

# 2010 NSCAA Convention Clinic Outline Book

## Bill Beswick, Sports Psychologist



Bill Beswick : Presentation Topic 1 (Thursday 14<sup>th</sup> – Repeated Friday 15<sup>th</sup>)

*'There Is Always A Way To Win – Making Mindset Your Key Weapon'*

Since last speaking at the 2008 NSCAA Convention, I have had further experience working with the England National Team, Sunderland FC in the Premier League, F.C. Twente in the Dutch Premier League, FC Dallas in the M.L.S., and with the women's teams at SMU Dallas, and University of South Carolina.

Each of these teams is centred on a group of players and coaches trying to find a way to win in very competitive leagues and competitions. There are many variables involved in winning but as always my presentation will focus on the things that players and coaches can control.

These will always include physical, technical and tactical development but should also include attention to building a positive and winning set of attitudes. I will argue that coaches who understand Mindset – the way a player or team defines the soccer challenge either positively or negatively – have a major advantage in creating a significant competitive edge. When physical, technical and tactical factors are about equal the team with the more powerful beliefs will win.

My work on the future of coaching underlines that the coach will become more of a psychologist and less of a technician.

This presentation, using examples drawn from the teams above, will help coaches:

- Understand Mindset
- See the relationship between talent and Mindset
- Check the differences between positive and negative Mindsets
- See ways in which Mindsets can be changed
- Learn how to shape their own Mindset
- Build the 10 key steps that shape a team's Mindset
- See how Mindset can create winners in sport and life.

*'People with a growth mindset don't just seek challenge, they thrive on it. The bigger the challenge the more they stretch. And nowhere can it be more seen more than in the world of sports. You can just watch people stretch and grow.'*

Carol Dweck, 'Mindset'

*'Being a Head Coach requires knowing more than the physics and mechanics of co-ordinating 11 players on the field.'*

*'I've learned that as much as the game is played on the field there are a lot of things outside the field that are also important to winners.'*

*'I probably spend a little more time on things that go on in the locker room, go on off the field, the players, their attitudes, their motivation, the chemistry of the team and that kind of thing.'*

Bill Belichick, Head Coach, New England Patriots

A handwritten signature in black ink that reads 'Bill Beswick'. The signature is written in a cursive, flowing style.