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Dear Coaches,

Quote of the week:

"Strength doesn't come from what you can do. It comes from overcoming the thing you couldn't do."

~Rikki Rogers

2017 Club Excellence Program Information & Time Standards

2017 Club Excellence program information is now available on the Club Excellence page of the USA Swimming website. The document posted at the following link provides basic info regarding club eligibility, athlete eligibility, time standards and performance requirements for the 2017 program.

As in past years, every club that submits an application will be ranked according to the Performance Scoring component of the program. Scoring is based on the FINA Points Table, a power point rating system that assigns point values to swimming performances that better the published Gold, Silver and Bronze time standards. Starting in 2017, points for Gold swims will be multiplied by a factor of 2.0 and points for Silver level swims will be increased by a factor of 1.5. This change is intended to give greater weight to the quality of performance by placing a higher value on the Gold and Silver level swims.

More information about the 2017 program is available [at this link](#).



U.S. Olympic Team Trials – Swimming Sold Out for Seven of Eight Nights

An unprecedented demand for tickets has resulted in the 2016 U.S. Olympic Team Trials – Swimming being sold out for the first seven days of competition. Fewer than 600 tickets remain for the Trials' last session on July 3, where the final members of the U.S. Olympic Team will qualify. Also, fans will be treated to special performances from "O" by Cirque du Soleil, the aquatic masterpiece seen in Las Vegas.

[Learn more here:](#)

Embrace the Journey: Using Failure to Succeed

By Megan Fanning, USA Swimming National Team High Performance Assistant

A few weeks ago USA Swimming hosted the National Junior Team Camp here at the Olympic Training Center. Sixty-five National Junior Team members attended the three-day event, making it one of the largest camps we hosted. Keeping in mind the Olympic Games are now less than 100 days away, the theme of the camp was "Embracing the Journey." The focus was not only on the personal journey athletes go through during a season, but also the journey the team experiences during a trip to an international competition. There were three major takeaways from the camp this year.

[Learn more here:](#)



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Not All Practice Makes Perfect

By Anders Ericsson & Robert Pool, Nautil.us, April 21, 2016

Moving from naive to purposeful practice can dramatically increase performance.

In just our fourth session together, Steve was already beginning to sound discouraged. It was Thursday of the first week of an experiment that I had expected to last for two or three months, but from what Steve was telling me, it might not make much sense to go on. "There appears to be a limit for me somewhere around eight or nine digits," he told me, his words captured by the tape recorder that ran throughout each of our sessions. "With nine digits especially, it's very difficult to get regardless of what pattern I use—you know, my own kind of strategies. It really doesn't matter what I use—it seems very difficult to get."

Steve, an undergraduate at Carnegie Mellon University, where I was teaching at the time, had been hired to come in several times a week and work on a simple task: memorizing strings of numbers. I would read him a series of digits at a rate of about one per second—"Seven ... four ... zero ... one ... one ... nine ..." and so on—and Steve would try to remember them all and repeat them back to me once I was done. One goal was simply to see how much Steve could improve with practice.

[Learn more here:](#)

60 Characteristics of Great Coaches

By Alan Stein Pure Sweat Basketball, Coachestoolbox.com, May 2016

1. Great coaches... promote shared ownership and internal leadership of the team. They create a 'team' attitude.
2. Great coaches... have their players keep a notebook with plays, motivational quotes, and facts about the program's history.
3. Great coaches... are teachers of the game at their most fundamental level. They teach basketball; they teach life lessons.
4. Great coaches... love the game; respect the game.
5. Great coaches... work on their craft every day. They work on the X's & O's, strategy as well as on leadership.

[Learn the other 55 here:](#)

The #1 Difference Between Success and Failure

Posted by: John G. Miller, QBQ, May 2016

Planted in the same environment with equal resources and opportunity, one tree thrives (succeeds) while one dies (fails).

Since I'm not a treeologist, I can't explain it. However, when I walk by these starkly contrasting Colorado pines (still keeping those 43 pounds off!), I'm reminded of the difference between people who find success and those who find failure—even when immersed in the same environment.

It's this:

People who succeed do the things people who fail won't and don't do.

[Learn more here:](#)

The Accountability Problem in Youth Sports

By John O'Sullivan, May 4, 2016, Published in Coaching, High School Sports,

Problems in Youth Sports, Youth Sports

"Thanks so much for your talk the other day," wrote a coach from Calgary, Alberta to us recently. "It was so refreshing to hear that message, especially in light of the news I returned home to."

"My friend spent the weekend coaching his son at a spring hockey tournament for 9 and 10 year olds," he wrote. "He's a pretty level headed guy and cares about the kids a lot, but the stories from the tournament were scary. He told me about three coaches getting kicked out for arguing with refs. He told me about a grandpa getting kicked out for arguing with refs. He told me about parents from his team asking other parents to please stop swearing at the kids from the stands. He told me about one kid cold-cocking another off a faceoff."

"Finally," he wrote, "he told me about another kid who jumped on his own son and started punching him in the head. The other team's kid was kicked out of the game and as he was skating off the ice, he skated past our bench, turned to our team and yelled "F— You!"

[Learn more here:](#)

Successful People Focus On Outcomes

By Dr. Richard Norris, [Leading Men Only.com](#), May 2016

I am always surprised by the number of people I come across in work and life who seem to meander through life frustrated through their lack of success. They are not achieving their dreams and aspirations. A key reason, I discover, without exception, is that they do not have an outcome in mind when they start. No outcome means you can end up anywhere - often nowhere near where you want to be.

And I'm not just talking about big outcomes.

Big outcomes are made of little ones. No Olympic athlete or successful entrepreneur or star student gets to the top without setting and achieving hundreds, if not thousands, of smaller outcomes along the way. They understand that each big outcome relies on the success of all the smaller outcomes that lead up to it. They know they must be their best and do their best to control their outcome - each time.

I'm sure when you think about it, there have been times in your life when you achieved something you really wanted because you had an outcome in mind and were committed to it. What you focused on you brought on.

You were driven.

You wouldn't take no for an answer.

Your 'why' was strong so the how became so much easier.

However, if you're like me, there have equally been times when you have not achieved what you wanted.

Why?

Sadly, some people can be inconsistent when it comes to setting and controlling their outcomes. And that makes for a very staggered life. They have many ups and downs - up when they have an outcome in mind and down when they don't.

Sound familiar?

The more you can control the odds, the more the outcome is in your favour. The greater your clarity and commitment to your outcome, the more in control you will be of the result.

When I'm coaching - be it swimmers or clients - I always make sure they understand their KYs:

Know Your Outcome - what you ultimately want to get. Be it just a goal for the day or for

a lifetime, I do this for meetings, phone calls, workouts etc.

Know Your Self - your strengths, values, purpose, limitations etc. The better you know yourself, the better you know what you are capable of.

Know Your Stuff - to the best of your ability, what skills, talents, experience, and knowledge need to be applied. Maximize your resources to maximize your results.

Understanding and establishing your KYs helps you to understand your route ahead and where you need to adjust and/or seek help to control and ultimately achieve your outcome.

The more you know your outcome, the better you can control your outcome.

To help you with your outcomes, I have added below the key insights I've achieved over the past week. One or more may just help you clarify or control your outcomes...

[Learn more here:](#)

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How Do You Know If Your Child Is an Introvert?

By Carol Bainbridge, VeryWell.com, April 03, 2016

What is an Introvert?

Contrary to what most people think, an introvert is not simply a person who is shy. In fact, being shy has little to do with being an introvert! Shyness has an element of apprehension, nervousness and anxiety, and while an introvert may also be shy, introversion itself is not shyness. Basically, an introvert is a person who is energized by being alone and whose energy is drained by being around other people.

Introverts are more concerned with the inner world of the mind. They enjoy thinking, exploring their thoughts and feelings. They often avoid social situations because being around people drains their energy. This is true even if they have good social skills. After being with people for any length of time, such as at a party, they need time alone to "recharge."

[Learn more here:](#)

Worst Pre-Game Meals for Kids

By Catherine Holecko, VeryWell.com, April 13, 2016

When you're planning pre-game meals for your child or teen, the last thing you want is an upset stomach or a loss of energy. But popular strategies, like carb loading, could deliver just that. So, before a big game, tournament, or competition, make sure you avoid nutritional no-no's like these.

[Don't Eat These Pre-Game Meals](#)