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## Dear Coaches,

### Quote of the week:

**“Apathy can be overcome by enthusiasm, and enthusiasm can be aroused by two things: first, an idea which takes the imagination by storm; and second, a definite, intelligible plan for carrying that idea into action.”**

~Arnold Toynbee (1889-1975)

## Important Dates Coming Up

12/03/2014 FINA World Swimming Championships (25m)  
12/03/2014 Live Webinar: Club Excellence Wisdom Wednesday  
12/04/2014 AT&T Winter National Championships  
12/11/2014 Speedo Winter Junior National Championships  
01/15/2015 Arena Grand Prix at Austin

## 2015 Coach Owner Seminar By USA Swimming

### SAVE THE DATE – COACHES EDUCATION

USA Swimming's Coach Owner Seminar will be April 17- 19th, 2015  
In Colorado Springs at the Olympic Training Center Campus

Want to know about the ins & outs of becoming a Coached Owned Club?  
Register for the Seminar and learn from the authorities on how it is done.  
Limited seating so register early

Presenters are:

Tom Ugast with Nations Capital Swimming  
Rick Klatt with Fresno Dolphins Swim Team  
Lori Klatt with America's Kids Swim School  
Dave Anderson and Matt Miller with Walter Schroeder Aquatic Center

[Click on the here to register or for more information](#)

## The Secrets of the Chinese

By Dan McCarthy, USA Swimming High Performance Consultant

There is a fantastic video making rounds on the internet that provides some behind-the-scenes training footage of the Chinese Olympic Diving Team. The video was posted by Rett Larson on July 23, 2014.

[If you haven't seen it, check it out:](#)

Despite the fact that both sports take place in the pool, diving and swimming couldn't be more different. However, there is plenty to learn, especially when the example is the best in the world at something. Like USA Swimming, Chinese Diving has been dominant at the Olympic level. Since 1984, the Chinese have won 20 out of 32 gold medals, and 38 out of 96 total medals!



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After watching the video and reading a little bit more about the training of the Chinese National Diving Team, I came up with three big takeaways that seem to be applicable to swimming.

[Read more:](#)

## Franklin, Ledecy, Lochte appear on TODAY Show

Missy Franklin, Katie Ledecy and Ryan Lochte appeared on this morning's TODAY Show in New York. The three were out on the plaza and warmly welcomed by fans.

Check it out here, at [today.com](http://today.com).

## Katie Ledecy Earns Three Golden Goggle Awards

Katie Ledecy won three Golden Goggles in 2014. (Medium)Olympic gold medalist and world record-holder Katie Ledecy (Bethesda, Md.) capped her memorable 2014 season by claiming Female Athlete of the Year, Female Race of the Year and Relay Performance of the Year honors on Monday at the 2014 USA Swimming Golden Goggle Awards at the New York Marriott Marquis.

[Read more:](#)

## Three Essential Mindsets for Athletic Success

By Dr. Jim Taylor, Sport Psychologists, Author Prime Sports Alert, November 2014

In this article, I'm going to talk about "mindset," which I consider to be an essential contributor to athletic success and a mental area that has only come to light in my work with elite athletes during the past three years. This topic is also where professional and Olympic athletes offer wonderful examples in which they use different mindsets to perform at their highest level consistently. Let me preface this discussion by clarifying that my use of the word mindset is different from the use of mindset popularized by the Stanford University researcher Carol Dweck (a perspective, I might add, that is consistent with my own and one that can also help athletes achieve their competitive goals). When I talk about mindset, I mean what is going on in your head just before you begin a competition, whether on the field, course, court, track, what-have-you. What happens in your mind during that oh-so-important period sets the stage for whether you perform to the best of your ability. I have found three mindsets that the best athletes appear to use most. There may be others (and please let me know if you think of any), but I find these three to be the most common.

[Read more:](#)

## How to Prepare Your Team for the Postseason Whether You are an Underdog, Up and Comer, or Top Dawg

By Jeff Janssen, Janssen Sports Leadership Center

Looking to give your team the best shot of advancing and succeeding in the postseason?

How you prepare and motivate your team to succeed in the postseason depends in large part on the position that you are in. As playoff time approaches each season, you'll basically find your team in one of three positions: Underdog, Up and Comer, or Top

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Dawg. Here's a brief description of each.

[Read more:](#)

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## **How to Lose a Great Employee in 10 Ways**

**By Paul Morris, Strategic finance leader at AlixPartners LLP, LinkedIn Oct. 2014**

If you're a good (or even just halfway decent) manager or leader then you probably already know most of this, but it is worthwhile to remind ourselves of them now and again. Enough with the preliminaries;

[Here's my list](#) – what would you add or remove to this?

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## **How Successful People Stay Calm**

**By Dr. Travis Bradberry, Coauthor Emotional Intelligence 2.0 & President at TalentSmart**

The ability to manage your emotions and remain calm under pressure has a direct link to your performance. TalentSmart has conducted research with more than a million people, and we've found that 90% of top performers are skilled at managing their emotions in times of stress in order to remain calm and in control.

If you follow our newsletter, you've read some startling research summaries that explore the havoc stress can wreak on one's physical and mental health (such as the Yale study, which found that prolonged stress causes degeneration in the area of the brain responsible for self-control). The tricky thing about stress (and the anxiety that comes with it) is that it's an absolutely necessary emotion. Our brains are wired such that it's difficult to take action until we feel at least some level of this emotional state. In fact, performance peaks under the heightened activation that comes with moderate levels of stress. As long as the stress isn't prolonged, it's harmless.

[Read more:](#)

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## **Are You Fit to Lead?**

**By John Ryan, President & CEO at Center for Creative Leadership, November 2014**

My wife Diane has many excellent qualities, and her talent for cooking is one of them. She'll occasionally remind me that there was a time, early in my career, when I actually enjoyed her meals too much.

I was a recent graduate of the U.S. Naval Academy and serving in one of my first leadership roles. We'd been married six months, and I'd expressed my appreciation for her dinners by eating several portions each night. It didn't seem like anything to worry about. I'd been a varsity athlete all through high school and into college and figured I would just naturally stay in shape, despite being too focused on my job to exercise much anymore.

My father helped set the record straight one day during a family visit.

[Read more:](#)

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