



**CENTER FOR SPORT PSYCHOLOGY
AND PERFORMANCE EXCELLENCE**

at the University of North Texas

Former Rutgers head coach, Mike Rice, was always known for his high level of intensity; a level that often was compared to the legendary Bob Knight. However, as became clear during his firing for the mistreatment of his players and for poorly representing the University, it is apparent that he allowed his level of intensity and fierce competitiveness to get out of control. Unfortunately, such behaviors happen when coaches lose sight of their underlying values, when they allow themselves to cross ethical boundaries, when they compromise their integrity, and most of all, when they allow winning to become the most important thing.

The pressures to build, and maintain, a successful, winning program are large and constant. Fans, boosters, parents, the media, and even the players themselves...it is relentless. And, in today's media age, coaches and their teams live under a 24-hour a day news cycle in which their every move is scrutinized and every decision questioned. So, how do coaches stay grounded and focused in the face of such pressures? How do they maintain their integrity and their focus on the well-being of their athletes?

Knowing, understanding, and living their core values is the place to start. Why do you coach? What are the characteristics that you want to define who you are, how your team plays, and how you interact with others? These core values will help you build a program of which you can be proud and that will have the longevity and staying power. Do you know your core values?

At the Center for Sport Psychology and Performance Excellence at the University of North Texas, we have a dedicated staff of sport consultants who can help coaches set in place core values and develop effective strategies for living and communicating these values in their teams. For more information please contact us by phone or email. We leave you with our sport quote of the week:

"I don't look at myself as a basketball coach. I look at myself as a leader who happens to coach basketball."-Coach Krzyzewski