

The *ATHLETE SUCCESS: NOW & LATER* Series of 4 Programs

Athletes at all levels in all sports must understand that their ultimate success depends on much more than their mere physical skills. It depends on their ability to communicate clearly, to listen effectively, to project a positive attitude, and to be recognized as a solution-maker not a problem-maker.

Realizing the time demands on athletes, the unique online learning system model created by Concept Keys is the perfect way to get this message across in a meaningful manner. Today's athletes are challenging. Concept Keys presents a solution for you as a Coach to bring members of your **TEAM** to work together.

Unlocking Knowledge ONE KEY AT A TIME Makes Learning EASY—No Excuses!

The Athlete Success Series of 4 Programs

Athlete Success Means Communicating Clearly
Athlete Success Means Listening Effectively
Athlete Success Means Projecting A Positive Attitude
Athlete Success Means Becoming A Solution-Maker

- Every athlete will focus on SUCCESS Fundamentals!
- Your entire team will make SUCCESS a team culture!
- Your athletes will be motivated to work closer together for mutual goals!
- Your athletes will develop more confidence that will lead to more successful performances!
- Coaches and assistants can utilize the appropriate topics to develop quality TEAM and position performances!

Each Program has 25 Basic Keys to Success

- One Key is provided each day right to the athletes own internet account
- Small Improvements each day for 25 days produces observable results
- All the athletes are on the same page—working and improving together
- Outstanding motivation, support & accountability program options
- Easily understood writing style

Each Program has HIGH Return On Investment

- **Cost Effective** - systematic improvement every day right on the job
- **Time Efficient** - 5 minutes or less each day
- **Immediate Improvement** - fundamentals are applied daily
- **Easy Accountability** - athletes pick their own most important improvement areas
- **Documentation** - easy assessment for athlete improvements
- **Enhanced Culture** - increased cohesion & commitment to quality
- **Certification** - the ultimate measure of understanding

The Athlete Success Series is best implemented through application of the [Teamwork, Loyalty, and Commitment Development System Guidebook](#) for your Project Coordinator and Program Leader. In many cases your academic advisor group will be designated as the Program Team along with selected athletes. Specific detailed instructions are provided along with a wide variety of optional motivational support activities. This allows your Project Team to design a program for your organization's unique culture - and one that will make good sense to your athletes.

Certification Achievement Program Package

Each Athlete Receives:

- 1 – Personal CK website account
- 25 – “Gentle Reminder” emails
- 25 – Daily Keys to Success
- 25 – Daily micro-lessons
- 25 – Daily organizational header messages
- 25 – Daily responses
- 5 – Weekly quizzes
- 5 – Self-selections of Most Important Keys
- 5 – Weekly Key Application Action Plans
- 5 – Weekly Action Plan Reports
- 2 – Certification Exam attempts

Each Program Leader Receives:

- Daily access to all of their athlete's program activity
- Daily opportunity to obtain detailed statistics for **documentation, assessment, and accountability**
- Daily option to download updated statistical data for group comparative purposes
- Daily opportunity to provide immediate feedback to athletes regarding their progress
- Daily/weekly discussion opportunity with participants
- Daily opportunity to maximize the return on investment in athlete development



Need More Information?

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The **ATHLETE SUCCESS: NOW & LATER** Series of 4 Programs

Unlocking Knowledge One Key at a Time **WORKS!**

Educational Pricing and Discounts

The Programs and the Series are priced specifically for Educational units and receive huge discounts! For more information, please contact Coach Paul Schudel at coach@conceptkeys.com

Athlete Success Means Communicating Clearly Keys

- Key 1 Fundamentals are the Keys to SUCCESS!
- Key 2 Take personal responsibility for quality communication!
- Key 3 Think before you speak!
- Key 4 Allow negative emotions to simmer down!
- Key 5 Control your negative feelings!
- Key 6 Realize that everyone has a different point of view!
- Key 7 Realize that most people are very poor listeners!
- Key 8 Work hard to achieve quality communication!
- Key 9 Realize that most listeners will rarely admit to not understanding!
- Key 10 Speak clearly!
- Key 11 Make quality communication a team policy!
- Key 12 Often, people hear exactly what they want to hear!
- Key 13 Never open your mouth before opening your eyes!
- Key 14 Develop an open communication climate across your entire team!
- Key 15 Get the attention of others before you begin to talk!
- Key 16 Choose the right time and place!
- Key 17 Realize that your communication can never be turned off!
- Key 18 Do not overload the listener!
- Key 19 Avoid 'trigger' words!
- Key 20 Do not be tentative!
- Key 21 Double check for clarity!
- Key 22 Compete in the communication game!
- Key 23 Invite the other person to demonstrate!
- Key 24 Be concise and to the point!
- Key 25 Control distractions!

Athlete Success Means Listening Effectively Keys

- Key 1 Fundamentals are the Keys to SUCCESS!
- Key 2 Accept personal responsibility for effective listening!
- Key 3 Use your listening energy!
- Key 4 Realize that listening effectively is not the same as agreeing!
- Key 5 Stop talking!
- Key 6 Reduce internal distractions!
- Key 7 Take notes when appropriate!
- Key 8 Interrupt only when necessary!
- Key 9 Let emotions simmer down!
- Key 10 Control your feelings about the speaker!
- Key 11 Control your feelings about the task!
- Key 12 Be patient!
- Key 13 Start listening immediately!
- Key 14 Know why you are listening!
- Key 15 Set your goal for understanding completely!
- Key 16 Stop the speaker when you lose track!
- Key 17 Mentally summarize!
- Key 18 Start listening with an open mind!
- Key 19 Keep listening with an open mind!
- Key 20 Display your desire to listen!
- Key 21 Make sure the speaker knows you are listening!
- Key 22 Separate fact from opinion!
- Key 23 Listen for what is not said!
- Key 24 Care about people!
- Key 25 Repeat your understanding of the message!

Athlete Success Means Projecting a Positive Attitude Keys

- Key 1 Fundamentals are the Keys to SUCCESS!
- Key 2 Be competent, professional and caring!
- Key 3 Realize that your behavior communicates more about you than your words!
- Key 4 Improvement is essential!
- Key 5 Realize that your image is the organization's image!
- Key 6 Be proud of yourself, your work and your organization!
- Key 7 Be supportive of your teammates, coaches and yourself!
- Key 8 Be confident but not cocky!
- Key 9 Establish positive interpersonal relationships!
- Key 10 Greet people in a positive manner
- Key 11 End every interaction on a positive note!
- Key 12 Share your positive community activities!
- Key 13 Always do what you promise!
- Key 14 Become known for volunteering!
- Key 15 Be tactful and diplomatic!
- Key 16 Amount of talk provides a clue to you!
- Key 17 Your eyes tell a story!
- Key 18 Your walk has communication value!
- Key 19 Use a positive handshake style!
- Key 20 Use an appropriate sitting style!
- Key 21 Take turns talking!
- Key 22 Clean up your language!
- Key 23 Eliminate ah, er y'know and y'see!
- Key 24 Realize how easily your emotions show in your tone of voice!
- Key 25 Accept responsibility for an accurate positive image!

Athlete Success Means Becoming a Solution-Maker Keys

- Key 1 Fundamentals are the Keys to SUCCESS!
- Key 2 Accept personal responsibility for becoming recognized as a solution-maker!
- Key 3 Develop personal pride in your school, team, and the quality of your work ethic!
- Key 4 Realize that everything will not turn out as you expect!
- Key 5 Develop and display a positive attitude!
- Key 6 The coach is the coach is the coach is the coach!
- Key 7 Learn the rules and follow the rules!
- Key 8 Create a positive personal image!
- Key 9 Reinforce your coach!
- Key 10 Let the coach know you are listening!
- Key 11 Focus upon solutions rather than complaints!
- Key 12 Never bad-mouth your coach or your teammates!
- Key 13 Always, Always, Always give your best effort!
- Key 14 Be cooperative and supportive of your teammates!
- Key 15 Go to the decision-maker with solutions--not problems!
- Key 16 When presenting solution-oriented ideas, be brief and pertinent!
- Key 17 Keep an open mind regarding solutions!
- Key 18 Speak up to the right people!
- Key 19 Choose the right time and place!
- Key 20 Remain focused upon solving the problem!
- Key 21 Be honest!
- Key 22 Be polite!
- Key 23 Help others become solutions, not problems!
- Key 24 Avoid stressing differences!
- Key 25 Accept personal responsibility for becoming a solution!

About The Authors

Coach Paul Schudel. Paul has over 40 years of experience in coaching and has been a successful college coach in several conferences and divisional levels. He has been part of championship programs at the University of Michigan, New Hampshire, Albion College, and Ball State. He has used these keys effectively to help build championship programs.

Dr. Will Powers. Will has over 30 years of experience as an executive consultant in workforce leadership and communication in numerous industries that range from space exploration to college coaching. A full professor at a major university, he has published over 200 books, articles and papers. Powers' international reputation emerges from his pragmatic approach to workforce improvement and success.