



## In this Newsletter Volume 30 - 07/25/2014

1. 2015 Club Excellence Program Information and Requirements
2. Freestyle Recovery: Swing Forward, Relaxed and Wide Being Frank!
3. The New York Times features SwimToday campaign
4. Dr. Alan Goldberg-Sports Psychology for Athletes, Coaches & Parents
5. We've Been Thinking About Talent The Wrong Way All Along
6. Learn Alone, or Together?
7. Govern as a Team
8. Five Words Every Child Needs to Hear
9. Belief
- 10.



## Dear Coaches,

### Quote of the week:

**"The first virtue of all really great men is that they are sincere. They eradicate hypocrisy from their hearts."**  
~Anatole France

## 2015 Club Excellence Program Information and Requirements

Basic information including club eligibility, athlete eligibility, time line, and time standards for the 2015 Club Excellence program is available at the link below. Complete information for the 2015 program will be mailed to all USA Swimming clubs on September 1, 2014.

[Learn more:](#)

## Freestyle Recovery: Swing Forward, Relaxed and Wide By Russell Mark, USA Swimming National Team High Performance Consultant

The freestyle arm recovery should be a controlled and relaxed throw of the hand, whether you want to have a classic high elbow recovery or a recovery that is more open ([see both in the video here](#)).

## Being Frank! By Frank Busch, July 23, 2014

Check out new web series "Being Frank" featuring the insights of USA Swimming National Team Director Frank Busch. This series is presented by Arena, the exclusive outfitter of the USA Swimming National Team."

[View it here:](#)

## The New York Times features SwimToday campaign

The Business Section of Monday's New York Times featured a story about USA Swimming's SwimToday campaign. [Read the full story in The New York Times.](#)

## Dr. Alan Goldberg-Sports Psychology for Athletes, Coaches & Parents

Your job as a parent is to do your best to continually help them keep the bigger picture in mind. This means that when they have an absolutely dreadful performance, you help them understand that these bad performances are a normal and expected part of the sport, that you can't always be at your best and that in every bad outing lie the seeds for long term improvement. That is, "what can you learn from this that will help you play



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better next time?" When they have a decent performance, your job is to help them appreciate what they did well by "underlining it" and at the same time, helping them begin to look for areas where they can improve. When they have an amazing performance, your job is to be sure that they are able to appreciate how well they played. If their perfectionism gets in the way and they want to view this good performance as a failure, then it's your job to interrupt their negativity by pointing out what they did well and highlighting how unrealistically hard they are being on themselves.

When helping kids gain a perspective, it is never your job to focus them on what you think that they did wrong and then "helping" them correct their problems. Your job, instead is to be an unconditionally loving parent who continually tries to help your child see the bigger picture. Part of seeing the bigger picture involves downplaying the overblown importance of a game, match or race.

[Learn more here:](#)

## We've Been Thinking About Talent The Wrong Way All Along

**Practice doesn't always make perfect, and you may not just be born with it. So where does true talent really come from?**

**By Daniel Coyle, Author of the Talent Code, July 2014**

Where does true talent come from, anyway? And what's more important, genes or practice?

This scientific war rumbles on with the new release of a meta-study in Psychological Science (a study that analyzed 88 other studies) concluding that practice time matters less than innate gifts.

Researchers like K. Anders Ericsson, whose findings paved the way for the 10,000-Hour Rule--the basic premise is that it takes around 10,000 hours of practicing a task to become successful--have issued a rebuttal, making an equally compelling case for the transformative power of practice (and questioning the new study's methodology).

Despite all the effort, or perhaps because of it, it seems as if the two camps in the nature/nurture debate are no longer listening to each other. As University of Pennsylvania psychologist Scott Barry Kaufman told the New York Times, "This is where we are, with people essentially talking past one another."

[Read more:](#)

## Learn Alone, or Together?

**By Annie Murphy Paul, Author, The Brilliant Report, July 23, 2014**

When Bill Gates was still a teenager, he would sneak out of his family's house before dawn and ride his bike to a building on the campus of the University of Washington. He had discovered that the university's huge supercomputers were idle between the hours of three and six in the morning, allowing the budding computer enthusiast to teach himself how to program--night after night, until the sun came up.

At a young age, Gates was already an autodidact, someone compelled to learn for himself what he needed to know. Over the course of his life, Gates has maintained this habit: He dropped out of college after two years, but he has continued his education through incessant reading and conversing. Michael Specter, a New Yorker writer who profiled Gates for the magazine, has said that the Microsoft founder "is one of these autodidacts who reads, reads, reads. He reads hundreds of books about immunology and biochemistry and biology, and asks a lot of questions, and because he's Bill Gates [he] can get to talk to whoever he wants."

Gates is particularly interested in these topics because of his philanthropic work combating disease in developing countries. Another arm of his philanthropy, of course,

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involves the promotion of technology in education. Many of Gates's fellow leaders in the ed tech world are also members of the autodidact club. Computer scientists, engineers, entrepreneurs, academics—they are a self-selected group of individuals who have schooled themselves in a fast-changing field for which there is no settled syllabus, no well-established curriculum. In turn, their preferences and proclivities have shaped the educational technologies that the rest of us use, as well as the expectations we hold about what ed tech can and should do.

[Read more:](#)

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## **Govern as a Team**

**By BoardSource, The Spark, July 2014**

Want an exceptional board? Create a high-performing board TEAM. It starts with developing a shared goal, a common purpose.

[Learn more:](#)

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## **Five Words Every Child Needs to Hear**

**By Tim Elmore, Author, Speaker, Growing Leaders, Inc., July 22, 2014**

I spoke to a Division 1, NCAA football player who dropped off the radar screen his senior year. All four years, he'd been a great student (3.8 GPA) and a well-respected starting player for his school. But after December (translate that — when his final season ended) he was missing in action. He didn't show up to class, his grades dropped, and he became a social recluse. When I found this out and caught up with him, I asked why he'd disappeared. His response?

"I'm just so scared about what comes next."

This student had figured out how to get a scholarship, how to pass a test and how to catch a football but felt entirely inadequate at becoming an adult. Adults in his life had focused so much on his current happiness, they forgot about future readiness.

[Read more:](#)

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## **Belief**

**By Jon Gordon, Author, Speaker, Posted: 21 Jul 2014**

I use to think that belief was the first step to success. But now I know that the first step is to take the first step. You have to act even when you don't believe. You need to have the courage to move forward in spite of your self-doubt and fears.

When I started writing and speaking over ten years ago I had no confidence, no experience and no belief and yet I was willing to take the first step.

Did I fail? You bet.

Did I face ridicule and rejection? You bet.

Did I want to give up many times? You bet.

Yet at some point along the way, something interesting happened. I started to cultivate a belief that I could actually do this.

Belief may not be the first step to success, but it is an essential step to building our lives, careers, families and teams. At some point you must believe.

I've found the difference between success and failure is often belief. I've learned that you win in the mind first and then you win on the field, in the classroom, in the office, in the marketplace and in life. I've found that when you believe, the impossible becomes possible.

I've also learned that belief doesn't happen by osmosis. It is something you develop through trials, challenges and experiences. The more you do something, the more you believe you can do it.

You also cultivate belief with your thoughts, words, perspective and expectations.

One of the best things I ever did was to recite certain phrases during my morning walks of gratitude and prayer. At the end of each walk I would say the following words that I have since weaved into The Carpenter:

I started saying these phrases around 2007 and it was amazing how great things started to happen. Out of the blue people would call and book me to speak at an event. Book ideas popped into my head. My purpose became clearer and clearer. I also said phrases about being of service and making a difference, but that's a newsletter for another time.

For now I want to encourage you to say these phrases, or make up your own, for 30 days. Don't take my word for it. Give it a shot. Try it for 30 days. Cultivate belief and great things will happen. Please let me know how it goes.

-Jon

Tweetables:

- You need to have the courage to move forward in spite of your self-doubt and fears. – Tweet That
- The difference between success and failure is often belief. – Tweet That
- When you believe, the impossible becomes possible. – Tweet That

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