

# THE HUMAN PODCAST

STORIES OF MOTIVATION WITHIN  
THE FOOTBALL COMMUNITY

# GO ROUTE



## EP. 5 BUILDING YOUR BRAND

In Episode 5 of the Heroes in Our Midst Podcast, the HUMAN series, we featured an athlete who is in the midst of building his own brand. Riley Harrison discusses his resilience, challenges, and victories as an athlete and a human. In the midst of building his own company from the ground up, he shares his insights and how his experiences as an athlete have gone hand in hand with entrepreneurship. Building your brand can be largely seen as an individual journey, but as parents and coaches, we are providing the skills along the athlete's journey that will help in these very moments.

### TEACHING THE SKILLS

Riley explained that the skills he learned as an athlete have helped him in his professional life. As parents and coaches, we might not always be with our athlete's during these professional moments. By teaching these life skills early on it will help build a foundation for when they are needed and when help isn't as accessible.

### THERE IS GROWTH IN EVERY PHASE

Throughout Riley's life he has found himself in moments where his vision of his skills was different than his coaches or employers. During these moments he's used this disconnect as motivation to continue growing as a player and a person. As a parent or coach, it might be difficult to watch your athlete be the underdog. These moments of growth are times for providing support. Be an active listener and provide that additional support for your athlete. Help your athlete reframe some of their thoughts to use as motivation instead of discouragement.

### IMPORTANCE OF CULTURE

Creating a culture and building your brand are very similar entities. Both undergo the reflection of portraying who you want to be and the values you want to uphold. It's easy to forget about the larger collective when we only focus on individual success or accolades. Coaches, your culture is all about who you're bringing on to your squad, how you uphold your team's values, and characteristics you want to instill on your team. Your actions matter too in creating a culture.

## REVIEW THE TAPE

**Reflect on your transition into adulthood and some of the skills you needed most during that time. Start drawing parallels for some of the skills your athletes are learning and explain how they can be used in their future.**

**Have a conversation with your athlete and actively listen. Practice reframing negative self-talk and discouraging thoughts to motivational mantras and self-affirmations.**

**Coaches: Take a moment to reflect with your staff on the culture you've built. Is there anything you would change, add, or take away?**

## RESOURCES

**Want some help learning how to reframe thoughts? Tune into this 20 min. podcast on tips how! Mindset Mentor: How to Turn Any Negative into a Positive**

*Click here to listen to the podcast*