



Investors versus Spenders

Hello to everyone and hope that your sessions and seasons are going as expected and if not what are you doing to make sure that your athletes are getting the most from you? This will be our topic for next week so stay tuned.

This week I want to share an interesting idea about how to assess your team/athletes and how this insight may be helpful in how you approach their training. Do you have Investors or Spenders in your gym, clinics or on your teams? I'm not talking about the money people who are typically behind the scenes, but rather I am talking about the athletes you work with on a daily basis. This can be a tough topic to assess within our environments and yet can be a powerful tool in taking the temperature of your players/athletes.

We all have or have known the Spenders. These athletes are the ones who are looking for the easy way to success. They want bigger, stronger and faster, but don't want to put the necessary work in to achieve the results they are looking for. Spenders have a tendency to waste time, energy and emotion on things that when taking all things into account mean very little to the ultimate goal of athletic success. They expect others to do the work and will look to place blame on others when mistakes occur or results are not forthcoming. These types of players are difficult to coach/train, but when the cycle is broken can be the most talented and productive member on the team. How we break down this type of thinking is critical because if not done it can lead to failure not only on the field of play, but also within the training room and ultimately lead to a domino effect within your team.

I have found that working with "Spenders" in finding out what motivates them and, more importantly, what they see as success is critical to changing Spenders into investors. It most often is not wins and losses (that is a hint). Spenders can be your worst enemy or your best asset and it comes down to what are you, as a coach/trainer/therapist willing to do to create the metamorphosis.

Investors are a different breed altogether. They give you the time, effort and energy and sometimes don't know when to stop. They are willing and wanting to give to the team, training session and you to achieve their goals and will set goals that typically include not only themselves, but also team members. They are your leaders. The ones that coach "up" and not "down" and are all smiles when not they succeed, but their training partners and teammates do as well. They will not only invest in themselves, but you and those around you.

I suggest that when working with Investors you "stoke the fire", because their "burn" will positively effect the "burn" of fellow teammates and training partners. They find just as much return in the success of others as they do in their own success and will work hard to make sure that this success continues and flourish. A

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team of Investors no matter their skill level will fight harder and longer than a team of Spenders and in the end that is what we are all seeking in our athletes.

The only way I know how to find out what my athletes are is by sitting down and talking to them. Finding out their goals and motivation is critical. Their goals may not be your goals for them and this is key. If you are training for one goal and they are training for another, at some point, rock and hard place met and failure will take over. Getting to know your athletes on a less superficial plane will open doors that will open their minds, spirit and growth both on and off the field and it this goal that we all driving towards.

Until next time.....

Want to know more? Reach out to us at ELITELEVELPT.COM to find out.

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