

The Winners Manual by Jim Tressel

1. My professional goal is to add value to people's lives every day.
2. If the game of life ended tonight, would you be a winner?
3. A passion that turns into an obsession.
4. A nearly four-hundred-page handbook we give our football players as they enter each new year at The Ohio State University.
5. The first Winners Manual we handed out to our Penguin players was about seventy-five pages long and had a flimsy plastic cover and spiral binding that barely held the pages together.
6. The Winners Manual has developed into a handbook that includes everything my coaches and I think would be helpful for our players to have when they walk in the door on the first day of training camp. Today, the Winners Manual that we give our players and coaches begins with a tribute to our country and includes the Pledge of Allegiance and a section on the importance of the American flag. We even print the text of the Gettysburg Address by Abraham Lincoln.
7. Next comes a section on Ohio State football, our mission statement.
8. Plus copies of several letters I've come across from great coaches such as Paul Brown and Woody Hayes.
9. Then we get into what we call The Plan. It's a step-by-step process of personal assessment and goal setting that the players find helpful.
10. After sections covering our preseason and in-season travel and activities, our policies-and-procedures regulations – everything from personal conduct rules to the confidentiality of the playbook – we eventually get to the fundamentals for winners that make up the bulk of the Winners Manual. This is our "tools" section.
11. I have a box in my office which I collect things I've read or have been given. Every year, in late May or early June, I sort through the contents of the box.
12. I would spend a week each year studying other coaches.
13. I examined these schools and teams from top to bottom and scrutinized everything they did.
14. I'm sharing the fruit of good fortune I've had being around wonderful people and having a great experience.
15. Questions for reflection.
16. Some of the most important people in my life. We call this section Game Changers.

17. If reading this book becomes a pivotal moment for you and opens your eyes and heart to things beyond what you have previously thought were important, then we've really scored.
18. If you do the things you need to do when you need to do them, someday you can do the things you want to do when you want to do them!
19. Success is a journey.
20. In order to thrive during that journey, we have to have a clear view of what success is, what it isn't, and what it will take to achieve it
21. We have to separate who we are from what we do.
22. I did my best at becoming my best.
23. Success is the inner satisfaction and peace of mind that comes from knowing I did the best I was capable of doing for the group.
24. People tend to worry more about how something affects "me" as opposed to how it affects "us".
25. Success is not only helping myself: it's helping others reach their goals.
26. Regardless of what we write, from books to articles, they should never simply be about something. They must always be for the purpose of something.
27. Fulfilling our purpose is part of who we are. But what we're about – the goals we set, the dreams we have – is part of what we do.
28. Success is an everyday proposition.
29. That night, we didn't do what we wanted to do on the field, but that didn't change who we are.
30. Goals must be specific and measurable.
31. It makes sense that if we're going to do the best we can do, our best should come from who we really are.
32. Ultimately, we get to know our players better through this process.
33. When players begin to understand their purpose in life, their goals will automatically flow from that.
34. You can download a full size copy of the goal sheet at www.thewinnersmanual.com.
35. The greater danger for most of us lies not in setting our aim too high and falling too short; but in setting our aim too low, and achieving our mark.
36. Excellence is the gradual result of always wanting to do better.

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37. Coaches carry players or teams from one point in their development to the place they want to be.
38. There's even a website (www.fpaos.org) created by Football Parents Association at Ohio State, that connects family members of current and past players and managers.
39. Many people will default to the doing rather than focus on being.
40. Before I can do, I must be. We tell our players that before they can be champions, they must master the things that champions embody.
41. I believe that when we write things down, we begin the process of activating the fundamentals in our lives.
42. Feel good about who he is, not just about what he does.
43. The big question is not whether you will get a degree; the question is, What are you going to do with that degree after you get it?
44. Now what are you going to do with all those blessings you've been given?
45. There's fear motivation.
46. There's reward motivation.
47. The third type of motivation stems from purpose.
48. What do you dream about? What is it that you simply can't let go of? What keeps coming back to you time and again, as silly as it may seem, as far off as it may sound?
49. I think the final outcome of most football games is affected more by attitude than talent.
50. Our thinking affects everything we do.
51. A good attitude can overcome some other limitations, but even great talent can't overcome the wrong attitude.
52. Your attitude is a choice.
53. Attitude is not something that comes by instinct. It has to be practiced over and over or relearned over and over. The more players study and practice this fundamental, the more they believe they can decide how they feel. They realize they have power over their attitude. Their coach doesn't have the power. Neither does the referee or their professor. How they approach their attitude is their choice.
54. It is impossible to be grateful and unhappy at the same time.
55. Mom athletes fail through faulty mental attitudes than in any other way.
56. Attitudes are habits of thinking.