

***WHY** we coach:*

***I COACH YOU** because I care about you.*

***I CHALLENGE YOU** because I believe in you.*

***I EXPECT YOUR COMMITMENT** because I know your family and job will.*

***I HOLD YOU ACCOUNTABLE** because life will hold you accountable.*

***I PUSH YOU OUT OF YOUR COMFORT ZONE** because it's the only place where real growth occurs.*

***I WANT YOU TO DO IT RIGHT THE FIRST TIME** because life doesn't always give second chances.*

***I ASK YOU TO SACRIFICE FOR THE TEAM** because true success means being a part of something far greater than yourself.*

***I IMPLORE YOU TO GIVE YOUR BEST** because I don't want you to look back on this season, your career, or life with regrets.*

***I DEVELOP YOU TO LEAD** because your company, community, and country will eventually need you to.*

***I DISCIPLINE YOU** because I want you to learn there's a right way and wrong way to do things and treat people.*

***I CHALLENGE YOU TO COMPETE** because you'll fight some battles in your life where losing is just not an option.*

***I INSIST YOU PAY ATTENTION TO DETAIL** because you'll soon realize that the little things are the **BIG** things.*

***I PUT YOU THROUGH ADVERSITY** because you'll need the persistence to*

overcome far greater adversities in your life.

***I MAKE YOU EARN A SPOT** because you'll take more pride in and ownership of the things you work hard for and earn.*

***I INSIST YOU DO THE RIGHT THING** because I want you to look in the mirror and be proud of who you are and what you stand for.*

***I REQUIRE YOU TO REPRESENT YOURSELF WITH CLASS** because you'll carry your reputation with you for the rest of your life.*

***I FORCE YOU TO FACE YOUR FEARS** because breaking through your fears gives you the confidence to take on any challenge life throws at you.*

***I DO EVERYTHING I DO** because I want you to become the absolute best version of yourself and develop into the responsible and respected adult your family, friends, coworkers, community, and the world all need you to be.*

THIS IS WHY

