

Performance Management System for Student Athletes

A System to Combine Physical and Mental Power for Success!

Championship football is a physical and mental game. It requires planning, preparation, and execution of both aspects to succeed.

Coaches are excellent at physical preparation but lack systems and tools to help prepare the athlete for the mental aspects of the game and fully leverage the emotional power of the athlete's "Why!".



Performance Management System for Student Athletes (PMSSA) provides the **mental method** to align an athlete's "will" with the physical demand of their "skills". By having defined plans and goals, the athlete frees their mind to focus on mastering the actions required for success.

Fail to Plan. Plan to Fail!

Success is determined by taking a goal, aligning it with a why, and determining all the actions that need to be completed to ensure both are achieved. We call it "sum of actions" for success. Focus on the execution of the actions, and the outcomes will take care of themselves. The PMSSA uses a proven mental model of priorities, strategies, and goals (PSG).

- **P**riorities define YOUR PURPOSE and your purpose gets you over your pain
- **S**trategies determine your daily actions to align with your Priorities
- **G**oals are the scoreboard of success to know you are executing the Strategies and achieving your Priorities...*living your purpose!*

Overview

Coaches are experts at achieving success for the athlete by teaching and coaching drills, exercises, and actions. However, they often lack an easy way to help the athlete understand the "why" for these activities and how they are of value to their development and ambitions. The athlete is doing as they are told but unable to connect to their own emotional reasons.

PSG is a model that connects the head to the heart to the hands of the athlete!

PSG provides a way for the athletes and coaches to work together to define the Priorities for the athlete, collaboratively deciding what is important for the athlete to focus on over the next period time. With these Priorities determined, then the coaches can leverage their experience to develop Strategies (exercises, drills, actions) that are aligned with the priority to ensure the athlete is “doing the right things”. Lastly, Goals are powerful objective measurements to determine the success of the athlete in their pursuit of the Priorities. The Goals determine if the Strategies are working and if the athlete is succeeding by providing continuous feedback on success.

This allows the coaches to leverage their skills and experience to customize personalized strategic plans that include all areas of performance (physical, mental, nutrition, etc.) to help each athlete reach their full potential WHILE ensuring a cohesive alignment of the players with the team’s Priorities.

What are Priorities-Strategies-Goals (PSG)

The basis of the PMSSA is leveraging the power of PSG. PSG was developed over 20 years ago to help build and fix businesses. This simple system can bring many complex areas together for alignment and execution. We are applying the same system here with a focus on the student athlete. PSG has the versatility to be applied to all areas of life (and business) so that a person can design and live a well-rounded, successful life while pursuing their full potential.

This method provides the mental preparedness required for an athlete to reach their full potential. Successful implementation and usage provide the athletes (and coaches) with:

- Connection with the emotional why
- Goals
- Self Confidence
- Direction
- Purpose

Process Description

Priorities = WHY

The system defines the Priorities of the athlete so that all subsequent activities, using Strategies and Goals, are aligned to accomplishing the priority. Many people tend to create a goal without understanding why that goal should exist. Or many athletes just do the activities they are told to do without any regard for the reason of the activity or a measurable way to know if the activity is effective. PSG connects all of these entities together with the foundation entity being the Priority, the “Why!”.

For example, a Priority for an athlete could be the following:

P: Be Stronger

While a broad priority, it is specific enough to be a Priority that can be connected to the emotional reason for the athlete. It is important to realize this Priority can be as narrow

as needed to connect with the emotion or area of focus for the athlete. For instance, the priority Be Stronger could be modified to

P: Increase Upper Body Strength

This priority has shifted a broader area to a more focused area, which makes defining Strategies and Goals easier. For football, these Priorities would be aligned to the positions of the athlete to help them focus on reaching their full potential in that position.

While this priority is simple, it provides the power of focusing for the athlete in their activities. When they are executing the Strategies, then they can relate them to the Priority, and their "Why!". Once a person connects to their emotional "Why", then they can overcome mental and physical obstacles to push toward success. Their destiny becomes a part of their present, and it yearns to be a fulfilled prophesy.

Other Priorities include:

- Be Faster
- Be Faster in the 40
- Catch Better
- Have Better Ball Control

Strategies = HOW

Once the Priorities are defined, then the coach can easily leverage their expertise of aligning Strategies to the activities

required to achieve the priority. Exercises, drills, study, and activities are all part of the Strategies required to be planned and executed by the athlete to achieve the priority.

The priority allows the coach to focus on specific activities (Strategies) that will directly impact the priority, thus efficiently helping the athlete reach their full potential.

For athletes, its recommended that the Strategies be defined in a time block, such as a week, with daily activities of actions that support the strategy. This will help the athlete with time management and ensure they are able to get it done timely.

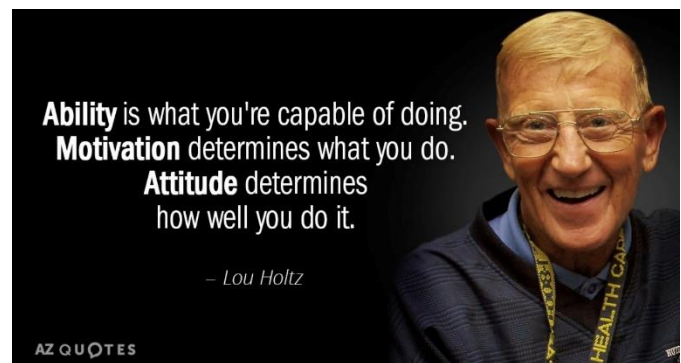
Some examples of Strategies as part of the Priorities:

P: Be Stronger

S:

- Lift 4x per week with the following sets
 - M/T/W/R
- Eat X grams of Protein per day

Notice the Strategies for health are typically physical activity and diet. This framework helps



educate the athlete of the importance of both in their development to achieve their Priorities. By breaking the Strategies into short, preferably daily, activities, then the athlete learns that their activities “all day every day” affect their outcome, thus affecting their ability to succeed.

Goals = WHAT

The Goals are the outcomes of being focused on a Priority and executing the Strategies. If the HOW is defined correctly and executed fully, then the results should be reflected in achieving the Goals. The Goals provide powerful feedback that the athlete is not just “talking” about their Priorities but achieving the Priorities with results.

If the Goals are not achieved, then it was either a strategy issue or an execution issue.

The coaches will be able assess the execution of the athlete and modify the Strategies to increase the success of the athlete. This eliminates the guessing and hoping that a player is “just getting better” and holds everyone accountable.

P: Be Stronger

S:

- Lift 4x per week with the following sets
- Eat X grams of Protein per day

G:

- PR Bench Press at 250
- Be able to bench 225 for 50 reps

By connecting the Priority to the Strategies to the Goals, then the athlete and coach can define unique plans for the athlete to help them achieve their best and invest their time and energy in the best areas of their skills.

With this system, the athlete will always know “why” the coach is demanding them to do various activities and will be able to align their actions with the results of achieving their Goals, thus increasing the emotional energy of the athlete, and efficiently allowing them to evolve in the best athlete they can be.

Reference the PSG for Student Athletes Worksheet

Summary

PSG is a powerful but simple system that allows the expertise of the coaches to be integrated into an athlete’s activities with the reasons being clear and the objectives being measurable. By having clear Priorities and Strategies, the Goals are objective metrics to help both the athlete and coach to measure AND SEE progress toward the respective Goals. *The coaches will know the player’s skills (both in aptitude and attitude) better so they can assess their team position by position, player by player.*

It is important to realize this same system is applicable to all areas of life, including their academics, health, relationships, career, spirituality, etc. This allows the athlete to build a well-rounded life and reach their full potential in all areas of life with a defined “Life Plan”.



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Dr. Hollis is a successful entrepreneur that has built several companies that were excellent at execution and innovation. He helped developed the PSG system for these companies because he experienced the challenges of connecting the actions of team members with the overall reason for the company to exist. After his last major exit, he has focused his time on helping companies and people reach their full potential. He has done this by teaching and implementing the PSG system.

Having started out a poor kid from the rougher parts of Birmingham, Alabama, he leveraged the discipline and grit he learned from football with his intellectual abilities to break out of poverty, get a college education in Engineering from the University of Alabama, and become financially successful. This American dream story drives his passion about athletics and academics being combined for every student so they can all reach their full potential.

Performance Management System for Student Athletes

PSG Worksheet

Week: _____

By executing on the following Priorities, I will be able to ...

PRIORITY=-WHAT

MY Why?

STRATEGIES-HOW	<i>Plan/Actual</i>						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

GOALS-METRICS