mine to pick one hitter or one inning that was really good for them in their career and let's remind ourselves of that especially when we start to get from yellow to red. I try not to get ours into red too much but we try to talk about a positive experience that can get us out of this.

Visualization is huge. I think that is the biggest thing that kept me able to get back in green as an athlete. I would visualize the pitch really quickly. Obviously after I saw the signal light I'd visualize where I wanted the pitch to go and how it's going to break there then I'd go get after it. You don't stand there and spend 10 seconds





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doing it but you can do it real quick. Close your eyes, visualize, alright I'm ready to go. So I preach a lot of that with our athletes and really try to help them have every tool possible to enhance them back into green real quick.

I can't pitch the routine enough though and I think a lot of pitchers think it's being superstitious or it's being a pitcher to have such a detailed routine and doing it over and over but it's really what gets your body and your mind and your emotions ready to go. So I did the same warm up on every game. Pitches in the same order. Maybe not the same number but my pitches are always in the same order. I do my drills the same, my walkthroughs the same, then every first inning I go out and do the same clearing of the dirt, I do the same walk around the circle after every pitch it doesn't matter.

So that kind of routine really helps ease your mind. It gets you in a flow, it gets you able to or prepared to attack the next pitch, but more than anything it give you time to be able to release what just happened whether good or bad. It gives you time to process it, get to the back of the circle, step in. I know hitters do the same thing. Some of them clean it out with their cleats, spin their bat, lick their batting gloves, whatever it is, re-grip their batting gloves. It gives you time to be able to reset.

Thank you guys. I know this is a little short. I'm not necessarily the best at speaking. I'm really good at question and answer so I'm really bummed that I can't be live with you guys but if anybody has questions feel free to email me CLO@txstate.edu. I'm on Twitter @CatOsterman. Instagram is the same thing. Feel free to throw questions my way if you have any.





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Again it's been an honor to be part of the Inner Circle. I love everything we talk about. Thank you Brian for this opportunity and hopefully everyone had a great holiday.

Cain: Cat Osterman in the Inner Circle. We've got great coaches like you, we've got UFC World Champions that stay nameless but check it out, and we've got Olympic medal winners. Unbelievable. Cat, thank you so much for coming in and talking about signal lights. I think that is one of the hardest things for athletes to do is be able to recognize their signal lights. Let's take a look here at some of the questions. I'll try to help you answer some of these.

One of the things Tom said is know your athletes, know how to recognize your yellows and red. One of the best things you can do (this is awesome) is an activity where across the top of the paper - imagine a piece of paper. Across the top you put "green, yellow, red." Down the side you put these five things, "my body language, my focus, my self talk, what situations," then you can say like "physical feelings." So body language, focus, self talk, situations, and feelings. Then list in green lights one of those five, yellow, and red. That is going to help them to identify it.

What you can then do is you can do like role plays. You either role play where you say "okay here is a situation, you go to get eggs at the convenience store, you're the cashier" or "someone comes up to buy these eggs and you are in red lights, what are you going to do?" "You're in yellow lights, what are you going to do?" "You're in green lights, what are you going to do?" So they get to act that way. When they can act that way that is going to help them to become more aware of their signal lights as well.





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Let's see. CLO@txstate.edu, thank you Mark.

The best way to teach athletes to handle it when their routine gets interrupted is probably just reset your routine, just get right back to it. The other thing that Ken Ravizza talks a lot about in *Heads-Up Baseball 2.0* - by the way I'm super excited. I'm going to be hooking up with Ken Ravizza at the ABCA Convention here in January. If you're an Inner Circle member and you're a baseball coach and you're coming to our event in Anaheim you're going to get to meet the man. It's going to be exciting.

One of the things Ken Ravizza would say is he would say that the goal was to compete, not do a routine. The routine helps you compete. The routine gets you in the starting block. Then you have to go compete and you still have to let it rip and get after it. So the routine is a tool. We don't want to be great at doing our routine to be great at doing our routine. We want to be great at doing our routine so that we can recognize our signal lights when we get out of routine and so we can be able to get ourselves in the present moment and give ourselves the best chance to compete consistently. So, signal lights, great.

One of the things Jeff says is he says "I try to put kids in situations where they would be red in practice or a game to help them work through it." Fantastic. You're a Cliff Godwin. Talk about create pressure in practice.

Look (Matt Morse make a note of this please) one of the things we need to do is we need to somehow - maybe it's Inner Circle Live or Facebook Live, I need to at practices that I get to go to in college athletics and things like that I've got to videotape some of these ways that they make practice competitive. That's the biggest difference I think I see between college and high school. High school, drill drill drill drill. College, freaking compete. Practice, scrimmage, short sighted, big





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sighted, whatever, find a way to scrimmage so your kids get to practice competing. You've got to make practice competitive.

What happens is (this is Pillar #4 now) there has got to a measurement. If there is no measurement in practice - we could spend a whole three hour webinar talking about this, creating quality practice. Matt Morse write that down - quality practice training techniques. We've got to get some coaches in here and talk about how they make practice competitive. That's an Inner Circle Peak event, competitive practices. Moving from drill to compete your ass off, that's what we want to get.

Speaking about competing and grinding and working let's now dial in a guy that was a three time All-American at Wichita State. Not a big recruit out of high school. Nobody really wanted him. He'll tell his story. His story is tremendous because what he saw was that an unbelievable will took him further than a great skill. Having that will and having that skill allowed Zach Sorensen to be a three time All-American at Wichita State and lead them to the College World Series.

This is back when Wichita State was the premier of the premier in college baseball. They're on their way back. Coach Butler is going to get them there I think. But Zach Sorensen was there when they were the greatest. Zach Sorensen then played Major League Baseball with the Angels and with the Indians. So in our Inner Circle you've got a former Major League Baseball player who is going to talk with you about your ability to release a red light or yellow light and refocus.

Please welcome a key participant in our Total Immersion Weekend, a guy that not only is a great teacher but a great student, a great friend, and an even greater man. Zach Sorensen, you're on buddy.





PILLAR #12

RELEASE & REFOCUS

Sorenson: I'm super excited to talk about the release and the refocus. This is one of the biggest things that I've learned since retiring from professional baseball that I feel like would have been a different maker if I would have known what I was doing when I was playing baseball.

The whole idea behind the release and the focus is how can I get my mind quiet to allow just my ability to shine through. You guys understand checking in on your signal lights. You understand that if you're at yellow you need to get back to green. If you're in red you need to get back to green. The release and the refocus is going to help you do it. You guys understand the steps in the release and refocus. We'll talk about them briefly. The whole idea is how can you get your team, your players, to stay in green light as often as possible.

Oftentimes you associate being in yellow lights with needing to refocus. When you're in yellow light things aren't going very well. You're kind of having some weird thoughts in your mind. You're wondering if you're good enough. Maybe as a pitcher you just walked a guy at four pitches then you go ball one ball two on your next hitter. You're in yellow light. You need to take a check. You need to check in where you're at, recognize you're in yellow light, and find a way to refocus.

PRESENTER:



ZACH SORENSEN

FORMER MLB INFIELDER

PHENOM SPORTS, UT





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How do you refocus? There are two parts to it. Number one, the deep breath. We all understand how important a deep breath it. Why? The deep breath reoxygenates your brain, allows you to refocus and relax. If you're a focused players and a relaxed player you're going to be your very best. Teach the deep breath to your players.

So when you refocus you take a deep breath and then you have a final tip. What is your final thought, image, and feel? How does it feel to be successful? Remember you've been here before. You know what it feels like. Have that thought in your mind, your final tip, and you get back out there and make it happen.

When you get to red light and things are starting to struggle really bad maybe if you're still on the mound and you're a pitcher, you gave up a home run, you get from the stands "get back up on the mound, be a bulldog" from your mom or your dad, you get up on the mound, you deliver the next pitch quickly without thinking about it, another homerun and then ball four on the next hitter. You're in red lights. Things are not going well and you're going to continue to struggle unless you can get your mind right, quiet it down, and recognize what the task is so you can make it happen.

How do you do that? To get from red to yellow back to green you have to do the release, the refocus, and then make it happen. So the parts in it - you guys know this again of time but the parts to the release. Number one, you have to have a physical action. You have to do something physically that is going to release what has happened in the past. Then you take your deep breath. Then you have your final verbal cue. Okay.





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So the question is how can you get your players to make this happen? One thing that I like to do with my players is I like to make sure they understand how important it is to have a predetermined routine that we'll release and refocus. What do I mean by that? Well in a release the first thing you have to have is your physical action. I want my players to know ahead of time what they're going to do for their release so that when that time happens and things are starting to race in their mind and the game is speeding up they know exactly where to go to.

I set up with my players what I call PPIs, personal player interviews. You can do this before the season starts, you can do it during the season, where you check in with your players and you ask them the question "okay you're at red lights, tell me a situation where you might be in a red light." As a hitter you might say "listen I haven't gotten a hit in six at bats, I'm basing a pitcher that I know is pretty nasty, I've got runners in scoring positions, I'm 0-2, I'm in red light." Now how successful is your player going to be when he is in red light? Probably not very much. So we've got to get him back to green.

I ask him right in that interview "what is your red light refocus physical action?" I actually have them write it down on a piece of paper, write down what it is. What is your physical action? Show me what your deep breath is. Understand what it does. Then tell me what your final verbal is going to be. Everybody's final verbal is going to be different. Give them some examples. Maybe it's "I've got this." Maybe it's "throw me your best pitch I'll hit it right back at you." Maybe it's "make it happen." Maybe it's "I'm the man." Whatever it might be have them write it down.





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Again I believe it's important to have this predetermined when they first start this process until they get really good at it so that they know what they go to when things are not going very well allows them to release and then to refocus.

So you have those personal player interviews, you have them write down for you what's best. The first way we teach our players is by speaking to them. We teach them how it happens. They listen to it. They will retain some of what we say. The next way to do it is to have them write it down. When they write it down they're going to retain even that much more.

Then the third way for a player to learn is to have them actually teach. What I do to them is I say "hey I'm speaking next week on the release and the refocus, I feel like you're really good at the release and the refocus, I would like you to help me teach coaches next week and here's how I'm going to do it, I'm going to put you on camera, video your release and your refocus with you explaining what you do and the situation that caused you to get in those scenarios where you needed to release and refocus, I'm going to have you teach it to them." I put them on camera, I have them explain it to me, and now they're committed to the process.

[I get up on the mound, I get ready to deliver my pitch, and I pitch it and I hang a curveball and it's a homerun. So now I'm on yellow light. I'm a little bit worried about what I did but I just take a deep breath, quick deep breath, get back on, and think positive thoughts. I get back on and I throw a fastball right over the plate and the next guy hits a homerun, right field. So now I'm in red light. I'm a little discouraged. But I've just got to let everything go. So I take my physical action. I take off my hat, read the quote in my hat, and then I get down, bend down and tie my





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shoe. What this is doing is just doing a physical release to help release all the bad that I've done. I get on the mound again. I take another big deep breath, think positive thoughts like "so what, next pitch, I can't control the past." Then I get up there. I release everything I've done. My mind is clear and I go up there. That next pitch is going to be a strike that they can't hit.]

Alright. What do processes do you for? They allow you to relax. They allow you to trust. They allow you to have a quiet mind because it's something that you have faith in. So put them on camera and allow them to do that.

My next thing I'd like to talk about is when do you release and refocus. For everybody it's different but for me I love the process of releasing and refocusing so much because it always keeps me what I call "in the baselines." As a player in baseball if you go out of the baselines you're out. I believe it's exactly the same when we're talking about emotional intensity and you have to manage your emotions. You can't be too far to the right, too far to the left. With emotions you can't be too high and you can't be too low.

I had a college coach one time that made an awesome statement to me. He said "when you show up to the ballpark each and every day nobody should know if you had a good day yesterday or a bad day yesterday." What is he talking about? He's talking about emotional intelligence. Each and every day you want to stay even keeled. It's okay to get excited. It's okay to bear down because things aren't going very well. But you have to stay in the baselines. That's what the release and the refocus is going to do for you. After you check in and recognize what signal light you're in you need to be able to manage and release and refocus to get you back in the baselines.





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So how often do you do this? When do you do it and how can you make it effective for you and your players? The very first time I like to do it is during a game between pitches. You'll see players like Jake Arrieta and players that have worked with Brian Cain in the past that recognize the importance of the release and the refocus. They're doing it every single pitch. They don't have to release every single pitch but they can refocus every single pitch. You'll see them get their sign as a pitcher, alright become set, take their deep breath, they'll have their final tip going on in their brain. Bam. They deliver the pitch.

It's even awesome to watch them every once in a while where you can see that they're mouthing something to themselves as their final tip. "I've been here before, I know what it takes to make myself successful, and I'm going to execute on my process which is going to make it happen." So in between pitches.

Now every once in a while someone will say to me "okay I'm playing defense, how do I release and refocus after I make an error, what can I do?" One thing I used to do when I played at Wichita State is we had turf infield and grass outfield. Right beyond the turf out behind short stop we had drains. We had drain covers. To me I visualized that drain cover as a jail. Here's why it was a jail to me. If I were to make an error defensively at Wichita State I would look into my glove and recognize that there was a little man in my glove (I used to think to myself) and I'd walk back beyond the apron where the drain cover was and I'd take the little man out of my glove and I would put him in jail.

Before I even knew what the release and the refocus was taught by Brian Cain in Peak Performance I was doing the physical action that was releasing what took place. Then I remember saying to myself "hit the next one to me, let's go, I'm going to turn a double play." So I was actually doing the release without even knowing





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what it was. Very important. So you do it in between each pitch if you need to, especially the refocus.

I also used to do it after each inning. Now what's awesome about professional baseball is very often they have bathrooms in the dugouts. People thought I had bladder issues when I played baseball but what was I doing? In between innings I would go down into the bathroom, I would go through the process of the release and refocus, what was my physical action? Flush the toilet. What a great way to just flush what happened the previous inning because it's a new inning.

Oftentimes we always talk about how our defensive players take their at bat out into the field with them and after a terrible at bat they'll go out and they'll make an error. So you've got to get them to release their at bat before they go out and play defense. How did I do it? My physical action was I used to basically have this nervous twitch everyone thought with me doing this right here. This wasn't a nervous twitch. Guess what it was for me? I was turning on a light switch which for me was telling me it's time to play defense so I'm turning on my defensive player. I was making a difference. I was signifying there was a difference between my offensive player and my defensive player. This was my physical action for my refocus which came from my release.

One of the things I think is a great idea you can do with your players - if you're a red white and blue baseball team, those are your colors, they can wear a red wristband every time they're at the bat. That is my hitting wristband. When I'm done being a hitter I can take that wristband off and put my blue one on. Now I'm a defensive player. Red for hitter. Blue for defense. So each time I do that that is my physical action that signifies it's time to release what happened and refocus on what's coming up my way. It keeps me in the baselines.





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People ask me “why did you say there’s a third one, there’s a white wristband.” I always have at hard wristband. How come? Let’s say I make a terrible error that costs my team something and I’m having a hard time releasing. Well I take that defensive wristband that I was wearing and I set it down in my bag, I put the white one back on next time I go up to play defense so I’m not using the one that I made that mistake with. It’s kind of a fun deal. At nighttime you go home and you wash all three and you start over again the next day. You can do this after each inning.

The next thing you can do is after each series. In professional baseball and college baseball you have a series against a team. After each series it’s a great time to release what happened, to refocus on what’s coming your way. So you get out of that step and into the next one. For me I used to go to the driving range. I don’t love to golf because golf is somewhat of a frustrating sport to me but I love the driving range. I would go and I would take swings at the driving range which was a great release for me because I always feel better after I’m at the driving range. Probably the reason why is because I wasn’t worried about hitting the flag. For me it was about being like a Happy Gilmore and driving that golf ball as far as I can. Stress relieving, absolutely a release, then from there I can refocus on what’s coming up next.

I also after each series at the end of each season I think is a great time for us to release and refocus on what’s coming our way. I release the previous season and then I refocus on what’s coming up. How did I release it? For me I would write down all the things that I used to do - good, bad, and ugly - from the previous year, all the lessons I went and learn, all the mistakes I made, put it down on paper and then I had a massive bonfire. In this bonfire I would take a broken bat and put the broken bat in the bonfire as well as this list of things that I struggled with the previous year





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and I would release them then I would refocus by making a new list of my new MVP process with my goals, my mission, vision, and principles of what the newest upcoming season is going to be like, lock in on those, and then that is my refocus for the next season.

Listen if you can master the release and the refocus, if you can be creative with ways to release, it's going to keep you on an even keel with a quiet mind. A quiet mind gives you confidence. A quiet mind also allows you to play and be the type of player that you are if your mind does not get in your way. Master the release and the refocus. Be creative with your ideas. Maybe it's Christmas time and you take Christmas tree ornaments and you put them on a tee and you let your players take swings and smash the Christmas tree ornaments. What a great way to release those things that are keeping us from being our very best. Have them write those down, teach them to be good self evaluators and also understand and check in all the time with where they're at in their signal lights, and always understand the importance of refocusing and if you need to releasing and then refocusing.

Cain: That was awesome stuff there from Zach Sorensen. Awesome. Man what an exciting opportunity. What an exciting event that was. Unfortunately Zach is unable to be with us here for live questions. We'll get him in the future. He's going to be in a podcast coming up here in 2017. I'm sure we can get him with the Inner Circle Facebook Live where he can answer some of our questions. Let me try to answer some of the ones that you came up with here.

So the wristbands I thought was a great physical tool. I've also used rubber bands or spirits bands that you can use. Here's a question I've got for you. As a coach make sure you have your own release. You have to have a release. Especially basketball/football coaches they have a tendency to be temperamental because of





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a call in the moment where everyone can see you. Baseball coach you get away with it only because you're in the dugout right but in football or basketball you're out there in the open. Everyone can see you. So you've got to know what your release is.

One way to have something physically to release on the sideline - and we talked a lot about the first thing is a physical action. The release - one of the questions Randy had (football coach) is how do I help my one way guys release? So an offensive player comes on the field after a dropped pass in third down or he comes off the field after an interception. Helmet. It's a progression. I'm in a red light. Once I'm ready to bring it back to a yellow, bang, I take my chin strap off. I leave my helmet on while I'm in red. Chin strap, yellow light. Helmet off, I'm over it, I'm back in green. But they have to practice that. So if a guy comes off the sideline in practice and he's pissed he's got to keep the helmet on. Have the physical thing he keeps on until he's ready to let it go.

It's like as a hitter if you give away an at bat and you go back and you put your helmet away, you put your bat away, but you keep your batting gloves on your hands so that you have the opportunity to have that physical thing. Pouring water over your head is a great one. You've got to have a release.

I think one of the best releases - Jim Schlossnagle, when you're watching TCU baseball - by the way preseason number one in the country right now. Preseason number one doesn't mean anything other than they've got a good squad. And they've earned that. They're a damn good baseball program. Three straight College World Series. We'll see if they get it done this year. You'll see Jim in the dugout like this. When something doesn't go his way he'll uncross his arms, he'll turn around





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his back to the field, he might say something to whoever it is, kind of clap his hands, and he comes back like this. That's a part of his release.

Chad Morris, football coach at SMU, same thing. He'll stand most of the time in big body language, hands on his hips. When he's got to release he might put his head down and he'll turn his back to the field and say something under his breath, whatever it is, but when he claps his hands, boom, he's back here and he's back into that next play, that next present moment. So you've got to have a release that you go to. Good stuff.

Remember it's the start that stops most people. I had high expectations but this blew it away. Matt Morse, Griffin, Jacob, you guys crushed it. Thank you for helping pull this together.

I'd never be able to do this on my own. The bigger your goal the better your team needs to be.

Again thank you so very much for being here, being a part of the Inner Circle and helping make my life better, and most importantly helping to impact the number of lives of the people that call you coach. Thank you for doing that and thanks for being in the Inner Circle. I can't wait (can't wait) - to see what 2017 - well I shouldn't say "can't wait." I'm excited (because I can always wait). I'm excited to see where 2017 is going to go. Huge things on the horizon. Huge. There are more Inner Circle Peaks with more excellence put out there.

Thank you for being on this call. Thank you for being a part of my life. Thank you for what you do for kids. Dominate the Day. Happy New Year.



THANK YOU FOR ATTENDING



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