



**You stay Elite by constantly moving forward.**

**- Bob Myers**

# HERE'S YOUR EDGE

## Recruit



Recruiting in a highly competitive arena. E4 helps you uncover the right picks that will both fit and strengthen your culture.

## Land



E4 provides you with the do's and don'ts on recruiting the individuals who will impact your program. Also expediting the process of creating a relationship with them.

## Develop



E4 maximizes your current roster's potential. Building on their strengths and developing a strategy to eliminate limitations.

**Edge 4 helps you understand an athlete's motive:  
THEIR WHY**

THINK CONNECT



NOT CONTROL

THINK INFLUENCE



NOT TELL

THINK WHY



NOT WHAT

Using their **WHY** to speak to their **Hearts** - not their **Heads**

# THE POWER OF MOTIVE

## CORE MOTIVE- Our WHY.

The critical piece of who you are, it is not learned or developed. It is innate and will always drive our individual choices. Irrespective of our behavior in any situation or at different times in our lives our **CORE MOTIVE** came with us at birth and will never change. **MOTIVE** is the root of what we think and do. It is the driving force behind our personalities – it is subconscious and automatic.



# YOUR PATH TO THEIR WHY



**Athlete is a core RED - their motive is POWER**

Power is defined by moving from A to B



**Athlete is a core BLUE - their motive is CONNECTION**

Connection is defined as relationships, bonds with others



**Athlete is a core WHITE - their motive is PEACE**

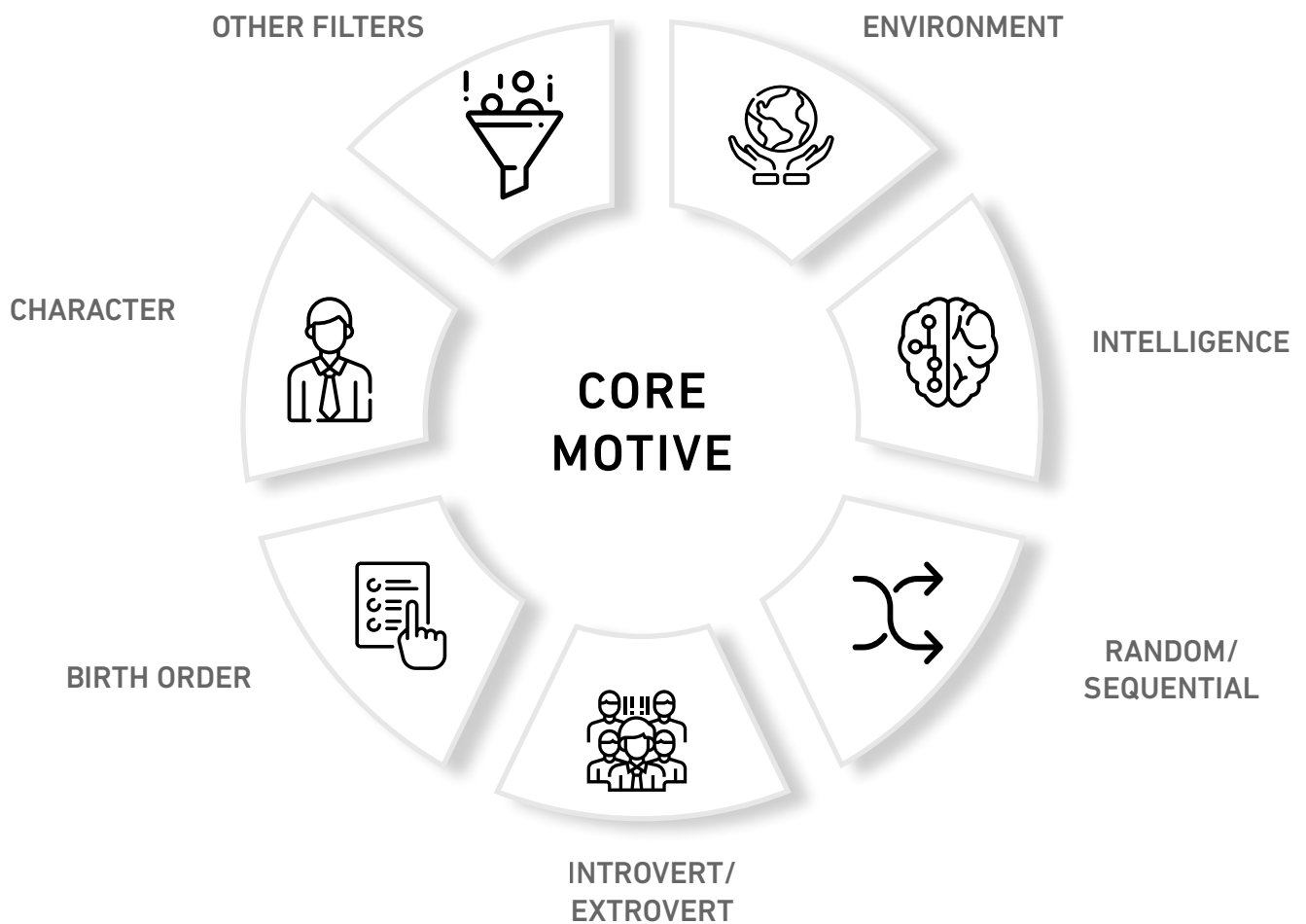
Peace is defined as freedom from disturbance



**Athlete is a core YELLOW - their motive is FUN**

Fun is defined as being able to enjoy the present

# CORE MOTIVE AND PERSONALITY FILTERS





# RED

## CORE MOTIVE - POWER

Their fear is **POWERLESSNESS**. Red's prefer **direct** and **logical** communication.





### To have a hard conversation with them

1. Face the conflict head on
2. Be confident and decisive
3. Resolve the issue and move on - don't go back and bring up old issues
4. Be outcome based





### Under stress Reds

1. Become more demanding
2. Cause stress in others
3. Become task dominant
4. More productive and successful

## DO's

-  Be prepared with facts and figures
-  Be direct brief and specific – get to the point
-  Be logical
-  Respect their need to make their own decision their own way

## DONT's

-  Expect emotional expression
-  Be slow and indecisive
-  BS them – get to the point
-  Take their arguments personally

## NEEDS

- To be right
- To be respected
- To look good intellectually

## WANTS

- Hide insecurities
- Leadership
- To please self



# BLUE

## CORE MOTIVE - CONNECTION

Their fear is **LACK OF SECURITY**. Blues prefer a communication style that is **sincere** and **emotional**.





### To have a hard conversation with them

1. Allow time to process
2. Be emotionally invested with them
3. Seek a fair resolution





### Under stress Blues

1. Are consistent - create trust through dependability
2. Commit the time it takes to get things right
3. Feel rejected easily

## DO's

-  Make a personal connection
-  Limit their perceived exposure to risk
-  Demonstrate sincerity
-  Be detailed oriented

## DONT's

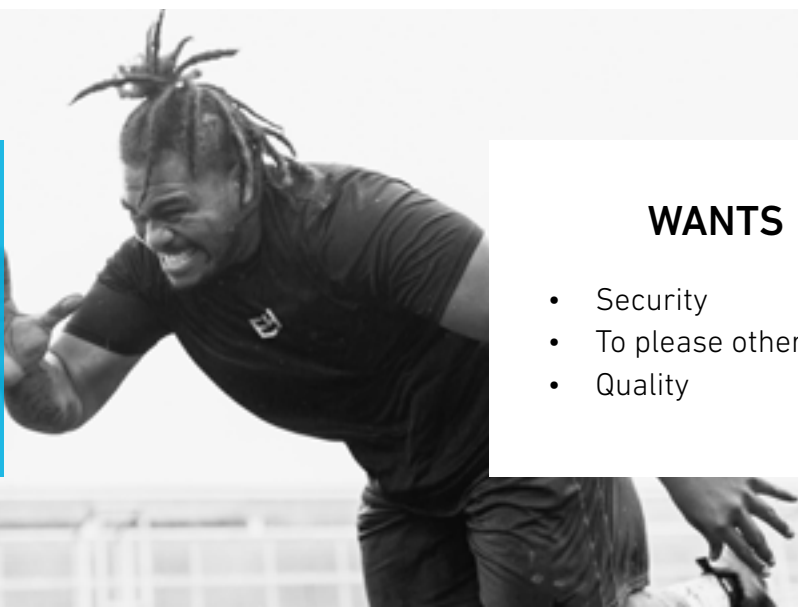
-  Abandon them
-  Expect spontaneity
-  Be rude or abrupt
-  Push them into making decisions

## NEEDS

- Acceptance
- Understanding
- Appreciation

## WANTS

- Security
- To please others
- Quality



# WHITE

## CORE MOTIVE - PEACE

Their fear is **CONFLICT**. Whites prefer a communication style that is **passive** and **tolerant**.

### To have a hard conversation with them

1. Take a calm approach
2. Be simple and clear
3. Seek a peaceful resolution

### Under stress Whites

1. Close down/retreat
2. Slow to react to anger/pressure
3. Detach and become uninvolved
4. Become unsure of themselves

## DO's

- 📖 Listen to them carefully
- 📖 Be kind
- 📖 Look for non-verbal cues to their feelings
- 📖 Allow time for feedback

## DONT's

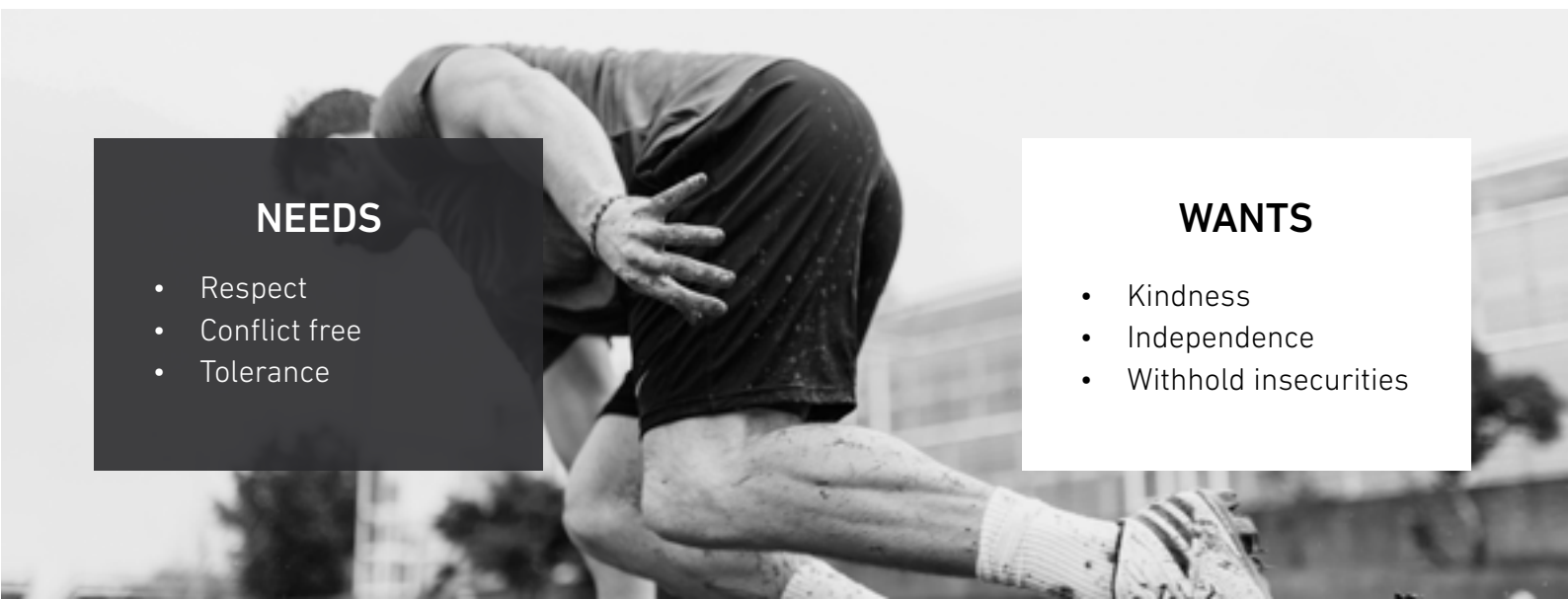
- 📖 Expect strong social interaction
- 📖 Overwhelm them
- 📖 Be too intense
- 📖 Speak too fast

## NEEDS

- Respect
- Conflict free
- Tolerance

## WANTS

- Kindness
- Independence
- Withhold insecurities





# YELLOW

## CORE MOTIVE - FUN

Their fear is **LOSING FREEDOM**. Yellow's prefer a communication style that is **fun** and **enthusiastic**.

### To have a hard conversation with them

1. Hold them accountable
2. Express some praise
3. Be lighthearted and productive

### Under stress Yellows

1. Will be able to communicate directly
2. Won't be burdened with emotions
3. Blame others
4. Become superficial

## DO's

- Take a positive upbeat approach
- Be spontaneous
- Value their social interaction and people skills
- Provide structure

## DONT's

- Be negative
- Ignore them
- Be too serious
- Demand Perfection

## NEEDS

- Recognition
- Praise
- Social acceptance

## WANTS

- Freedom
- Adventure
- Happiness



# 100% RESPONSIBILITY

**Being 100% Responsible requires a commitment to getting the desired results regardless of the consequence. It requires performance over excuses - empowerment to resolve problems over justification over mistakes.**

You have to be willing to be wrong. You have to be willing to admit that you're wrong. And you have to be willing to fix whatever you did wrong and make it right. This shift from the popular mindset can be difficult because we have spent a lifetime convincing ourselves that being right was more important than performance and achieving the desired results.

You cannot, will not, must not, let any excuses, blame or justification exist for explaining it away. Being right is far less important than building legitimate relationships. A lifetime of being right produces a weak person. A lifetime of taking 100% Responsibility creates strong individuals capable of true success.

Taking 100% responsibility for every interaction, expands our options. By creating options, by taking control of ourselves as well as all factors that have an impact on our relationships. Taking anything less than 100% limits our options to create high performance and get desired results.

**BLAMING AND JUSTIFYING = LIMITED OPTIONS**

**100% RESPONSIBLE = ABUNDANT OPTIONS**

That is why it works better. Looking at what happens to you as if you are 100% responsible and others are 0% responsible, empowers you as opposed to making you dependent on other people and events. It puts you in a position of power.

Imagine this power on this team when everyone is assuming 100% responsibility for its success.

Imagine how refreshing it would be for everyone to examine what they did and what they could do rather than expending their energy to get off the hook. Perhaps the greatest value of the 100% - 0% concept is that it focuses people's energy on creating desired results rather than finding ways of avoiding responsibility. Because it encourages people to develop new options, it is a deeply empowering concept.

# EQ

**Emotional Intelligence is the capacity to be aware of, control, and express one's emotions and to handle interpersonal relationships judiciously and empathetically.**

The truth is, emotional intelligence is a key to both personal and professional success. In a leadership position, you have likely taken the time to become acutely self-aware, mindful and empathetic. The Edge4 system will continue to help you fine tune your coaching and leadership skills.

**Emotional intelligence (EQ) is our level of ability to:**

- ▶ Recognize and understand our emotions and reactions (**Self-Awareness**)
- ▶ Manage, control, and adapt our emotions, mood, reactions, and responses (**Self-Regulation**)
- ▶ Harness our emotions to motivate ourselves to take appropriate action, commit, follow-through, and work toward the achievement of our goals (**Motivation**)
- ▶ Discern the feelings of others, understand their emotions, and utilize that understanding to relate to others more effectively (**Empathy**)
- ▶ Build relationships, relate to others in social situations, lead, negotiate conflict, and work as part of a team (**Social Skills**)



## **Implementing EQ into your coaching:**

1. Be Visible – CONNECT
2. Have Empathy
3. Create Transparency
4. Invest time in relationships
5. Give athletes the opportunity to invest in your Vision for the team

# Developing Your Roster

Who you are is how you lead

1

STRENGTHS

2

LIMITATIONS

3

FOCUS ON

4

GAME PLAN

You **cannot** lead your team to victory without having their  
**trust**

# NEXT STEPS

**1**

Practice approaching different core motives with different skills and tools you have learned through the Edge 4 system

**2**

Choose courage over comfort

**3**

Remember-its People, People, People

**4**

Strive for understanding and building trust

**5**

Contact Edge 4 for any questions or further information



# Relationship Success

WANT TO CONTROL OTHERS

LOGIC BASED

**RED**

**Core Motive:**  
**Power**

(Get things done)

**Vision & Leadership**  
**(Focus)**

**Communication:**  
Logically, Directly

**BLUE**

**Core Motive:**  
**Connection**

(Personal connection)

**Quality & Service**  
**(Sincerity)**

**Communication:**  
Emotionally, Sincerely

EMOTION BASED

**WHITE**

**Core Motive:**  
**Peace**

(Inner Harmony)

**Clarity & Tolerance**  
**(Listening)**

**Communication:**  
Passively, Tolerantly

**YELLOW**

**Core Motive:**  
**Fun**

(Enjoyment)

**Enthusiasm & Optimism**  
**(Energy)**

**Communication:**  
Superficial, Enthusiastic

DO NOT WANT TO BE CONTROLLED BY OTHERS

# All Potential Strengths and Limitations

## RED

### STRENGTHS

- Productive
- Decisive
- Assertive
- Action oriented
- Determined
- A leader
- Proactive
- Motivated
- Sensible
- Focused
- Powerful
- Responsible
- Visionary
- Confident

### LIMITATIONS

- Harsh
- Obsessive
- Bossy
- Critical of others
- Demanding
- Impatient
- Argumentative
- Insensitive
- Always right
- Selfish
- Hard to please
- Calculating
- Overly aggressive
- Intimidating

## BLUE

### STRENGTHS

- Analytical
- Emotionally connected
- Caring
- Respectful
- Dependable
- Deliberate
- Detail Conscious
- Compassionate
- Quality oriented
- Intuitive
- Thoughtful
- Loyal
- Honest
- Sincere

### LIMITATIONS

- Suspicious
- Overly sensitive
- Unforgiving
- Moody
- Jealous
- Unrealistic Expectations
- Low self -esteem
- Self – righteous
- Self-doubting
- Guilt-prone
- Judgmental
- Worry Prone
- Emotionally intense
- Self-Critical

## WHITE

### STRENGTHS

- Considerate
- Peaceful
- Logical
- Voice of reason
- Attentive
- Even-tempered
- Centered
- Patient
- Balanced
- Accepting
- Inventive
- Clear perspective
- Self -regulated
- Tactful

### LIMITATIONS

- Indecisive
- Silently stubborn
- Disinterested
- Unexpressive
- Unmotivated
- Uninvolved
- Detached
- Timid
- Indirect communicator
- Reluctant
- Indifferent
- Unproductive
- Avoid conflict

## YELLOW

### STRENGTHS

- Enthusiastic
- Carefree
- Sociable
- Charismatic
- Positive
- High energy
- Inclusive
- Persuasive
- Spontaneous
- Engaging of others
- Forgiving
- Happy
- Creative thinker
- insightful

### LIMITATIONS

- Naïve
- Interrupter
- Unfocused
- Irresponsible
- Cocky
- Impulsive
- Obnoxious
- Undisciplined
- Uncommitted
- Disorganized
- Inconsistent
- Self-Centered
- Afraid to face facts
- Self-Absorbed

# SERVICE vs SPINNING

## RED SPIN

"I'm not responsible for how they feel..."  
 "They don't pay me to be a babysitter..."  
 "They should have said something..."  
 "I have a project to finish..."  
 "I did my part..."  
 "It doesn't matter I still got it done..."

How deep are you willing to look?

## BLUE SPIN

"I was only thinking of (him/her)..."  
 "I just want him to have a better life..."  
 "You just don't know why it is so hard for me..."  
 "You don't appreciate me..."  
 "You simply don't understand me..."  
 "You should have read my mind..."

Styles/Shines

## YELLOW SPIN

"Everybody is doing it..."  
 "It doesn't matter..."  
 "It's not that big a deal..."  
 "Nobody got hurt..."  
 "Nobody is perfect..."  
 "I had the same thing happen to me..."

Behaviors

## WHITE SPIN

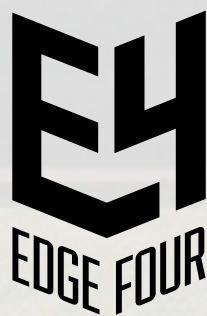
"You should have been more sensitive..."  
 "I took the kind approach..."  
 "I did not say anything hurtful..."  
 "I did not cause any confrontation..."  
 "Quiet is a greater virtue than what you do with your words..."

Motives Clean & Dirty

### 3 Keys to effectively serving others

1. Become vulnerable
2. Overcome your selfishness
3. Clean up your motives

"People will stretch more for others than will ever do for themselves"



**[theteam@edgeiv.com](mailto:theteam@edgeiv.com)**

Kristin Braun 970-270-7119

Cathy Larsen 970-270-2243