

One Word Action Plan

for Teams

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Coaches and athletes naturally understand the power of focus as it relates to performance. That's why teams around the world are using One Word and getting great results. One Word motivates and unifies. Individual players have discovered that choosing a word for the year serves as an internal motivator. It helps athletes grow, improve their skills, and play their roles. It helps coaches lead. One Word is a driving force for teamwork and unity.

Using One Word as a team brings focus and effort. One Word creates team chemistry, and it can turn an ordinary season into something extraordinary.

At the beginning of every season, it is crucial for coaches to know their athletes and set the tone. Think about it: every new season, coaches and athletes prepare for what's ahead. They discuss their vision, game plan, expectations and goals. It's a process filled with excitement, hope and enthusiasm. Unfortunately, by the time the first loss rolls around, oftentimes the positive energy and optimism are gone, and stress and challenges fill the locker room. The antidote to this challenge is creating a One Word Action Plan for your team. It will inspire both coaches and athletes to be their best.

This Action Plan will help athletes reflect upon how they can improve and set goals for this season by developing a One Word vision.

Objectives

Coaches will lead each athlete to:

- ✓ **Reflect upon their needs as competitors.**
- ✓ **Discover their One Word to focus on throughout the season.**
- ✓ **Choose a platform to showcase their One Word.**
- ✓ **Communicate how their One Word will help them achieve success (in writing or verbally).**

Throughout the season, athletes will appreciate and encourage teammates as each of them lives out their One Word.

Introduction

Video Resource: [One Word Overview](#) (1.51 minutes)

Give your athletes an introduction to One Word.

You could start with the One Word Overview video. Additionally, you could buy the book *One Word That Will Change Your Life* or visit the [website](#) for ideas and resources to develop your own introduction. Let your players know what your One Word is and why you chose it. Also, share how your One Word has impacted you. Sharing the what, why and how of One Word for your team is essential.

Here is a sample introduction you could use with your team:

If I could give you one thing this season that would improve both your performance and your life in incredible ways,

would you want it? If this one thing was so simple and powerful that you would be crazy not to try it, would you give it a shot?

Choosing a One Word vision or theme for the entire season will help you become a better athlete and person. This is a very simple approach to help you focus on positive life-change.

Words are powerful. They have the power to inspire, encourage, appreciate and heal. Words can turn the impossible into possible. Throughout history, words have transformed societies, people and relationships. Words have inspired us to put a man on the moon, advance racial equality and heal after our greatest tragedies.

Can One Word really make a difference? We know words are powerful when spoken in sentences and inspiring speeches, but can One Word really change your life on its own?

Yes! When you find your One Word for the season, it will change the way you think, the words you speak, the attitudes of your heart, your relationships, and even your actions. One Word narrows your focus for the busy and challenging season ahead. It will give you power, purpose, mission and meaning. Let's go through a three-step process to discover your One Word.

One Word Process

Three steps to helping athletes discover their One Words.

• LOOK IN: Prepare Your Heart.

Provide athletes with an opportunity to reflect. Make time for the athletes to unplug from the noise and ask themselves a few essential questions. Get away from distractions and create an environment for athletes to look inward, quiet their minds and listen to their hearts.

Ask them these questions:

- What do you need this season?
- What is in your way?
- What needs to change?
- Who do you want to become?
- What do you need to focus on to be your best?
- What do you want to do this season that you haven't done before?
- What do you want to improve this season?
- What story do you want to tell at the end of your season?

• LOOK UP: Discover Your Word.

Video Resource: [Find Your One Word by Jon Gordon](#) (4:10 minutes)

Once their hearts are ready, it's time for athletes to look up so they can receive their words. Play the video by Jon Gordon (best-selling author and leadership expert who co-wrote *One Word That Will Change Your Life*) who shares how to discover your One Word. After athletes watch the video, ask them to answer this simple question: "What needs to be done in and through me this season?"

Encourage them to write down what comes to their heart.

Once athletes finish writing their answers, give them a chance to share what they wrote with their teammates. Ask them to begin brainstorming possibilities for their One Word for the season.

After athletes have come up with possible word choices, encourage them to conduct research. Using tools like [visuwords.com](#) and [thesaurus.com](#), athletes can search for additional words to find the perfect fit. For example, an athlete may brainstorm the word "try," but research may lead to the word "strive," which best fits what's on their heart.

• LOOK OUT: Live Your Word.

Video Resource: [One Word Front & Center](#) (2.57 minutes)

The video shows how people have kept One Word in front of them. It's important for each athlete to have a visual reminder of their One Word.

For your team, choose a platform for athletes to showcase their One Words. There are many ways to be creative and personalize the One Words. Browse more resources and go [here](#) for One Word Posters. Get creative!

Here's a few examples: The University of Central Florida men's basketball team created a One Word basketball; each player wrote his individual word on the ball, along with the team's One Word. The Gettysburg College women's lacrosse team made One Word posters and put them in their lockers. One of the top Olympic teams in Asia used One Word as a teambuilder by having athletes paint their words on small stones. Other teams have created warm-up jerseys with their One Words on the back instead of their names. There are many ways to showcase One Word.

As the coach, keep a copy of each athlete's word so you can refer back to it throughout the season. Here are popular places coaches have kept their athletes' words front and center:

- Bulletin boards
- Locker doors
- Locker room walls
- Shirts / Jerseys
- Helmets / Balls / Cleats / Pads
- Banners
- Posters

Spotlight Drill: (1 to 3 minutes)

Throughout the season, it is important to see how the athletes are journeying and implementing their One Words. Each athlete should view their One Word as a way to contribute to the team, make a difference, and cultivate positive team culture.

There are many ways to highlight your team's words throughout the season, but one of the best is a powerful activity called the Spotlight Drill.

The Spotlight Drill establishes confidence in speaking words of verbal encouragement. This simple strategy helps athletes focus on the positives and verbalize what they see in their teammates. It creates an atmosphere of joy, and joy always elevates attitude and effort. Athletes in the spotlight feel accepted, and this helps them establish an identity based on who they are becoming.

Try this once a week: Put one of your athletes in the spotlight by asking teammates to say that person's name and share what they appreciate about how they live out their One Word. Teammates can share how that person's One Word personally impacted them, or an observation about how that person blessed someone else.

Keep in mind during a Spotlight Drill:

- Direct comments TO the person and not ABOUT the person.
- Look one other in the eye when delivering and receiving the statements.
- Be specific. If Jill's One Word was "Serve," give examples of how she served. Instead of "Jill, I appreciate the way you help the team," say "Jill, I appreciate the ride home you gave me after practice when my mom couldn't pick me up."

The Spotlight Drill produces an atmosphere of appreciation and encouragement. Also, it reminds athletes of their One Word during the entire season and it keeps the words front and center.

If you have ideas or want to share how your One Word Action Plan went, let us know.

Enjoy the One Word journey!

Visit our website for additional resources at [GetOneWord.com](#).

