



Growing Leaders

Real Leadership. For Life.

Growing Leaders is a global nonprofit that encourages and equips young adults to take on *real life* opportunities and challenges by teaching practical life and leadership skills using images, relatable stories, and experiences.

Coaching the iY Athlete

Content created by Dr. Tim Elmore and Growing Leaders

Connect Better. Train Better.

Coaches Poll

Coaches Report a Drop in the Following Categories:

1. _____ - Practice goes well, but even minor adversity defeats them
2. _____ - Parent's often push them into individualism and self-expansion
3. _____ - Their internal drive to succeed is replaced by external stimuli
4. _____ - Because of short attention spans, the daily grind is a turn off
5. _____ - Due to texts, microwaves & Google, its hard to delay gratification
6. _____ - The ability to stick with studies when the novelty's gone
7. _____ - Few have been honest with them about their blind spots.

A Generation of Firsts

They are the first generation that:

1. Doesn't need _____ to get information
2. Can broadcast their every thought or emotion
3. Enjoys external _____ at their fingertips 24/7
4. Is in social contact at all times yet often in _____
5. Will learn more from a portable device than a class
6. Adults have actually enabled to be narcissistic
7. Uses a phone instead of a wristwatch, camera, wall calendar, alarm clock, roadmap or board game.



Meet Generation iY

Our term for the newest batch of athletes due to the impact of the internet and technology: iTunes, iPhones, iChat, iPods, iMovies, iPads... for many, life is pretty much about "I".

What Do the Facts Tell us About the Emerging Generation?

They describe themselves as "**overwhelmed**"

94% say their overwhelmed, 44% say it's unbearable, and 1 out of 10 of contemplated suicide. - Psychology Today

It is a "**Selfie-absorbed**" generation

Research from San Diego State University reveals that narcissism is at an all time high. - Dr. Jean Twenge

There has been a decrease in **emotional intelligence**

Studies show a 40% decrease in empathy in present day college students - University of Michigan

Today's Players are Often:

1. _____ ...advanced
2. _____ ...advanced
3. _____ ...behind
4. _____ ...behind

Our World is Full of:

Consequently, they tend to Assume:

S _____

_____ is bad

C _____

_____ is bad

E _____

_____ is bad

N _____

_____ is bad

E _____

_____ is bad

Socia Media Offers:

Consequently, they tend to Assume:

P _____

This has fostered a narcissistic culture of selfies.

R _____

This induces a preoccupation with other's judgments.

I _____

This can make us impulsive with short attention spans.

C _____

This has caused angst and depression in users.

E _____

This can lead to addictive lifestyles with the phone.









This is an EPIC Generation



E _____

P _____

I _____

C _____

Sample Habitudes for Athletes Image

[THERMOSTAT & THERMOMETER]



"People are either thermometers or thermostats. They will merely reflect the climate around them, or will they set it. Leaders develop values and principles to live by and set the tone for others."

Bring Growing Leaders to your program



1

**Contact
Growing Leaders**



2

**Get a
FREE Sample**



3

**Schedule a
Consultation Call**

Our Offerings



Workshops

Creating a plan for developing staff and players is hard. That's why we offer a series of leadership workshops for staff, coaches, and student-athletes that help spark life so you can develop real-life leaders



Training

Today's athletes aren't like they used to be. Get the most up-to-date research on how to connect, engage, and develop this emerging generation so you can be the best at leading your student-athletes



Resources

Students don't need another sage on the stage with a lecture. Instead, they need a guide on the side with an experience. Get the Habitudes® for Athletes leadership resources and create experiences that develop habits and attitudes in your student-athletes

Contact us today and be a program that develops leaders, not one that just talks about leadership.

Connect Better

Growing Leaders provides interactive sessions that are specifically designed for coaches, staff, and executives to better understand how to understand, connect, and engage the "iY" athlete.

Train Better

We provide a research based process that uses images to develop leadership habits and attitudes in athletes better and faster.

Bring Growing Leaders to Your University



1

**Contact
Growing Leaders**



2

**Get a
FREE Sample**



3

**Schedule a
Consultation Call**

Contact information can be found on your speakers bio page