The final component of the GROW approach is **Winning**. When coaches focus on setting appropriate **Goals**, building **Relationships** and giving **Ownership** to the athletes on a team, Winning will take care of itself. Coaches and athletes should always compete to the best of their ability. We all want to win, but we need to remember that there’s more to becoming a champion than just wins and losses. Our ultimate goal as coaches is to help our athletes maximize their performance while growing physically, mentally, morally and spiritually. A "win at all costs" mentality causes us to skip steps in developing athletes and we can lose sight of the bigger picture. Winning is important and certainly fun, but the real joy of competition is found in **striving** to win.

Dana Cavalea knows what it’s like to win at the highest level. A high performance coach and author of the book *Habits of a Champion*, Cavalea spends his days speaking to everyone from CEO’s to high level athletes about what it takes to be a champion. He was also a featured **speaker** at last June’s **Play Like a Champion** Sports Leadership Conference. In 2009, Cavalea won a World Series as the Director of Strength and Conditioning and Performance for the New York Yankees. **Click the short video above** to see what he has to say about what makes a champion athlete. Then click the other links above to learn more about Cavalea and check out his book to learn more.

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**Coaches, Reflect on Your Attitude About Winning…**

Is your ego defined by your team's overall record rather the team's total development? How can you manage your feelings when your team loses a competition?

**Then have a conversation with your team this week. Ask and Discuss:**

What will success look like for our team at the end of this week? At the end of the season? How do we feel (and act) when we win our competition? How do we feel (and act) when we lose a competition? How can we become better as a team through a loss?

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**Research Supporting the GROW Approach**

Play Like a Champion’s GROW approach to athlete motivation and whole development is based on Self-Determination Theory (Deci & Ryan, 2000, 2002) which reveals that motivation is impacted by the fundamental human needs of **Competence** (feeling our behavior is...
effective by setting Goals and striving to achieve them), Relatedness (feeling connected and secure within Relationships in the sport environment) and Autonomy (the need to perceive we are in control by having Ownership over our own actions). When these human needs are met through the sport environment, athletes will experience self-determined motivation to put forth their best effort to succeed (Win).


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**A Prayer for Coaches**

In the Catholic Church, the month of October is dedicated to the Holy Rosary. Play Like a Champion has sports themed reflections based on the mysteries of the rosary. Consider praying either a single decade or an entire rosary with your team and reflecting on how God is speaking to you individually and as a team. You could also do a living rosary. See the scripture meditation and reflection on the first Joyful Mystery below. To get the full set of sports themed reflections on the rosary, email information@playlikeachampion.org.

**The JOYFUL MYSTERIES of the Holy Rosary**

**Prayed on Mondays, Saturdays, Sundays of Advent; Sundays of Epiphany through Lent**

**The Annunciation of Gabriel to the Virgin Mary (Luke 1:26-38)**

In the sixth month of Elizabeth’s pregnancy, God sent the angel Gabriel to Nazareth, a town in Galilee, to a virgin pledged to be married to a man named Joseph, a descendant of David. The virgin’s name was Mary. The angel went to her and said, “Greetings, you who are highly favored! The Lord is with you.” Mary was greatly troubled at his words and wondered what kind of greeting this might be. But the angel said to her, “Do not be afraid, Mary; you have found favor with God. You will conceive and give birth to a son, and you are to call him Jesus. He will be great and will be called the Son of the Most High. The Lord God will give him the throne of his father David, and he will reign over Jacob’s descendants forever; his kingdom will never end.”

Mary asked the angel, “How will this be,” Mary asked the angel, “since I am a virgin?” The angel answered, “The Holy Spirit will come on you, and the power of the Most High will overshadow you. So the holy one to be born will be called[an] the Son of God. Even Elizabeth your relative is going to have a child in her old age, and she who was said to be unable to conceive is in her sixth month. For no word from God will ever fail.” “I am the Lord’s servant,” Mary answered. “May your word to me be fulfilled.” Then the angel left her.

**Reflection:** Remember a time you received news that filled you with anxiety. Perhaps your coach called you into a game at a critical time or when you learned you would be facing your toughest opponent in the play-off’s. Believe that God is standing with you in the uncertainty and fear. Have the courage like Mary to say “Yes” to these difficult invitations, despite your fear.

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Access Resources & Learn More at PlayLikeaChampion.org