

Coaches can foster the desire for mastery by encouraging each player to set individual goals and challenging them to improve upon past performances.

**Champion Motivation:** This striving for one's personal best is in the long run more important than simply striving to win. Those too preoccupied with winning and losing may be satisfied by a "cheap" win or devastated by a "hard-fought loss." True Champions strive to play their best, win or lose.

Champion motivation comes from within. A Champion plays with a desire for excellence. A Champion puts forth his or her best effort no matter how discouraging the circumstances. A Champion loves the sport and plays out of a love for the sport and the best of its traditions. A Champion plays fairly.

Are you a Champion? Do you encourage your players to be Champions? Please turn to Appendix C and complete the Champion vs. Ego-Centered Sports Questionnaire.

**Champion vs. Ego-Centered Orientation:** Some coaches are more concerned about themselves and about winning than they are about the development and growth of their young athletes. Others strive to do what is best for and bring out the best in their players as athletes and as people. What kind of coach are you? What kind do you want to be?

**Champion-Centered:** Coaches who are champion-centered have self-referenced criteria of success and failure. This means they value their players' learning and skill development, they emphasize effort over raw ability, and they view success as more than just winning.

**Ego-Centered:** Coaches who are ego-centered have comparative standards for success. Their sense of self-worth is highly dependent on whether their teams win or lose. The outcome (winning or losing) means much more to them than how the team plays. In this sense, ego-centered coaches place themselves above their athletes and are not true competitors.

