



BE YOUR BEST



# PLAYERS MOTIVATION

IN TODAY'S NEWSLETTER WE ADDRESS HOW THE COACH CAN CONTRIBUTE TO THE MOTIVATION OF THE PLAYERS BY LEADING THEM BY PLANING INDIVIDUAL OBJECTIVES FOR THE SEASON. THE CHALLENGE IS TO BE ABLE TO UNITE THE INDIVIDUAL OBJECTIVES OF THE PLAYERS TO GO IN LINE WITH THE TEAM OBJECTIVES.

AUGUST 2020 | ISSUE 26

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## INTRODUCTION

If in newsletter number 17 we talked about the coach's motivation, today we are going to see a tool that helps manage the players motivation. Motivation is a very complex variable influenced by a great variety of factors, and which determines in what direction and at what **intensity** an **effort** is made. We go back to using the goal setting technique.

Within the objectives to work in a team, it is necessary to distinguish between the collective objectives of the team, and the individual objectives of each player (on which we focus in this newsletter). Both are necessary.

The coach is expected to be a leader, capable of convincing and influencing the player, getting them to do things to achieve their proposed goals. The coach must spend a lot of time in the preseason in knowing the needs and interests of the players, and working out with them an action plan for the season. Individual objectives that, in addition to being accepted by the player and based on his ambitions, must be of benefit to the group. Individual goals will help you persist, in addition to focusing on what is most important and optimizing time.

An objective is a path towards what to **direct actions**. The **TARGET SETTING** technique has proven to be a very effective technique to improve performance, and one of the best to work on motivation during the season.

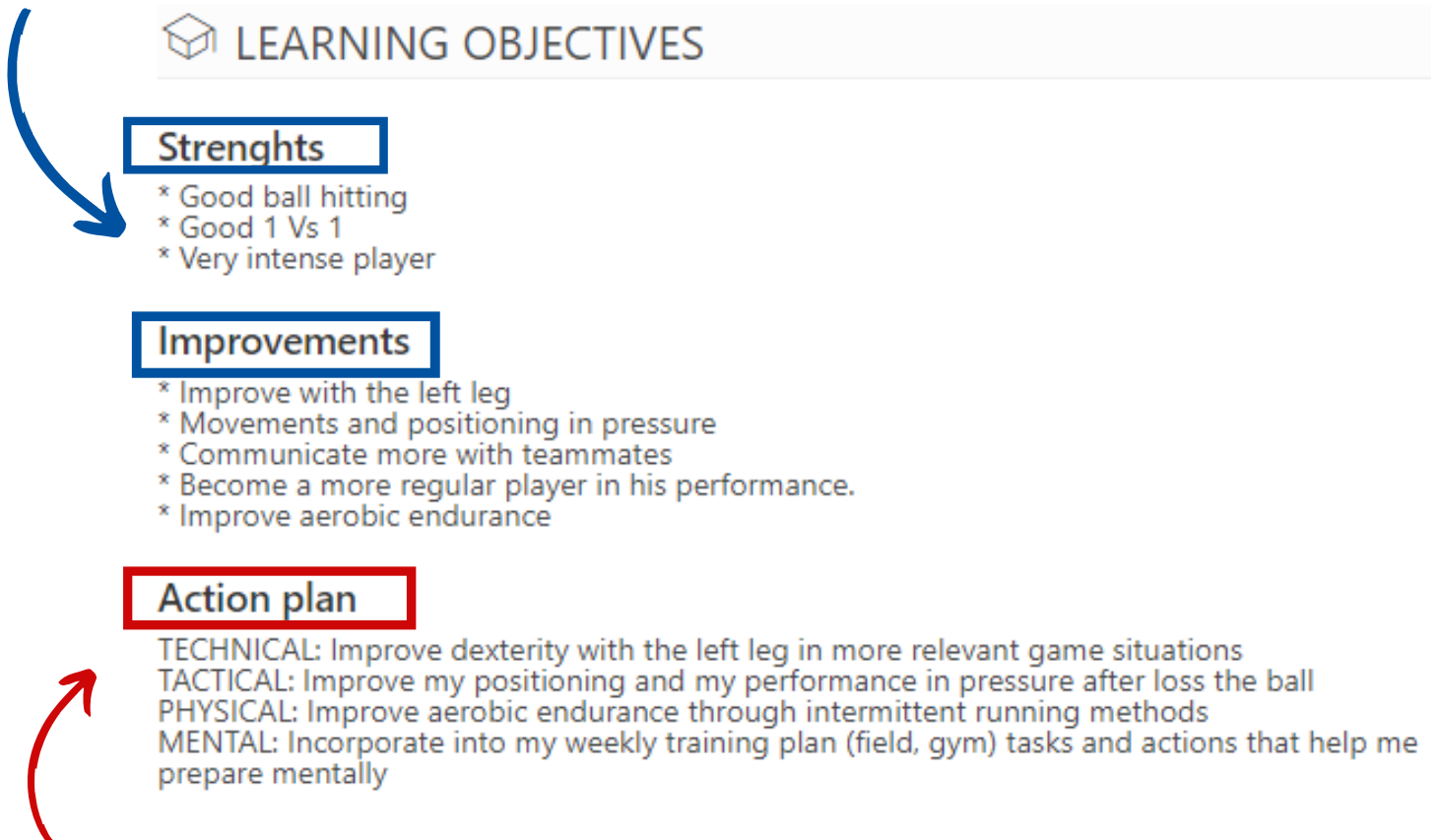
Now we are going to see how with the **360°TEAMPLAYER** application we can manage a plan of individual objectives for each player and make the appropriate follow-up during the season.



## PART ONE: GENERAL OBJECTIVES FOR THE SEASON

The first step is to know the personal interests and preferences of the player. You have to invest time and see which individual goals are most appropriate for the season. It is about selecting the priority objectives for the player's evolution. Objectives that must also be in line with the needs of the team. The challenge is that the achievement of the individual objectives of each player makes the achievement of the team's objectives more likely. These objectives are not exclusive of other aspects that can be worked on and improved, of course.

*EXAMPLE:* Juan is a youth player. In your personal file, in the learning section, we have several sections that may be useful to establish your goals for the season. First, the sections on the **STRENGTHS** and **IMPROVEMENTS** of the player. If we do not have that information, it is advisable to do that work before setting personal goals.



Based on this information, Juan and his coach establish, by mutual agreement, the general objectives for the season, using the **ACTION PLAN** section. This ACTION PLAN is essential for the development of the player. No more than 4 targets. One for each of the areas that influence the athlete's performance (technical, tactical, physical and psychological). Once these 4 goals are set for the season, it's time to translate that into more short-term goals. In the NOTES section we can place any necessary information that can help us with the player, or that is important to remember in future reviews. In EVALUATION, we will establish the date of the next meeting with the player and any comments on how his evolution is progressing.

### Notes

Prepare a specific monthly plan with short-term actions (Table 1).

### Evaluation

Review in a month or month and a half. The evaluation process is important to see if the short-term objectives are being achieved and propose changes if necessary.

## PART TWO: SPECIFIC OBJECTIVES FOR THE DAY TO DAY

Once these general priority objectives for the season have been established, it is time to specify the actions that will make it possible to achieve the objective. These general objectives refer to WHAT we want to achieve. Now it is time to specify what actions the athlete has to carry out in their day to day to achieve these goals. From each general objective it is necessary to obtain concrete objectives, which can be measured or evaluated.

For this we share some different examples of monthly files that can be used for this.

	WHAT DO I HAVE TO DO TO GET IT?	WHAT DIFFICULTIES CAN I FIND?	WHAT SOLUTIONS CAN I THINK OF FOR THESE DIFFICULTIES?	COACH EVALUATION (0-10)	PLAYER EVALUATION (0-10)
OBJECTIVE 1					
OBJECTIVE 2					
OBJECTIVE 3					
OBJECTIVE 4					

OBJECTIVES	PERFORMANCE TARGET	WHAT ACTIONS WILL I DO THIS MONTH TO IMPROVE?	MONTHLY EVALUATION
PLAY MORE MINUTES AND MORE FULL GAMES	IMPROVE MY AEROBIC RESISTANCE	- ACTION 1 - ACTION 2 - ACTION 3	
STEALING BALLS IN PRESSURE OR CAUSING RIVAL MISTAKES	IMPROVE DECISION MAKING AND PLACEMENT IN PRESSURE	- ACTION 1 - ACTION 2 - ACTION 3	
SCORE MORE GOALS WITH THE LEFT	IMPROVE FINISHING WITH THE LEFT	- ACTION 1 - ACTION 2 - ACTION 3	

In this second table we introduce a fundamental distinction to apply this tool well:

- OBJECTIVES: What you want to achieve.** Success is evaluated based on a final result. They are usually not very flexible and do not depend only on the team / player to get them. There are external factors that can influence (rivals, environmental circumstances, etc.). For that reason it is essential to combine them with the objectives of achievement. If we only use outcome objectives we run the risk of diminishing motivation if we do not achieve them. There are times when the result is not achieved, but the performance or performance has been good.
- ACHIEVEMENT OBJECTIVES: What needs to be done to be more likely to achieve the result.** It refers to the action plan and actions/ behaviors that the player has to do to achieve the result objectives. They depend solely and exclusively on the player.

In the section on **What actions am I going to do this month to improve?** It is where we have to find those actions necessary to improve that objective in the short term. They must be concrete actions for each day or week. Each month they can change depending on whether progress is made or not, whether they work or not, etc.

- Setting objectives that are too general
- Not setting short-term goals
- Not adapting objectives to new situations
- Failure to set achievement goals
- Not evaluating the objectives

## ASPECTS TO TAKE INTO ACCOUNT REGARDING THE OBJECTIVES

It should be pointed out that here we cannot cover the entire tool in detail, but we do offer some details, which together with newsletter n°17, may be very useful.

- 1) Combine result objectives with achievement objectives.
- 2) Establish specific objectives that, in general, can be measured and evaluated. And of course, provide that evaluation and feedback on how they evolve.
- 3) Always take into account the opinion and interests of the athlete. A higher level of commitment is achieved. It is essential to identify and know which are the most appropriate objectives based on the personal characteristics and motivational orientations of each player.
- 4) Be flexible to adapt or readjust goals if necessary
- 5) To carry them out with your players, it is very important to adapt to the help available in your coaching staff. If you are alone, it will be much more demanding and you will have to adapt the level of precision, or how often you can do it. If more staff are available it may be more feasible to carry it out. But in any case, it is a non-negotiable tool to work on motivation. Simplify based on the circumstances you have.

The cost of this tool is that you need to invest time regularly (especially at the beginning to establish them and during the season to evaluate and have feedback with the player) and know the technique well. By cons, the benefits of working with goal setting are:

- **FACILITATE CONCENTRATION:** They direct attention to the important aspects of the task or skill to be performed
- **INCREASE MOTIVATION:** They help to mobilize effort, increasing persistence and avoidin monotony. There may be times when these individual goals, rather than those of the team, sustain the motivation of the player.
- **HELP MANAGE STRESS:** They prevent psychological fatigue. Short-term goals prevent the end goal from being perceived as unattainable.
- **STRENGTHENS SELF-CONFIDENCE:** The athlete, achieving short-term goals, acquires a perception of control over the process.
- **FACILITATE GROUP COHESION:** Help clarify and accept roles.

As we have just seen, this technique helps us to work not only on motivation, but also on the **main psychological variables** (self-confidence, concentration, stress control, group cohesion, motivation) that must be managed for **adequate mental preparation**.



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**360 TEAM PLAYER** **BE YOUR BEST**

MANAGE ALL YOUR WORK  
AS A COACH

**35\$** / YEAR  
PER TEAM