

One Word

One Word helps coaches/athletes place an intentional FOCUS on developing a certain aspect of their own character formation. It helps them process through their value system and gives them an opportunity to strengthen their commitment to it. The One Word strategy helps guide coaches/athletes to think about their own purpose beyond sports, and then gives them a focal point that allows them to move towards fulfilling that purpose. This strategy could also be categorized as either an “individual-relational” or “group-relational” strategy for team cohesion depending on how it is processed within the team setting.

Overview

One Word is a SIMPLE strategy that is potentially as POWERFUL as it is simple. It should be done with the coaching staff as well as the athletes.

One word is different than goals and resolutions. One word is a chosen focus, a word that you journey with for a season or a year. Athletes are taken through a guided 3-step process:

1. Look In in silence and solitude, reflecting on things they should change, remove or start. Write down answers and then identify a word that represents those answers.
2. Look Up. Looking up is to connect with God in your own personal way such that you sense that you receive a word. The word could be an action, a character trait, a discipline or a value. To discover this word a powerful question to ask would be, “What needs to be done IN me and Through me on this team this year? This season?”
3. Look Out. Live your word. Figure out ways to keep it in front of you and pick at least 3 people who will be a support team to hold you accountable. Basketball teams have all written their word on a team ball. Tape it inside your helmet. Write it on your shoe...Be creative!

Coaches can also consider having a One Word for their team. Pull your leaders together to walk through a process of discovery on this. The more involvement the more ownership.

This strategy has been used by high school, college and pro teams. To buy the book, [click here](#).

Success Stories: [Click Here](#).

	"To" Strategies	"Through" Strategies
2nd Dimension		
Motivation	✓	✓
Confidence		
Emotions		
Team Cohesion	✓	✓
Goal Setting	✓	✓
3rd Dimension		
Identity		

Character		
Significance		
Self-Worth		
Values		
Purpose		

*Because many 3D strategies have multiple level 2 & 3 implications, these checkmarks do not likely display their full scope of impact. We have tried to limit the number of checkmarks to the most obvious applications to make the planning process easier.

When will this strategy be executed?

☐ Pre-Season ☐ In-Season ☐ Post-Season ☐ Off-Season

Notes: