

Just when you were thinking there couldn't possibly be more to IMG, we have to say, wait! There IS more!

Part of IMG Academies, IMG Performance Institute is a pioneer in athletic performance and character development, the IMG Performance Institute utilizes eight core disciplines to help create "THE TOTAL ATHLETE:" one who can excel in all aspects of sport and life. The IMG Performance Institute, established in 1994, includes experts in Physical Conditioning, Mental Conditioning, Vision Training, Communication, Nutrition, College Advantage, Athletic Regeneration and Life Skills. IMG Performance Institute experts have helped create the revolutionary Combine360 platform, which sets the global measurement standard for comprehensive athletic assessment and improved sports performance, health and fitness.

The Academy is located on the 400-acre IMG Academies campus in Bradenton, Florida. Options include the school-year Academy program, and weekly, multi-week, holiday and team camps available year-round for athletes in all sports.

On campus, notable Alumni/Trainee/Clients include Cam Newton, Christian Ponder, Alex Smith, Heath Miller, Michael Johnson, Freddy Adu, Paula Creamer, Florida State Football and the 2011 NFL Rookie Symposium.

To learn more about the IMG Performance Institute, visit www.imgacademies.com/img-performance-institute.

This issue, Steve Shenbaum shares his take on Baseball Objectives. Shenbaum, a successful

former television and movie actor, is the President and Founder of game on Nation, LLC and Hire Up, LLC and currently serves as Head of Communication by game on at IMG Academies.

Steve has successfully transferred key performance concepts like improvisation, social confidence, and humor into a highly successful communication and media training consulting business for the athletic and corporate environments. Steve has worked with the New York Yankees, Pittsburgh Pirates, eight # 1 overall NFL, NBA and NHL draft picks, more than 30 1st draft picks, numerous athletic and corporate organizations, and thousands of youth athletes from around the world.

A dynamic presenter who delivers interactive seminars and keynote speeches sharing the importance of honesty, humility, and humor, Shenbaum has been featured in: American Pie 2, Winning London, Scorched, Big Fat Liar, The Third Wheel (with Matt Damon and Ben Affleck), EdTV, Space Jam, Will & Grace, Dharma and Greg, Beverly Hills, 90210, as well as more than 100 national commercials.



"OBJECTIVES"

And They're Off

And the clichés are off and running. What an incredible field. We've got "Just Relax" sprinting out of the gates to take the early lead followed by "Be Yourself," who never starts this fast. "Be Confident" can't seem to find her stride, while "Speak Up" is fading fast. "You Only Have One Time to Make a First Impression" barely got out of the gates and unfortunately, "Never Give Up" was an early scratch. And around the stretch they come...

Making a First Good Impression

The names of those racehorses are ironic and they are also some of the statements that I hear from athletes and coaches on a regular basis whenever we discuss "making a good first impression." While statements don't motivate, a tangible plan of action does and in order to create a plan of action, we need to set communication goals. But before we do this, we all need to be on the same page when it comes to our definition of a "goal."

Defining Your Goals

A goal should be an achievement that you can check off your "to do" list. So, if an athlete makes it their goal to win a World Series

and they end up with a baseball scholarship to Northwestern but never win a World Series, have they failed? Given an unhealthy definition of "goal," that athlete might think they have failed. And there is the rub. Winning a World Series is an incredible dream and I am all about setting the bar high. But let's not miss out on our daily achievements along the way as we shoot for the moon.

Receiving Your Rewards

Rewards are those things you receive as a result of hard work and accomplishing your goals. Whether on the baseball field or with family and friends, we need to set realistic goals that we can achieve so we see tangible progress. Winning a trophy, breaking a world record, getting a standing ovation, having someone like you, making people laugh, being popular, etc., are all great "Rewards" but they are also a result of achieving many realistic goals.

While all of us may not experience such adoration, we will accomplish so many goals along the way and any rewards that might get layered on top of those achievements will simply be the icing on the cake!

Goals vs. Rewards

In sports and in life, when I see athletes and coaches confuse goals and rewards, I see a recipe for failure. If an athlete mistakenly sets a goal that is actually a reward, they are setting themselves up for dis-



Steve and Ryan Mallet at NFL Rookie Symposium held at IMG Academies

The Objectives Game

Now that we've identified a healthy definition of goals and understand the difference between goals and rewards, let's develop that communication muscle with an applicable and tangible exercise. When helping young athletes who play a team sport make an honest and effective first impression, I like to play a game called "Objectives."

Now, one important rule to ensure that this exercise is effective is that objectives must be positive and should not be used to manipulate or deceive someone. In fact, "Objectives" is simply a word to describe how you are trying to make the other person feel. It's like having directions to where you're driving when you get in your car. We don't just get in our car and drive aimlessly around so why would we meet a coach, teammate or teacher for the first time, without some clear direction?

"Objectives" help us navigate where we are going in the conversation or

appointment because they won't be able to relish in the accomplishment of their goal. I feel the same way when we set goals with regards to communicating and socializing. As a public speaker and communication coach, my goal has never been to receive a standing ovation every time I gave a presentation. If that were the case, you would be reading an article written by a total failure and I hope that's not the case. At least my family and my Golden Retriever think otherwise.

social setting and remember, it is not about you, it's about them. So, don't focus on yourself, focus on the other person. Objectives force us to get out of our heads and on to the needs of the person or people with whom we are communicating.

Focus on Someone Else

If you meet someone for the first time and all you think about is impressing them and making them like you, then you have just confused your goals and rewards. When this happens you are sure to forget their name, listen less and try too hard. However, if you are focusing on them, you don't have as much time to worry about your nerves, your anxieties, or your own negative self talk.

Common and effective objectives for players and coaches could be to make the person feel comfortable, important, valued, respected, secure, safe and so on. I leave it up to you to choose appropriate objectives for your various clients.

Some of my favorite objectives for baseball players include the following. But please choose one word Objectives that resonate with you and your audience. These are just some popular examples.

- Teammates = Valued
- Parents = Secure
- Coaches = Respected
- Friends = Comfortable
- Teachers = Important

When we think about ourselves or about making a great first impression, we often forget names, we interrupt, we say the wrong thing, we don't say enough and we try too hard, which results in making a poor first impression instead of a great first impression. From now on, think about the other person's needs and focus on them instead of worrying about what they think of you. Imagine the conversation and the trust if two people talking had as their objective to make one another feel "comfortable." Imagine an entire team thinking this way both on and off the field.

When you place your focus on someone else, you'll be amazed at how much more relaxed you are and how appreciative the other person will be. And if the other person is not appreciative, maybe it was because they were thinking about themselves. Whatever the outcome, at least you know your intentions were good.

By focusing on the other person, you'll get so much more out of them and you increase your chances of making a great first impression. But if, for some reason, you don't have the most amazing connection, that's okay. You achieved your objective and thus, you accomplished your goal and the rewards will come in due time.

The Finish Line

...and around the stretch they come. The favorites are all fading fast and at the wire it's "Honesty," followed by "Humility" and completing the improbable trifecta, in plaid and polka dots, we've got "Humor." What a race!



Steve, Niles Paul and Tandon Doss at IMG Academies preparing for NFL Combine interviews