
CONSCIOUS COACHING

THE ART & SCIENCE OF BUILDING BUY-IN

EXECUTIVE BOOK SUMMARY

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EADM 826

CONSCIOUS COACHING

THE ART & SCIENCE OF BUILDING BUY-IN



BRETT BARTHOLOMEW

ADVICE FOR NEW COACHES

BRETT BARTHOLOMEW
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Bought In

MF MOVEMENT FIX

LEADERSHIP,
SOFT SKILLS,
PROFESSIONALISM;
W/ BRETT
BARTHOLOMEW

PODCAST #100



September 2019

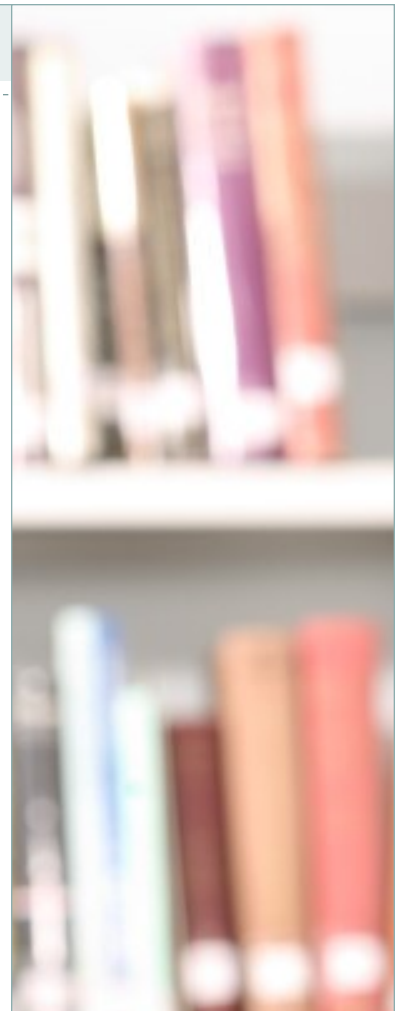
Conscious Coaching
The Art & Science of Building Buy-In

INTRODUCTION

Bartholomew’s insights of what it means to be a “conscious coach” informs his readers of how they can not only deal with programming for athletes, but learn to deal with people first. In a world full of information at our fingertips, we look for what is the quality information that we need to create positive, skill enhancing and effective work relationships with our athletes. Before we can get athletes to move more physically, we need to get these people to first move psychologically and emotionally. People are driven by human connection. Bartholomew gives his readers a variety of strategies and ways to put theory into practice throughout his eye-opening book. A must read for any coach or leader looking to inspire and learn more about themselves, athletes, colleagues and students.

ABOUT THE AUTHOR

Brett Bartholomew is a strength conditioning coach, author, consultant, and Founder of the performance coaching and consulting company, The Bridge Human Performance. Brett is also a keynote speaker at a variety of conferences, known by many athletes at the elite level of performance. He has served as a support for Olympians, professional athletes, professional boxers and of course, our youth athletic programs. Brett is a member of the National Strength and Conditioning Association (NSCA) where he holds both their CSCS*D & RSCC*D distinctions. He received his Bachelor of Science degree in Kinesiology and Master of Science in Education in exercise science.



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CHAPTER 1: MAPS & MEANINGS

There are many ways in coaching to arrive at your destination. As many roads do, there will be cracks, bumps, detours and obstacles along the journey. A “conscious coach” will find a way to get back where they need to go, to get back on route. Understanding your players is important before you can direct them and work efficiently with one another. Good coaches and leaders work with their players and teammates, they coach together. The term “buy-in” is a key commodity for coaches and their players. Buy-in is established by building relationships with one another. Trust is required for growth, progress and action. Buy-in requires time, patience and a mutual understanding between players and coaches. Bartholomew (2017) notes that buy-in is necessary for Conscious Coaching as it allows coaches to better connect with those we teach, serve and

“A map does not just chart, it unlocks and formulates meaning, it forms bridges between here and there, between disparate ideas that we did not know were previously connected.”

- Reif Larsen

lead (p.12). Building relationships with our athletes is the starting point for creating a supportive atmosphere for holistic growth of an individual. Bartholomew stresses that coaches/leaders must take the time to establish those vital relationships with their athletes. Relationships serve as our foundation when creating a team based environment. Social intelligence—another key term mentioned by Bartholomew in his first chapter. Building one’s social intelligence is important because in both sport and life there is no manual. One must be able to assess the situation around them and adapt to achieve the best possible outcome. This is an important skill for both players and coaches to learn and develop throughout their lives, both on and off the court.

Key Elements Needed for Success:

1. Buy-In
2. Relationships
3. Social Intelligence
4. Time

CHAPTER 2: KNOW THYSELF TO KNOW THEY ATHLETES

It is important as a coach or leader to know yourself first, before attempting to understand your athletes. Understanding your past experiences, strengths and weaknesses will allow you to show empathy with others. Bartholomew points out that overcoming adversity means that you have gotten to know yourself on another level through pushing, progressing and persevering through what, in the moment, may have seemed like a negative situation. Building resiliency in our students and players is a life skill that needs to be coached and instilled in our youth through both athletics and classroom lessons. Relating back to Bartholomew’s key points, struggling and learning to deal with adversity results in the people we become. Throughout the chapter, Bartholomew shares his own struggles and personal experiences for the reader to relate and empathize with. Again, this relates to Bartholomew’s point that a person must know themselves before trying to understand another human being effectively. We must learn to adapt and embrace the change that comes our way. Drawing upon a variety of both our “dark and bright sided traits” will ensure that we are practicing ways to be the best leader, coach and consultant.

“Study the heart and mind of a man, and begin with your own”

-Lord Chesterfield

THE LEADERSHIP PARADOX			
BRIGHT TRAITS & DARK TRAITS			
CONSCIENTIOUSNESS		NARCISSISM	
BRIGHT SIDE	DARK SIDE	BRIGHT SIDE	DARK SIDE
- DELIBERATE - POLITE - DISCIPLINED	- CAUTIOUS - ANALYTICAL - PERFECTIONISM	- EGOTISM - SELF-ESTEEM - SELF-SUFFICIENT	- ARROGANCE - ENTITLEMENT - HOSTILITY
EXTROVERSION		HUBRIS	
BRIGHT SIDE	DARK SIDE	BRIGHT SIDE	DARK SIDE
- ASSERTIVE - ENERGETIC - OPTIMISTIC - TALKATIVE	- BOLDNESS - AGGRESSIVENESS - HASTY DECISIONS	- SELF-ESTEEM - AUTHORITY - INSPIRE CONFIDENCE - SELF-SUFFICIENT	- EXCESSIVE PRIDE - DEFENSIVENESS
CHARISMA		SOCIAL DOMINANCE	
BRIGHT SIDE	DARK SIDE	BRIGHT SIDE	DARK SIDE
- STIMULATING - INSPIRE CONFIDENCE	- MANIPULATIVE - EXPLOITATIVE	- AUTHORITY - ACHIEVEMENT - APPEAR COMPETENT	- STATUS-SEEKING - POWER HUNGRY - MANIPULATIVE
INTELLIGENCE		MACHIAVELLIANISM	
BRIGHT SIDE	DARK SIDE	BRIGHT SIDE	DARK SIDE
- SELF-SUFFICIENT - LEGITIMACY - LAWFUL BEHAVIOR	- ATYPICAL - ABSTRACT - HESITANT	- MOTIVATED TO LEAD - DIVERSE LEADER - NAVIGATES POWER - FLEXIBILITY	- CUNNING - MANIPULATIVE

CHAPTER 3: SEEK TO UNDERSTAND

Throughout this chapter, Bartholomew identifies how important it is as a coach, we must look at our athletes as people first. Just as teachers do, we look at our students as children first, then students. Learning personality types is one of the foundations to building a sense of community and team amongst your players and students. Bartholomew indicates throughout this chapter that we are emotionally driven creatures—“emotion, logic, and ingrained behaviors together culminate in the drive of an athlete” (p.79). We must identify what are the drives?

Motivation and drive are often mistaken for the same concept. Yet, while they seem alike, Bartholomew indicates that motivation is “temporary and non-indelible in nature”, while drive is deeper and more lasting in an individual. “Drives are etched into our nervous system” (Bartholomew, p.80). Bartholomew states that there is scientific research to support his statement regarding motivation and drive. He acknowledges that the brain and body are amazing, complex structures. A drive originates in the brain and connects to other levels of the nervous system to carry out the function necessary at that time. Bartholomew stresses that we cannot influence someone to feel something or do something they “aren’t feeling”. You may be able to motivate for that specific moment, however to change one’s chronic behavior, you will need to address a bigger question and task/challenge. We as coaches and teachers need to seek and understand our students and athletes what their “performance enhancer” is. What gives our students and athletes a feeling of belonging, purpose and what drives them.

We learn about the various types of personalities that one will encounter through coaching and the work place. Bartholomew offers insights on the specific traits/strengths/weaknesses these personality types possess and how we can work with them to build leadership skills and make them effective and contributing members to any team. Bartholomew gives names to each type of personality and how we can work with them (Ei. The Leader, The Politician, The Mouthpiece, The Royal, The Technician, The Solider, among many others).

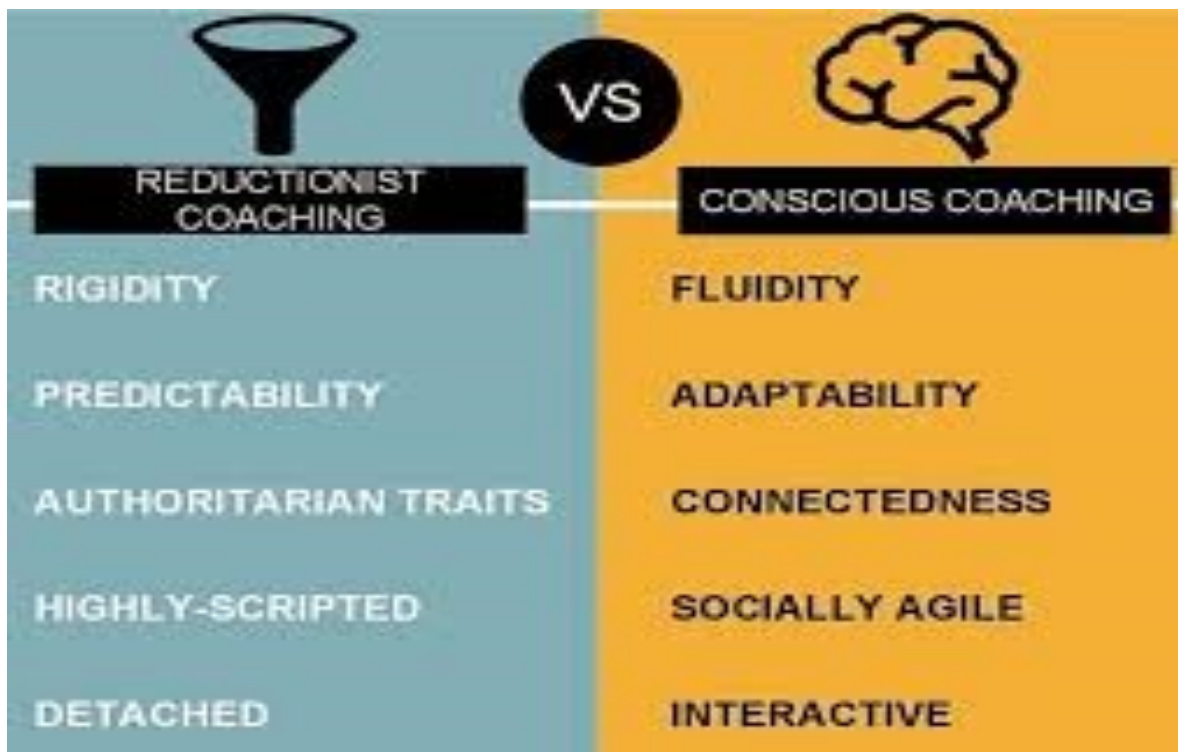
Bartholomew offers other sources, outside his own book, for readers to inquire more about human nature, drive and the specifics regarding our “thinking brain”.

CHAPTER 4: CONSTRUCTING CONNECTIONS: TOOLS, TENETS & STRATEGIES

Throughout this chapter, Bartholomew discusses the successes and failures he has experienced throughout his career as a coach and consultant. He outlines the “13 Coaching Mistakes to Avoid” in his book for the reader to critically think over and relate to their own practices. He indicates that coaches, leaders and managers need to recognize their agenda is not the only one that matters, you cannot be the “expert” and know everything all the time, learn with your players. Another common mistake that coaches make is trying to be friends with their players. Creating professional and respected boundaries between yourself and players is necessary. Leaders need to be aware of their emotions, biases and reflective on your craft.

Bartholomew stresses that coaches must be aware of the important work they do and what values and concepts

they want to instil in their players, avoid the fluff. Making sure that you mean focused on actions and words is important. Demonstrating leadership roles and role modelling what you want your players to model starts from the top down.



CHAPTER 5: APPLYING CONSCIOUS COACHING TO OUR CRAFT & LIVES

In Bartholomew's final chapter of his book, he concludes with the importance of how communication and relationships are directly influenced by one another. When communication is strong and positive, the relationship will follow suit. In turn, when the relationship is struggling, usually the communication piece needs to be worked on. Not only the interaction between coaches and athletes is important, and a main focus in this book, however the interaction amongst coaches, colleagues and their family is crucial.



*“Live your beliefs and you can change the world around you.”
- Henry David Thoreau*

Bartholomew lists 3 key performance indicators that will affect a coaches legacy:

1. Ego

Learning how to manage our own ego while attempting to do the best at our craft is an art of balancing. We must learn to be in control of our own emotions, passion and intensity run through our veins when put into high stress or competitive situations. We must know how to regulate ourselves.

2. Mentor

A coach is a mentor to many and has learned their craft from someone who came before them. Learning to successfully lead and teach others is an important part of coaching and teaching.

3. Provide

Remember the purpose of why we are pursuing our passions. Working hard at your profession to be the best, and in turn rewarding to one's self and their families. Bartholomew stresses to not become passive but remember that there are many ways in which we can provide for our families, while we continue to change the lives around us.



BARTHOLOMEW'S KEY CONCEPTS



1. Relationship Building
2. Communication Skills
3. Social Intelligence
4. Balancing Work & Personal Life
5. Mentorship & Leadership

DISCUSSION QUESTIONS

1. Is leadership something that can be taught or is it a natural quality that a person is born with or without?
2. How can we achieve buy-in with our students, players, colleagues and administration? What are some of the adversities coaches and teachers will encounter when implementing this strategy within their practices?
3. In what ways does Bartholomew address concerns regarding exceptional learners/athletes? What modifications can be made to work with our students/athletes?
4. Social intelligence in both athletes and coaches/teachers is a crucial component when looking to build in leadership within a team. How can we assist our players and students in this area to develop their skillset?

APPLICATION TO THEORY AND PRACTICE

After reading Bartholomew's "Conscious Coaching: The Art & Science of Building Buy-In" I value the insights and perspectives that Brett outlines through each chapter of his book. He brings research, life experience and personal successes and failures to engage his readers and relate to them.

As a teacher, coach, colleague and mentor, this book was incredibly relatable for me to apply to my own teaching and coaching practices. Practicing a reflective mindset, keeping an open and flexible perspective and a willingness to learn with and from others relates directly to my own profession and coaching philosophy.

Working with athletes, students and colleagues, I was reminded how important social intelligence is, "reading a room/people's reactions" and adapting to work with a variety of personality types. Creating strong individuals both on and off the court is an important and challenging, but achievable task. Teaching the importance of "person first, athlete/student second" is one key concept that I hold closely to both my coaching and teaching philosophies.

"Action is the foundational key to all success ."
- Pablo Picasso

CONCLUSION

Brett Bartholomew does an excellent job of engaging his readers throughout his entire book. Attracting coaches, which closely follows behind teachers and mentors, his book does a thorough job of explaining the importance's of learning with and from your team, building an inclusive atmosphere to encourage and grow all athletes.

Leaders, managers, teachers and of course, coaches, can all benefit from this great read! Learning to work with a variety of personality types, deal with conflict and learn to work through adversity, are all components that will strengthen an individual.

Bartholomew has shown the mindset that it takes to become a "conscious coach". There will be many successes and failures along the journey, however knowing how to cope with each situation will benefit both the athlete and coach as they navigate through their endeavours.



REFERENCES

Bartholomew, B. (2017). Conscious coaching: The art & science of building buy-in. Omaha, NE: Bartholomew Strength LLC

<https://brettbartholomew.net/about/>