



The ~~Art~~ Science of Motivation

Part I - It's a Challenge

By Greg DeMarco

Coaches face a multitude of problems not the least of which is poor turnout, high attrition rate, and lack of athletes' work ethic. The solution to these problems can be found in one word: motivation. However, most people believe that the ability to motivate others is an art and, as such, you

either have it or you don't. Legendary coaches such as Knute Rockne, Vince Lombardi and Dan Gable had it. You and I, plus 99% of the rest of the world, don't have it. We don't know what to say, nor when to say it. Worse still, we sometimes try to motivate our athletes via large doses of yelling and badgering. While a few

coaches may experience some short-term success with this technique, in the long run it is counterproductive. As a case in point, consider the coach who constantly badgers his wrestlers in the off-season hoping to get them to attend tournaments. The result: the coach notices that he doesn't see his wrestlers very often once the season is