

Brett Ledbetter – Founder, Lead Instructor of Ledbetter Academy
“What Drives Winning”

1. First Question I Ask Campers at Camp
 - a. What are the first two questions you get asked after a basketball game by someone who wasn't at the basketball game?
 - i. Did you win?
 - ii. How many points did you score?
 - b. Shows what society values
 - c. Conditioned at a very early age that results matter most
2. Before basketball games, I would pull out a piece of paper and write 3 goals:
 - a. 35 points
 - b. 5 rebounds
 - c. 5 assists
3. At halftime, he would pull the piece of paper out, look at it, and figure out what he needed to focus on in the 2nd half.
4. Purpose to show you how goal oriented I was my entire life until I met – Don Meyer
5. Asked Coach Meyer his thoughts on goals:
 - a. Not real big on goals
 - b. Tried to have the best practice we could everyday
 - c. Become the best team we can be
 - d. No need to put goals that add pressure
6. “I don't even talk in terms of goals. As a team we never talk about it. The only thing we talk about is the process.” – Brad Stevens
 - a. Went away from talking about goals
7. Why go away from focusing on goals?
 - a. Definition of a Goal - The result to which effort is aimed
 - b. When you focus on goals, you focus on results
 - c. Results are often times outside of our control
 - d. Championship coaches want to direct energy to what's in their control
8. 2nd Part of Definition pertains to the effort aimed at achieving the goal
 - a. We call this the process
 - b. It is important to recognize that the process is what drives your result
9. Why would a skill taught and worked on not translate to a game?
 - a. One reason could be that a player struggles with confidence
 - i. Players won't go into a game and risk doing something that they are not good at
10. What drives the process? – Mike Krzyzewski
 - a. Character drives everything
 - i. Lack of it drives it downward
 - ii. A lot of it drives upward
 - b. Character is the foundation upon which you win
11. Character is the foundation upon which you develop
 - a. Character means so many different things to so many different people
12. Dr. Jim Loehr – Character
 - a. Two things that make up character
 - i. Performance Skills
 1. Character skills that govern relationship with yourself

2. These are the things that will get you up to go work out at 5:30 AM at a gym by yourself
 - ii. Moral Skills
 1. Character skills that govern your relationships with others
 2. Things that make you a great teammate and a great friend
 - b. Together, these make up your character
13. Interviewed 130 coaches and took out what they value most
 - a. Top 10 Performance and Character Skills
 - i. Performance
 1. Hard Working
 2. Competitive
 3. Positive
 4. Focused
 5. Accountable
 6. Resilient
 7. Confident
 8. Energetic
 9. Disciplined
 10. Motivated
 - ii. Moral
 1. Unselfish
 2. Honest
 3. Respectful
 4. Appreciative
 5. Humble
 6. Loyal
 7. Trustworthy
 8. Encouraging
 9. Socially Aware
 10. Caring
 - b. What if every member had all of these skills?
 - c. Our job as coaches, leaders, parents to develop these skills
 - d. Skills not traits
 - i. Skills can be developed
 - ii. Traits sound fixed
14. Point of talk that you shouldn't set goals? NO
 - a. Goals can provide a vision and provide inspiration if set correctly
15. Great leaders focus less on the result and more on the process
 - a. Recognize that character drives the process which drives the result

Brett Ledbetter
“Building Your Inner Coach”

1. Voice inside your head – Your private voice
2. Dr. Jim Loehr
 - a. How helpful is that private voice?
 - b. Is it a voice that you would be proud to have displayed on a wall particularly during tough times?
 - c. How does it speak to you?
 - d. Is it helping you out or is it breaking you down?
 - e. Once you realize that that voice is always saying something, you begin to take more responsibility on how that voice is actually speaking to you
 - f. This voice is the only voice that is with you until your death
 - g. Want that voice to be someone who is a contributor to your life
3. Situation: You are in a game, things are going bad for you and going bad for your team
 - a. What if in that moment your thoughts that you were thinking scrolled across the bottom of the scoreboard for everyone in the gym to see?
 - b. How would that make you feel?
4. When we think negatively, not only are we competing against our opponent, we are also competing against ourselves.
5. Have to turn our private voice into our inner coach so that when we go through those tough times our inner coach can guide us through them
6. Butler-Gonzaga Clip
 - a. Last two plays exact opposite of one another
 - b. Watch Brad Stevens – immediately got ready to next play
 - c. Handles success same way as handling the failure
 - d. Maintain discipline with emotions
7. Exercise: Want to know the last time you felt stress, pressure, or anxiety
 - a. Write that down
 - b. Underneath – write down what you were worried about? What about that situation caused you to feel stress, pressure, or anxiety?
 - c. Anytime you feel stress, pressure, or anxiety you are thinking about the future or the past but not the present
 - d. When focusing on the present, you can focus on things that we can control
 - e. Postgame interview – don’t care about the result as long as we have no regrets
8. Brad Stevens – gone away from talking about goals with his team
 - a. Definition of Goal = The result to which effort is aimed
 - b. When you focus on goals, you focus on results
 - c. Leave it all on the court – 2nd part of the definition
9. Should you not set goals? NO
 - a. “You can have the goal of a championship, but there’s a process to get there and your focus needs to be on that.” – Brad Stevens
10. If you set goals, what do you need to focus on?
 - a. The Process
11. My senior year goals:
 - a. Mr. Missouri Basketball

- b. Division I Scholarship
 - c. Win State Championship
 - d. Each one of these goals is outside of my control
12. My issue was my thoughts were always in the future
- a. Worried about whether I had what it takes to get there
13. Sherri Coale
- a. Best way to get that position is to do an amazing job where you are
 - b. Excellence is hard keep quiet
14. Buzz Williams
- a. No short cuts, not magic pills, no one is going to give you anything
 - b. Whenever it is that you will be given an opportunity – and you will be given an opportunity – you have to be prepared
 - c. Because you don't know when that opportunity is going to come, you have to prepare for that opportunity everyday
 - d. Success can be found in your daily agenda
 - e. Buzz makes his players document every single thing that they do throughout the day
 - f. At the end of the night, they review all the activities and they have to pick two things that they will get better at tomorrow
 - g. Idea is to improve 6% each day
15. What are Buzz and Sherri both saying = focus on the process
16. Your character drives the process
- a. Two types of character
 - i. Performance – character skills that govern your relationship with yourself
 - ii. Moral – character skills that govern your relationship with others
17. Top 10 Performance and Moral Skills
- a. Performance
 - i. Hard Working
 - ii. Competitive
 - iii. Positive
 - iv. Focused
 - v. Accountable
 - vi. Resilient
 - vii. Confident
 - viii. Energetic
 - ix. Disciplined
 - x. Motivated
 - b. Moral
 - i. Unselfish
 - ii. Honest
 - iii. Respectful
 - iv. Appreciative
 - v. Humble
 - vi. Loyal
 - vii. Trustworthy
 - viii. Encouraging
 - ix. Socially Aware
 - x. Caring
18. What do you struggle with?

- a. Show film of coaches and players to bring meaning to every word
 - b. You need your inner coach to help you build these things
19. Great coaches begin with the end in mind
- a. What am I trying to accomplish? (Result)
 - b. What's my plan? (Process)
 - c. What are the character skills that I will need to use and develop? (Character)
20. Example of a student explaining to him on how to get a better grade in math
- a. You speak to me with more respect than your inner self
 - b. The inner voice is so hard on yourself
21. What was the best thing for your development? – Kevin Durant
- a. Messing up
 - b. “I know if I mess up, I learn from it and get better.” – Kevin Durant
 - c. Turned results into learning experiences
22. My identity was wrapped up in the results
- a. Only as good as my last performance
 - b. Emotional roller coaster
23. How do you turn results into learning experiences?
- a. Result – What I did I do well and why?
 - i. Take success and focus on the why
 - b. What I could do better and how?
 - i. Take the focus off mistake and focus on how you're going to improve it for next time
24. Understand how important it is to build your inner coach
25. Focus less on the result and more on the process
26. Winning is not a result, winning is a process that is driven by character