

# 1) Ambition Activation (short-notes)

*“People with goals succeed because they know where they are going.”*  
- Earl Nightingale

There are 3 steps to the...

## Ambition Activation Process

### 1) Set

-> Identify short, intermediate, and long-term goals.

### 2) Connect

-> Identify why you must achieve this goal.

### 3) Activate

-> Use the goal setting and emotional connection steps to your advantage.

Let's take a closer look at each step.

# 1) Set

Players who set goals achieve more than players who do not.

**If you set challenging goals you will:**

- 1) *Increase your level of accomplishment (achieve more).*
- 2) *Increase your speed of development (improve faster).*

When setting goals for yourself,  
you can use the **SMART** acronym:

**S**pecific  
**M**easurable  
**A**ttainable  
**R**ealistic  
**T**imed

Examples:

*Make the JV High School Team this year (tryouts May 3rd, 2016).*  
*Win the award for Most Improved Player this season.*  
*Juggle to 1000 repetitions before the end of August.*  
*Score 10 goals and make 10 assists, in 20 games.*

**However...**

In my opinion the most important criteria for goal setting is:

***“Does this goal challenge you to grow?”***

If you are able to achieve the goal without having to become a better player, the goal is not challenging you to grow.

If you are forced to become a better player in order to achieve the goal, the goal is challenging you to grow.

Once you understand how to set a goal properly, you will need to set different types of goals.

### **3 Different Types Of Goals:**

- 1) Short Term** (1 month or less)
- 2) Intermediate** (1 - 12 months)
- 3) Long Term** ( over 1 year)

If you only have long-term goals (ex. becoming a professional) it can become difficult to stay disciplined, consistent, and motivated along the way.

This is why you need short-term & intermediate goals to keep you focused and improving on a day-to-day basis.

### **Each time you accomplish a goal you will:**

- 1) Increase Confidence*
- 2) Increase Ability*
- 3) Increase Experience*
- and *4) Move closer to your long-term goals*

The more goals you accomplish, the more momentum you will gain.

This is the value of having short-term goals.

## 2) Connect

Players with strong connections to their goals are more likely to accomplish them, than those who do not have a real connection.

“Connections” will come in 3 different forms and you should use all of them to your advantage:

### 3 Goal Connectors:

#### 1) Your WHY?

-> what legacy do you want to leave behind?

#### 2) Internal Motivators

-> what personal reasons are encouraging you to succeed?

-> ex. happiness, pride, confidence or regret, disappointment, guilt

#### 3) External Motivators

-> what reasons outside of yourself are encouraging you to succeed?

-> ex. trophies, respect, money or humiliation, judgement, rejection

Internal and external motivators can be positive or negative:

*“What will happen if I do achieve this goal?”*

*“What will happen if I don’t achieve this goal?”*

Use all 3 of these connectors to your advantage and you will be more likely to achieve your goals.

## 3) Activate

There is no point in setting goals,  
if you don't have connection to them.

There is no point in getting connection,  
if you don't use them to your advantage.

In order to use these goals and connectors to your advantage,  
there are two things that you must constantly do.

### **Activation Step:**

#### **1) Obsessive Review**

-> Looking over your goals daily (short, intermediate, and long-term).

#### **2) State Transformation (mental priming)**

**Mental priming:** *is the act of getting yourself into a positive mental state by visualizing how it would feel to achieve (or fail to achieve) your goal and all the motivating factors connected to that goal.*

You should complete the activation step in several different situations throughout the day:

- 1) In the morning.
- 2) Before performance (training, practice, matches).
- 3) Times of weakness (temptation, laziness, procrastination)
- 4) Before you fall asleep.

*“Out of sight, out of mind.”*

**- Thomas Kempis**

It's important to review your goals daily but also have them in prominent places that will remind you to do so. I would encourage you to place a list of your goals in a few different places:

- 1) Phone (background & screensaver)
  - 2) Fridge or Pantry
  - 3) Any other place you want
- > bedroom door, bathroom mirror, training area, etc

## **Action Steps for this section:**

**1) Create 3 different lists (short, intermediate, and long-term goals).**

**2) Create another list of “connectors” to these goals.**

-> Using your WHY, internal motivators, and external motivators.

**3) Put this list of goals (and connectors) on your phone, fridge, and any other areas you think will help you with the ambition activation process.**

**4) Practice the “Activation” step one time.**

Complete these steps before you move onto the next step of the Soccer Success System.