

WINNING FROM *the inside out*

THE SEASON

In more than 25 years of coaching at the university level and 40 years of operating the nation's largest overnight basketball camps (NBC Camps), I have witnessed a growing trend towards winning at all costs, over emphasis on all-star teams at increasingly early ages and less emphasis on the development of character, integrity, self discipline, and sportsmanship.

As a result, winning by intimidation and a willingness to overlook what really makes a person great, have continued to motivate me to remind the thousands of athletes I see every summer that there is something more important in life than the scoreboard.

The purpose of this book is to teach you to **WIN/WIN**. You first learn to win on the inside. Then you win on the outside. This means you don't take shortcuts. Winning on the inside means you relentlessly strive to be a quality person. You are a person who values self-discipline, hard work, integrity, honesty, compassion, and service. Winning on the inside is the only way to reach lasting personal satisfaction and fulfillment.

If you want to be a highly effective athlete, I strongly encourage you to begin from the inside out. I am asking you to work as hard at being a great person as you do at developing the skills you need to be a great player. I have seen far too many extraordinary athletes who end up empty and alone because they have little or no character.

The 21 powerful lessons included in this book have been designed to explosively impact both players and teams to be great people first. This book will serve as a powerful tool throughout **the season** for players and coaches alike to develop character values for longer term effectiveness.

The Season is designed for the serious player, coach and team who are eager to become the best they can be. The information in this book has already helped thousands of others win from the inside out. It will work for you!

Fred Crowell

*The will to
win is not as
important
as the will to
prepare to win.*

EACH LESSON GIVES YOU

- motivational quotes
- exceptional, inspiring,
researched lesson information
- quick reference focus points
- team builder exercises