

THE
HUMAN
PODCAST

STORIES OF MOTIVATION WITHIN
THE FOOTBALL COMMUNITY

HOT READS



EP. 5 BUILDING YOUR BRAND

As athletes, we often build our identity around our sport. When the clock hits 0:00 and the lights go down on your sports career, who are you then? The identity we build for ourselves in sport helps us build skills that can translate into many different facets of our lives. Humility and hard work is the name of the game for Bison football alum Riley Harrison when it came to building his own brand. He applied the same perseverance he put into football into becoming a young entrepreneur. In Episode five of the Heroes in our Midst Podcast “The Human Series”, Riley describes his demonstration of commitment, hard work, and courage in his pursuit of passion both on and off the field.

3-POINT STANCE FROM RILEY

Be your own best coach. Sometimes the only person you need to convince that you’re good enough is yourself. We all need support from others but when you can recognize your own strengths, you can be your own best coach. Riley highlighted his work ethic as a strength that translated on and off the field - “I knew I wouldn’t be outworked”. Riley talked about being an active player in his own development when it came to chasing a starter position in football or pursuing a higher career in painting. He didn’t rely on others to tell him whether he was good enough. He had confidence in his own ability and went “all in” to prove it.

Commit without regret. You will inevitably come across some tough decisions in your athletic career whether it be when to sit out to rest an injury, to pursue the next level, or when to retire from playing. Looking back on decisions with regret is not productive. Instead, we can choose to take what we have learned and apply it to the next step. For Riley, the decision not to come back to football after 5 years with the Bisons was one of those difficult decisions, but one that he made with confidence in the present moment. Riley shared that “I’ve learned lessons that served me well. I look back and I am very happy to have done things the way I did”. The best you can do is trust in the process and trust in yourself.

Dare to be courageous. When you’re willing to put the work in, you gain confidence to take the risks. Living true courage isn’t doing the impossible, it’s daring to recognize your own strengths and applying them to your game. Riley talked about how putting in the work and demonstrating his worth generated the courage it took to achieve his many successes, including earning a starting position in the lineup and starting his own business.

REVIEW THE TAPE

Take a moment to consider your own strengths. How do you harness these skills to be successful?

Consider a difficult decision you have had to make. What did you learn from it?

What are your goals and ambitions? Think about whether your actions align with what you want to accomplish.

RESOURCES

Want some tips on how to build your brand as an athlete? Marcus Lemmons offers 3 tips to athletes on how to build a better athlete personal brand.

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