



## Reading Challenge

The challenge is to commit to reading each of these books in two weeks, and in one year you will have read at least 28 books. The second part of the challenge is to either write a 5-page synopsis of the books with your favorite quotes and stories of what you learned and how it can benefit you as a coach, and your players, OR to transcribe your highlights into a word document to have to review, and or, send to people as a tool.

If you complete this challenge you will be amazed at the transformation that takes place in you over the next couple of years. We believe the best leaders are voracious readers, and these are the books that can help build the framework to transform your life. The only book that isn't listed is the Bible, which we believe is the foundation from which all the other wisdom flows.

If you are interested, please sign and send back your commitment letter.

1. Chop Wood Carry Water, by Joshua Medcalf
2. Mindset, by Carol Dweck
3. Pound The Stone, by Joshua Medcalf
4. White Fragility, Robin Diangelo
5. Burn Your Goals, by Joshua Medcalf and Jamie Gilbert
6. The Only Way to Win, by Jim Loehr
7. In a pit with a lion on a snowy day, by Mark Batterson
8. How to Stop the Pain, by Dr. James Richards
9. Never Split The Difference, Chris Voss
10. Inside out Coaching, by Joe Ehrmann
11. Life is \_\_\_\_\_. By Judah Smith
12. The Slight Edge, Jeff Olson
13. The Third Door, by Alex Banayan
14. The Five Second Rule, by Mel Robbins
15. The Principle Circle, by Jamie Gilbert
16. What To Do When It's Your Turn, Seth Godin
17. The Promise of a Pencil, by Adam Braun
18. Transformational Leadership, by Joshua Medcalf & Jamie Gilbert
19. Wooden on Leadership, by John Wooden
20. Think and Grow Rich a Black Choice, by Dennis Kimbro
21. It's not about the shark, by David Niven
22. Business Secrets of the Trappist Monks, by August Turak
23. Hustle, by Joshua Medcalf
24. Leadership and Self Deception, by the Arbinger Institute
25. Unbroken, by Laura Hillenbrand
26. Before Happiness, by Shawn Achor
27. Boundaries, by Cloud and Townsend
28. The Future of Leadership, by Seth Mattison & Joshua Medcalf
29. The Talent Code, by Daniel Coyle
30. Gifted Hands, by Ben Carson
31. How children succeed, by Paul Tough
32. Unconditional Parenting, by Alfie Kohn
33. Talent is Overrated, by Geoff Colvin
34. Power Relationships, by Andrew Sobel



35. The Subtle Art of Not Giving a F, by Mark Manson
36. Choke, by Sian Beilock
37. Question behind the question, by John Miller
38. Power Questions, Andrew Sobel and Jerold Panas
39. Drive, by Daniel Pink
40. 12 Huge Mistakes Parents Can Avoid, by Tim Elmore
41. The Carpenter, by Jon Gordon
42. Learned Optimism, by Martin Seligman
43. Mastery, by George Leonard
44. Unselling, by Scott Stratten
45. More Than A Carpenter, by Josh McDowell
46. Black Privilege, Charlagmane The god
47. Awaken The Giant Within, by Tony Robbins
48. Ten Minute Toughness, by Jason Selk
49. Obliquity, by John Kay
50. Unprofessional, by Jack Delosa
51. Toughness, by Jay Bilas
52. The Anatomy of Peace, by the Arbinger Institute
53. The Energy Bus, by Jon Gordon
54. I can't make this up, by Kevin Hart
55. Training Camp, by Jon Gordon
56. Jesus Is \_\_\_\_\_?, by Judah Smith
57. The Man Watching, by Tim Crothers
58. Wild Goose Chase, by Mark Batterson
59. Your Best Just Got Better, by Jason Womack
60. Overcoming the dark side of leadership, by McIntosh & Rima
61. Eat to Live, by Joel Fuhrman
62. The Monk Who Sold His Ferrari, by Robin Sharma
63. A Team of Rivals
64. How To Turn Down A Billion Dollars, Billy Gallagher
65. Long Walk To Freedom
66. Positivity, by Barbara Fredrickson

I \_\_\_\_\_ commit to the Leaders Challenge of reading the books IN ORDER listed in the challenge. I understand this is a full one to two year commitment I am making to read and write about all the books on the list.

Date- \_\_\_\_\_

Printed Name- \_\_\_\_\_

Signed Name- \_\_\_\_\_

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### More Tools: Creating A Performance Cue Card

One alternative to goal setting we share with people is what we call a performance cue card. Our performance cue card is a very useful tool for us on the journey.

It looks like this:

At the top of the card you have your mission or vision for you life.

Example 1: To make people feel unconditionally loved and valued for who they are as people.

Example 2: To train and equip athletes for life after college.

Example 3: To become the best player and person I am capable of being. A person who exhibits true mental toughness and who is a role model for young people all over the world.

Example 4: My mission for my life is to love people unconditionally and pursue excellence in everything I do. My mission for myself as a player is to become the most mentally tough person I can be, focusing on having a great attitude, giving my very very best, treating people really really well, and having unconditional gratitude regardless of my circumstances.

The point is not for us to tell you what to write, but for you to answer these questions:

*What is the mission for my life? What is my mission in sport? What is my mission in coaching? What is my mission serving as the president of this company? What is my mission as a parent? Etc...*

On the left hand side of the card, and under the vision, we write out a list of 100% controllable keys to success.

Example 1: Person who coaches

100% controllable keys to success:

1. Smile
2. Breathe
3. Powerful body language
4. Talk to myself vs. listen to myself
5. Encourage what I want to see more of

Example 2: Person who plays golf

100% controllable keys to success:

1. Not breaking my wrist through take away.
2. Keep my head down through putts.



3. Good pace regardless of my scores.
4. Smile
5. Focused on process not results
6. Focused on one shot at a time

Example 3: Person who plays basketball

100% controllable keys to success:

1. Fake a pass to make a pass
2. Play present at all times
3. Stay low and in a stance
4. Over communicate at all times
5. Enjoy the journey
6. Encourage my teammates

Now directly across from the keys to success, on the right side of the page, we will have our beneficial and constructive self-talk statements.

Example 1: Person who coaches

Beneficial and Constructive Self-Talk Statements

1. Whatever happens to me is in my best interest and can be an opportunity to learn and grow.
2. Coach Present
3. Don't let them see you sweat!
4. Breathe and let it go.
5. The next opportunity I can \_\_\_\_\_.
6. At least I have access to clean drinking water.

Example 2: Person who plays golf

Beneficial and Constructive Self-Talk Statements

1. Whatever happens to me is in my best interest and can be an opportunity to learn and grow.
2. Play Present
3. Enjoy this moment, because one day you will want to be back here no matter how it feels now!
4. I'm just getting warmed up.
5. Breathe and let it go.
6. The next opportunity I can \_\_\_\_\_.
7. At least I have access to clean drinking water.

Now in the bottom left hand corner of our card we will write down a time when we felt extremely confident. It doesn't have to be in the same field as you are creating the performance card for. For example, it could be a 7<sup>th</sup> grade violin recital even though you are making your card for football. It just needs to be a time that you can remember performing at your very best and when you were extremely confident.



Next to that we are going to put a picture of something that helps us regain a healthy perspective. This could be a picture of our family, a special place like Hawaii, a family pet, or anything that will help you regain a healthy perspective. However, we do not recommend you have a picture of your boyfriend or girlfriend. Hawaii is most likely going to be around in 20 years, but the boyfriend or girlfriend may not be.

Next to the picture we are going to write down our peak performance number from 1-10. Sometimes this is referred to as our optimum arousal state. Think about 1 being very steady and methodical, showing almost no emotion regardless of circumstance. Think about 10 being extremely high energy and much more emotional. When do you perform at your very best?

I wish I had learned about this when I was younger. My number for sports is probably a 6 or a 7, however, I always tried to get myself up to a 9 or 10. This is just what I thought you were supposed to do before games! I would listen to rap music, watch movies like *Braveheart*, or *Man on Fire*, in order to get pumped up. This worked fine during games where I needed that extra energy, but in big games it often backfired. I got too high, and I often got kicked out of games because I was operating in the red. Much like a car, with the rpm's operating in the red, I would overheat and have some type of explosion. For example, in undergrad we were playing the 19<sup>th</sup> ranked team in the country and I scored two goals against them before I was ejected from the game for a reckless tackle.

You may not know what your peak performance number is, and that is ok. You need to ask other people when they think you play at your best, and then start to pay more attention until you start to figure it out. This could take a few weeks. You might also need to have different numbers for different parts of the game, round of golf, or parts of your day. Maybe you need to start at a 5, then get to an 8, but then get down to a 3 when you are closing things out. One of the most important parts is starting to understand where you want to get to so you can manipulate your energy levels. If we need to lower our number we can do deep breathing exercises and listen to classical music to lower our heart rate and get to a lower number. If we need to get to a higher number we can jump around, and repeat some intense beneficial and constructive self-talk to get our number higher. Before a competition we can listen to up-beat music, watch inspirational media, and jump around to get our number higher.

From our experience, many times it is the game against the perceived weaker opponent when we need to manufacture our levels to a higher state. Most of the time when we are performing in a "BIG" game, the best thing we can do is actually put things back into perspective and make sure we are listening and watching things that calm us down, not hype us up.

The last box on the bottom right hand corner of our card is a beneficial and constructive jingle. This last year I sometimes battled with the hosel-shanks in my golf game. My jingle was, "I believe I can fly, I believe I can touch the sky." I was singing it over and over again to program my mind with what I wanted the ball to do.

Just below this section is where you will write out 2 specific areas you will direct your focus toward getting better in. These are things that you can practice and grow in no matter what the coaches set for your workout. Things like where you are looking, being aware of your surroundings, talking to others more, moving your feet on defense, improving your quickness, self-talk, breathing, balance, etc.

Finally, at the bottom right you will write down 1 person who you are going to make sure has a great day. Spend the whole practice and game making sure to give them appropriate encouragement and instruction. Be deliberate about giving them high fives and chest bumps. Make sure that you do everything in your power to make sure they grow that day.

Here is an example of what a completed card could look like.

**Mission-** My mission for my life is to become the type of person who pursues excellence with passion in everything I do. My mission is to serve the needs of the sick. My mission is to become love so that everywhere I



go people will want what I have. My mission for myself as a player is to exhibit true mental toughness to the best of my ability. My mission is to be an ambassador of the game, and a role model for kids in the community.

#### 100% Controllable Keys To Success

1. Fake a pass to make a pass
2. Play present at all times
3. Stay low and in a stance
4. Over communicate at all times
5. Enjoy the journey
6. Encourage my teammates

#### Beneficial and Constructive Self-Talk Statements

- “Breath and let it go”
- “You can get the next one”
- “It is in my best interest”
- “The tough stuff only makes me stronger”
- “Play present”

Game against Arizona  
When I had a triple double.

My peak performance is a 7. “I believe I can fly.”

#### **Before competition :**

Re-write EVERYTHING from performance cue card onto a sheet of paper.

Mission

100% controllable keys to success

Beneficial Self-talk statements

Most confident performance

Peak performance number

Beneficial jingle

Two ways to improve

One person whose day you will make great

On the back of the performance cue card we will do the Dispute Negative Thinking exercise.

Write out 2-4 of the gremlins (negative beliefs/thoughts) that pop up into your mind when you are performing. Then act like a good attorney and write out the hard evidence to the contrary.

For example:

Negative belief “I’m not good enough to play at this level”

Hard evidence:

- As a person playing D-1 athletics I am in the top .00001% of all people playing golf who started playing when we were younger.
- I placed in the top 10 at the Palos Verdes tournament
- Greg Allen, one of the top coaches in the country, recruited me to play here

Negative belief “I suck at putting”

Hard evidence:

- At the Alabama tournament I finished a round with 28 putts



- Last year I dropped 2 putts off my average putts per round
- At Augusta last year I finished a round with 29 putts

Our best advice is to write out your card every single day until it becomes so engrained in your daily thought process it is almost completely natural to you.

### **What Went Well Journals**

No single exercise has been more effective for the people we train than the “what went well” journaling every day. Our memories are recreated through the retelling of events, so writing out what went well during practice, meetings, games, tournaments, or any other event impacts what we remember about the event. By consistently completing your what went well journal you will train your brain to scan the world for what has gone well instead of the few things that were less than perfect.

At the top you write out:

Value Statement: “My value comes from who I am, not from what I do.”

Growth Mindset Statement: “Anything that happens to me today is in my best interest and an opportunity to learn and grow.”

Write out 15-63 specific things that went well. This will be incredibly hard at first because you are literally retraining the way your brain sees the world. Keep going! It will get easier as you continue to complete the exercise.

Write out 2 areas for growth.

Write out 2 things you learned.

## **Example:** (I am using varied examples from different contexts.)

“My value comes from who I am and NOT what I do.”

“Anything that happens to me today is in my best interest and an opportunity to learn and grow.”

### **What Went Well**

1. After hitting a poor shot on #2 I used beneficial and constructive self-talk.
2. I had great body language for the first part of the game.
3. I communicated loud and often with my teammates.
4. During the business meeting when Jon was using poor language, I chose to focus on what I could control.
5. I finished through contact and made my free throw.
6. I carried myself with powerful body language even after hitting a bad shot on #7.
7. I treated my teammates very well even though I didn't play as well as I would have liked.
8. I hit a great pitch shot on #9.
9. Even when my son was acting poorly, I still treated him with love and respect, and enforced healthy boundaries.
10. I had a great attitude all day, even though I didn't play to the best of my abilities.
11. I chose to talk to myself rather than listen to myself even when things got tough during competition.
12. I looked my coach in the eye even when she was telling me things I didn't agree with.
13. I hit a great putt on #18.
14. I made a great pass to Jacob to create a scoring opportunity.
15. I took a great shot in the first half and the goalie made a great save.

**Areas For Growth**

1. I need to grow in the area of my short game shots.
2. I need to grow in my patience when losing.

**Things I Learned**

1. I learned I play much better if I stay down in a defensive stance and I communicate with my teammates.
2. I learned my iron shots go a little bit farther toward the ends of my rounds when I am excited.