



Managing Archer's attitudes

*WA Coaches Seminar
Saquarema (BRA)*

Juan Carlos HOLGADO

ATTITUDE

- An attitude is an **expression of favor or disfavor** toward a person, place, thing, or event.
- Attitude is **measurable** and **changeable** as well as influencing the **person's emotion** and **behavior**.



Attitudes in archers

- Positive vs. **Negative**
- Active vs. **Passive**
- Collaborating / team spirit vs. **individual**
- Professional / Responsible vs. **sloppy / irresponsible**
- Honest / Sincere vs. **False, unfair, "Games player"**
- Brave / Determination / Confident vs. **insecure or doubtful**
- Responsible / in Control vs. **Reckless / careless**
- Focused vs. **Distracted or "wise attention"**



Attitudes-Emotions

- ✓ Attitudes can be changed through persuasion and as result of **good and effective communication** (examples-models-Role model).
- ✓ **Emotions** works hand-in-hand with the way we think about something.
- ✓ To improve attitudes, to work on Emotions, **good, clear, effective and direct communication** is a MUST. Is an EDUCATIONAL process. It can be learnt, it can be improved.



Attitudes-Emotions

- “Connection” with our archers is key to start a proper communication. Without “connecting with them and poor communication it is difficult to move our archers to proper attitudes (if they are not there)



- ✓ The Challenge for coaches is to “**read**” or “**measure**” archers’ emotions and the impacts on their attitudes.
- ✓ Since we cannot see into the brain of an archer, models and measurement tools are needed to obtain emotions/attitudes information.
 - ✓ Measures may include the use of physiological signals like facial expressions, vocal changes, change of mood and other body rate measures.
- ✓ A good coach must be an excellent “**observer**”. Must see “little details” at any moment, at any time and under any circumstances.

What emotions and poor attitudes do we often see in our archers that worry us?

- In **FEAR**....
 - And we want them to be **BRAVE** and **DETERMINATED**
- **Lack of CONFIENCE** ...
 - And we want them have **CONFIDENCE** and **TRUST** what they do
- Not **BELIEVING** in themselves...
 - And we want them to have **BELIEVE**, to have a good **SELF ESTEEM**

- **NERVOUSE.... ANXIOUS...** out “of control”
 - And we want them to be in **CONTROL**
- **DISTRACTED** and **WIDE** attention....
 - And we want them to be **FOCUSED** and **CONCENTRATED**
- **NEGATIVE...**
 - And we want them to be **POSITIVE**
- **PASSIVE... LAZY ?**
 - And we want them to be **ACTIVE** and **MOTIVATED**

What is "FEAR" in Archery

- ✓ What does the archer fear when competing?

MISSING... not hitting where the arrow suppose to hit.

And what is damaged or hurt when an archer miss his/her shot, when he fail in his/her expectations, his/her target, when the performance is poor?

... their SELF ESTEEM, their image of themselves...their **SELF-IMAGE!**

- ✓ Self Esteem is a combination of:
 - *How I value-rate myself*
 - *How the "others" value and rate my person*

Managing Archer's Attitude - FEAR

If I won't succeed after so much practice, I am a LOSER...



How does the coach act to correct this negative, stressful, awful and destructive situation-attitude?

Killing the fear

- HOW do we evaluate or judge an archer?
- HOW does he/she evaluate him/herself?

... by the result in the target??, by SCORES!!!

By
WINNING ??



We **have to change** this... let's evaluate an archer by:

- his **attention** to its goals,
- by his **level of execution** and **focus** in the goals established,
- by his/her **effort** to achieve the work to be done
- By his/her **level of decision** and **determination** in doing what he/she wants to do!

Focus on winning, in getting the 10, in making scores is creating a "monster" difficult to work with. All "myself" depends on something I cannot control... that I do not know if it is going to happen or not. So, I have many options to FAIL, to be a LOSER, to hurt my Self-Esteem!!! This HURTS!

Set examples as coach

Don't look-evaluate an archer by his/her scores-points....
But evaluate him/her by % of good shots.

Evaluate your archer by how good she/he concentrates
and execute the shot.

By how determinate-positive the archer work...




By ATTITUDES and ACTIONS that the Archer can control and succeed.... Where the expectations can be achieved!!!

Ask the Archer to make a **self-evaluation** of his/her shots, of his/her session, of his/her competition.

Teach the archer to understand that: “Good execution brings (sooner or later) good scores, good results... but the attention must remain in the EXECUTION. **Not where the arrow land!!**”

Provide to your archer the “tools” and “knowledge” to evaluate his/her execution and provide **honest feedback** of his/her performance and attitude.

Obstacles that will challenge this process

People, federation, other coaches, other archers ... will evaluate your archer by scores-points... even the own archer will evaluate his/her progress by looking to his/her scores!! 

We cannot change the “others”... but we can educated and change **how our archer evaluate him/herself.**

We will do our part by evaluating the archer by his/her level of execution. By looking if She/he is doing its best at all shots....mentally, physically and technically....100% focused on the action to make a good shot happen.

FAILURE

- ✓ Failure is positive if an archer has the right attitude and proper concentration.

“ If you want to give your archer the gift of succeed, teach him how to fail !” (Doctor G)



- ✓ Failure is in fact a “Feedback” to learn what works well and what not. What goal is important to concentrate on ...and what goal is not relevant at all and does not need our focus.

1st healthy attitude to yourself !

Doing something 120% is not possible!!! If an archer does 100% of what he can do at this moment, it is enough.

so, Don't try too hard...



“Just Do It”

and let it happen! (Automatic / flow)

When trying too hard, or too cautious, the archer cannot perform it BEST (Force Muscle / not smooth or natural execution).

Believe in yourself

Can YOU make it? It is POSSIBLE?

How can a coach make an archer believe it CAN BE DONE... IT IS POSSIBLE !!!

- ✓ Show his/her "positive parts" and "its talent"
- ✓ Show what needs to be improved... what are the "weaknesses" or "challenges" (*the way to go and where the start is*)
- ✓ This will help to set the goals progressively to end in the final Goal.... The one that proof it WAS POSSIBLE!
- ✓ Invest the time, effort and dedication to achieve the level and preparation needed to be ready to succeed. Don't try to hard, don't try when not ready!

- ✓ An archer needs to feel that is progressing!
- ✓ Set goals (technically, physically and mentally)
 - Goals based on execution performances that could be achieved... not too high-hard-difficult... but not too easy either!!
- ✓ Teach-provide the archer with “tools” and “Exercises” that will allow him/her to reach these goals.
- ✓ When done... inform the archer of its progress.... Or even better, make him evaluate this him/herself (self Evaluation)

TRAINING CARD – Self-Evaluation

PERIOD: _____

ATHLETE : _____

Objective 1 :

[illegible]

Objective 2 :

[illegible]

Objective 3 :

[illegible]

SELF-CONFIDENCE

- ✓ What is “Self-Confidence”?
- ✓ ... is being aware that you have solutions to any situation that will happen.
Whatever situation an archer will face, he/she knows how to deal with it and get it solved.
- ✓ This MUST be built and learnt during practice!

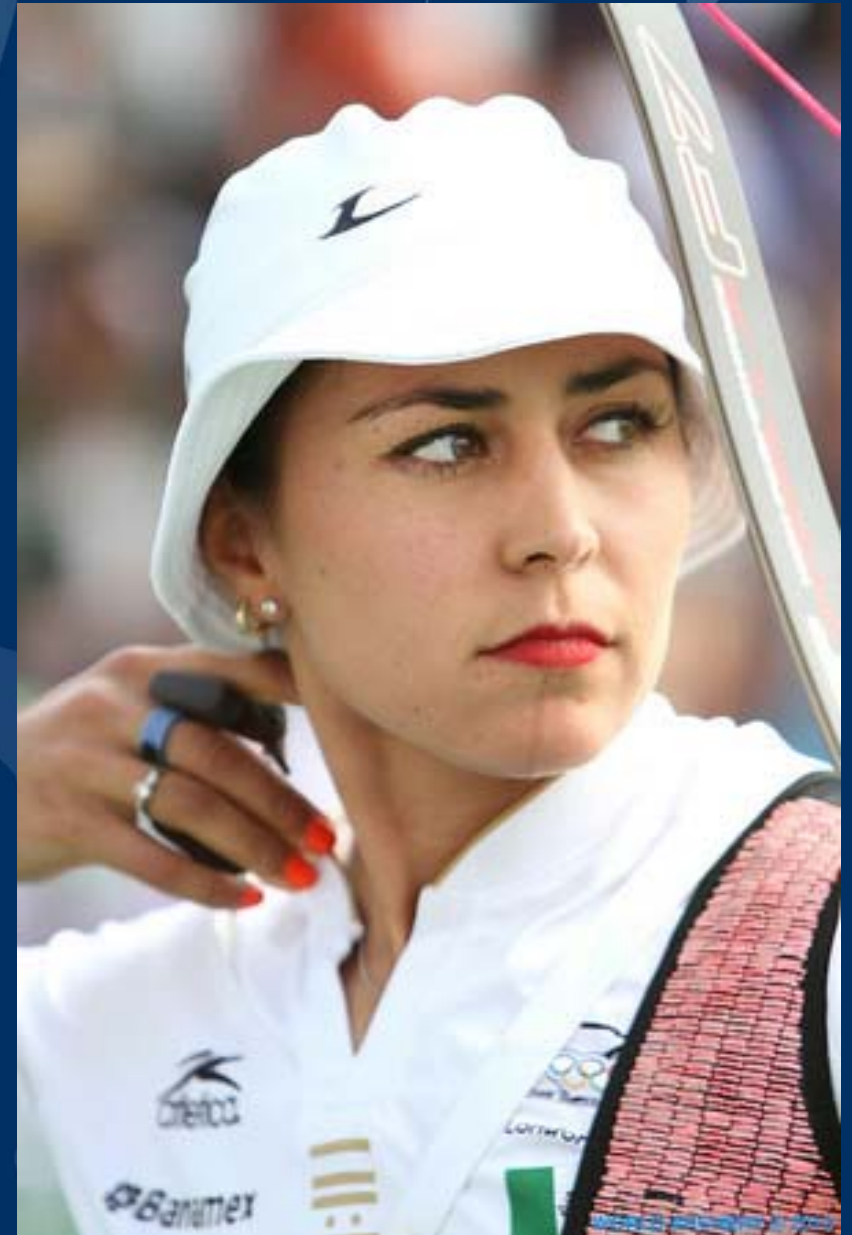


SELF-CONFIDENCE

- ✓ Therefore, we need to have our archers shooting and performing under any conditions and teach them how to deal with those.



- ✓ **Rationalize** with your archer where to focus and program his/her correct attitudes-actions-concentration under any situation (mental training of attitudes) ... then... propose your archer to put them on practice on their next occasion it will appear.

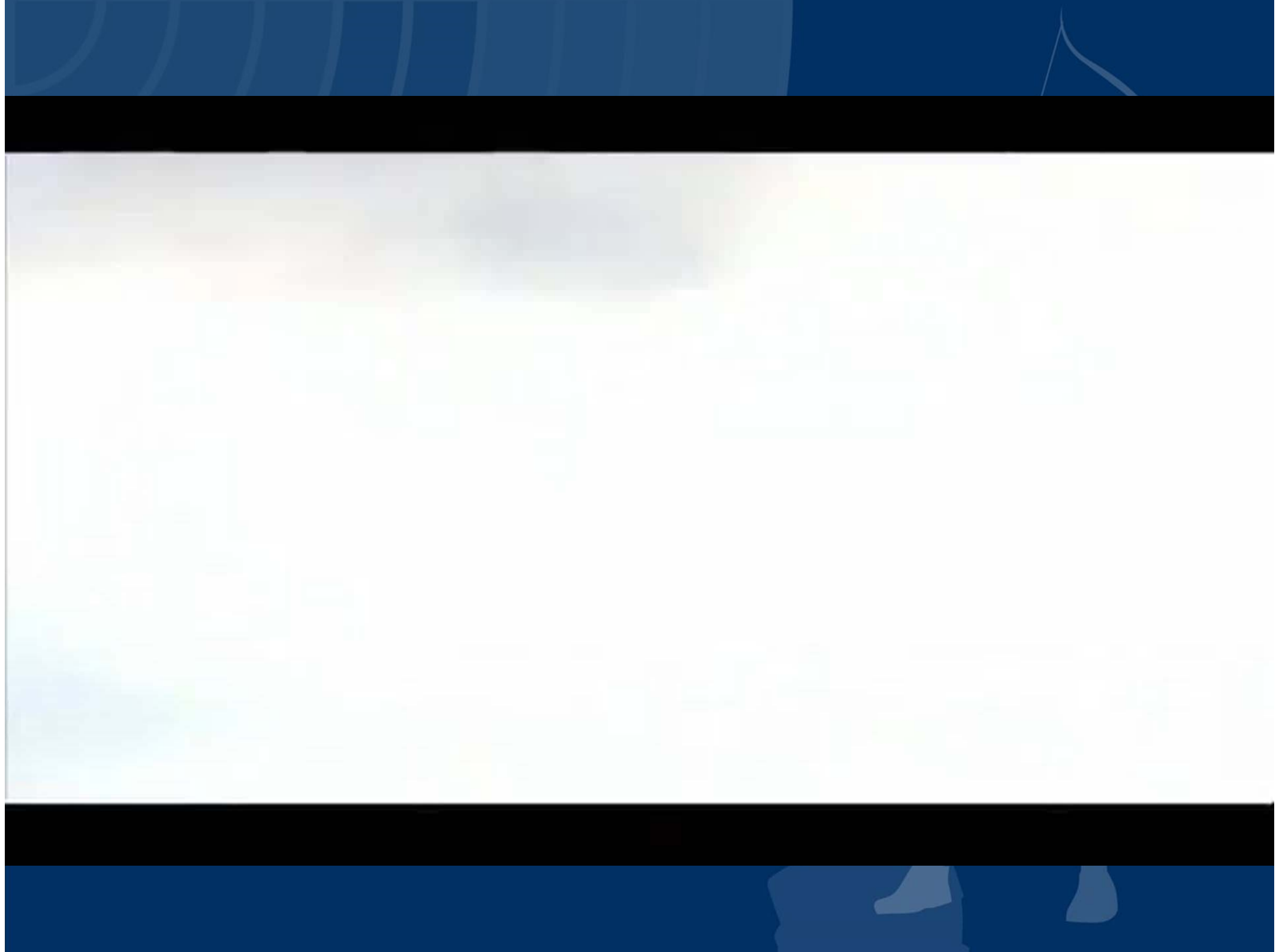


For example... get your archer prepared for:

- a very good start in competition... (out of Comfort Zone)
 - a bad start...
 - Rain
 - Wind
 - not much space in the shooting line
 - short time for warm-up, etc...
- ✓ Make your archer experience these situations, or many others they could find in competition

(Practice Visualization)

A large, faint silhouette of an archer in the process of shooting a bow, positioned on the right side of the slide. The archer is standing and facing left, with the bow drawn. The background of the slide features a large, faint target with concentric rings.



Managing Archer's Attitude - SELF CONFIDENCE

- ✓ Create these conditions while training ...or use if they comes during test-competition.
- ✓ When they appear, analyze archers actions and behavior and look how they manage it.
- ✓ When positives and negatives actions were identify, rationalize with the archer and work on programing proper actions with Visualization (or other techniques)
- ✓ Visualize daily to program proper attitudes whenever these situations could appear again in the future.
- ✓ Make your archer prepared by “letting him know” and program the right attitude-action to take to overcome any circumstances happening.

Feeling COMFORTABLE

- ✓ What means "Being or Feeling comfortable"?
- ✓ Comfortable = Safe
"feeling like at home"
- ✓ Getting the archer to know the location, the details, where all important areas are located..
- ✓ Avoid surprises!!! Provide as many details as possible



Feeling COMFORTABLE

- ✓ Having the archer keeping his/her habits, and if they are not correct for the competition, change the habits at home getting the archer used to it...
- ✓ Having the archer focused in what is consistent and constant all the time, no matter where he/she is.



What is being **POSITIVE**

- Being positive means THINK and ACT positive !
- Positive thinking means that you approach the unpleasantness in a more productive way. You think the **BEST** is going to happen, not the worst.
- Positive thinking starts with proper self-talk.
- Self-talk is the endless stream of unspoken thoughts that run through your head every day.
- These automatic thoughts can be positive or negative.
 - Some of your self-talk comes from logic and reason.
 - Other self-talk may arise from misconceptions created because of lack of information.

What is being POSITIVE

- ✓ Means provide instructions focused on **ACTIONS**
 - ... avoid sentences with "don't do....."
(self dialog or coach instructions)
 - ...change them by "DO..."
- ✓ Look and focus for **SOLUTIONS** on any challenge or difficulty...

What **CAN I DO**?... how? when?
How much?

..... avoid being focused on the "problem"
or "Challenge" but in how to SOLVE it



What is being **POSITIVE**

- ✓ Learn, value, talk, respect and think on what you DO WELL, your STRENGTH....

(Archers' habits use to be different)

- ✓ Work on your weaknesses to recognize your STRENGTHS. Focus in your STRENGTH to improve your Weaknesses.
 - Improve-work on your WEAK points-areas during PRACTICE
 - Value and focus on your strong points close to competition and during competition.

How to improve archers' Thoughts

- ✓ Be **aware** of what you think & your self-talks
Daily diary (write daily what went well and what need improvement)
- ✓ When recognize a negative or weak thought, "remind" yourself with an elastic band.
- ✓ As coach, use the proper positive language as it will strongly affect how the archer talk to him/herself
(Coaches evaluation form, Coach filmed a session or practice, etc...)
- ✓ Avoid words as "ALWAYS" and "NEVER"
- ✓ Avoid "Black & White" ways to see and analyze topics-aspects.

NERVES vs ANXIETY

What are the nerves?

Is a physiological reaction triggered by a stressful situation where the body get ready to "fight".

Body reactions when nerves show up:

- Body generates ADRENALINE
- Increase of the heartbeat,
- blood moved to the external senses and muscles.
- See and hear better.
- Faster reaction, higher sensitivity in the skin
- Lose internal feelings (proprioceptive feelings)
- Body and Mind are READY to FIGHT!!!

So...

Nerves are positive or negative for archers?

If the archer has the right
FOCUS, it is positive.

This is the Key, the proper **FOCUS**

This is the reason why Top archers perform better under stressful situation ... they make their best scores under stress.

What is Anxiety?

- ✓ Is an emotional reaction as result of a poor management of stressful situation.
- ✓ Anxiety is a **feeling of fear**, worry, and uneasiness, usually happens as an **overreaction to a situation** that is subjectively seen as threatening.
- ✓ It is often accompanied by impatience, fatigue, problems in concentration and muscular tension.
- ✓ Anxiety is not considered to be a normal reaction to a perceived stressor.

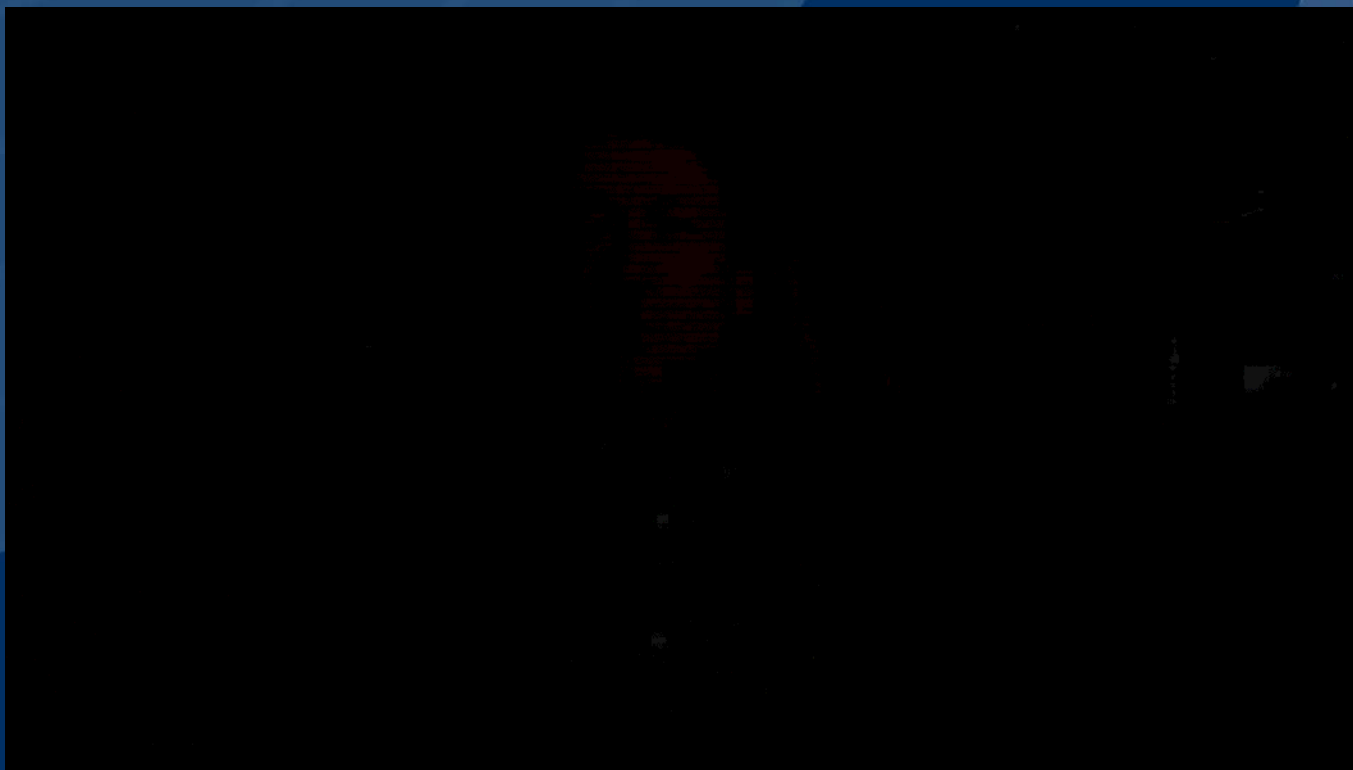
What is being FOCUSED?

- ✓ Focus is putting your attention, your senses in something specific.
- ✓ Focus is like a “zoom of a camera”... aiming at “one part of the image”, magnifying it... and ignoring the rest around.



What is CONCENTRATION?

- ✓ Concentration is the ability the Focus on what is important in order to perform well. To Focus on what matters.
- ✓ How to improve our archers' concentration?

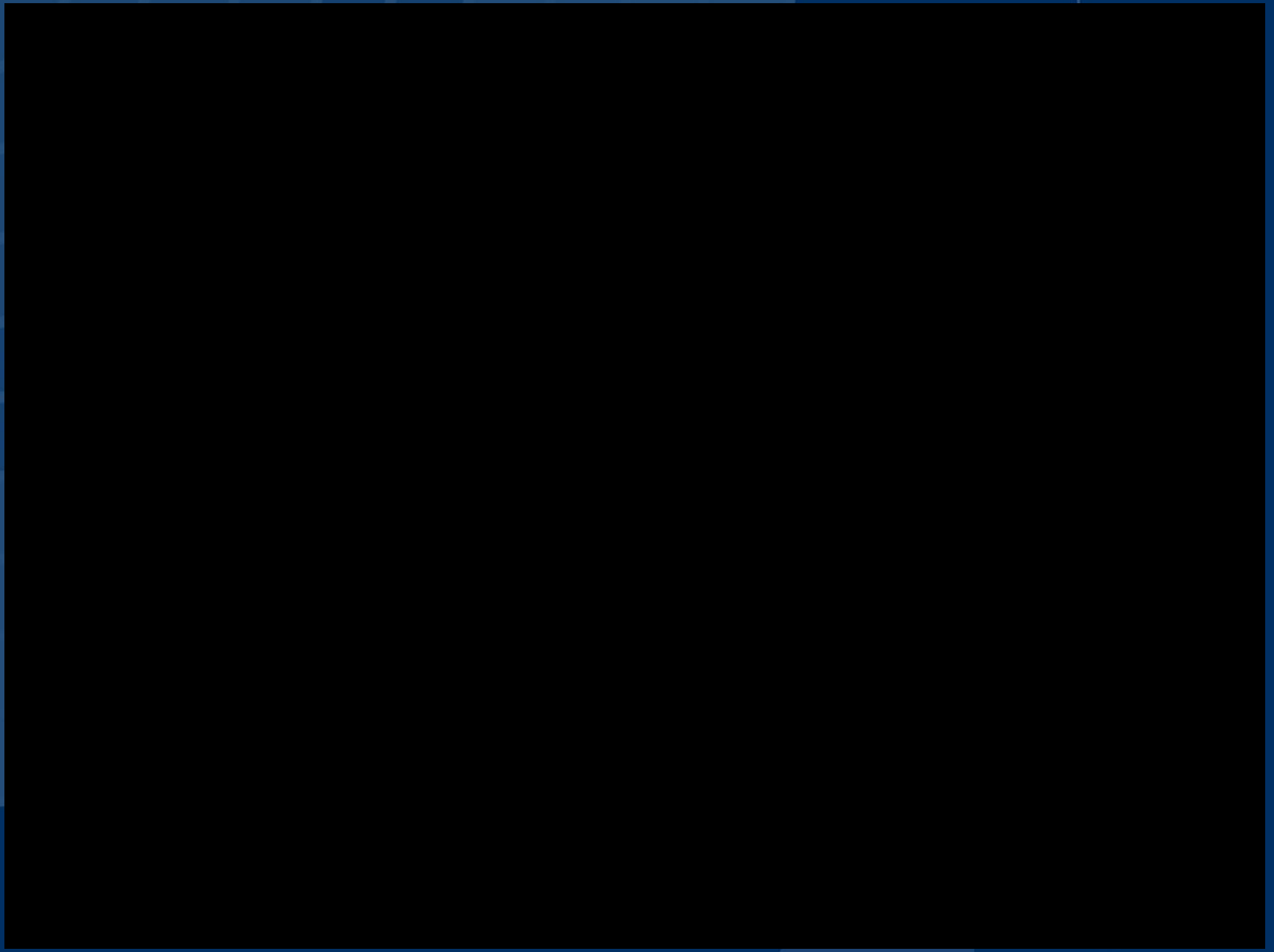


How to improve your CONCENTRATION

- ✓ Focus in what YOU can DO... on what YOU have DONE already.... quite successfully in practice.
- ✓ Focus on the PRESENT. In the NOW and here!!!
- ✓ Focus on what YOU can CONTROL
 - ... in your execution, in what YOU have to do to deliver a good execution.
- ✓ Same THINKING, same CONCENTRATION as during practice... and in practice, same concentration as during competition.

(Sample Basket/handball)

Lets try a simple exercise proposed by JC:



Proper CONCENTRATION helps to deal with Nerves and Anxiety issues.

- ✓ Improve the Concentration in your archersand nerves will help them to perform better.
- ✓ Have a poor concentration and the nerves and anxiety of the archer will "eat" and play with him/her!

FIVE

Ogilvy & Mather

Asian Games

"Archery"

:30

October 30, 2009

brandname

260 FIFTH AVE FLOOR 11 NYC 10001 / 212 328-0362 / BRANDNAME@NYCDOX.COM

BRANDNAME



Chart to work Attitudes – Mental Focus in competitions

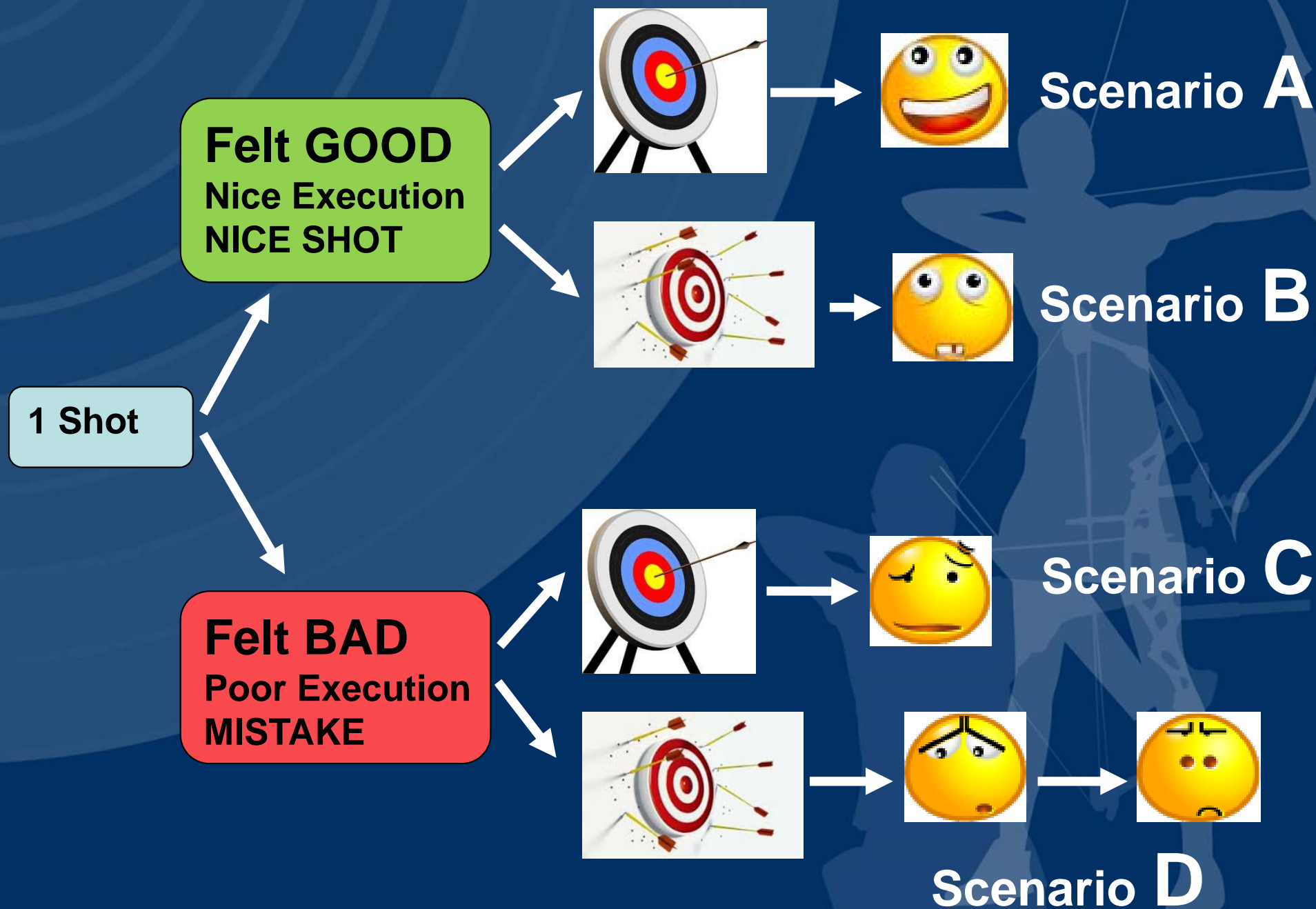


Chart to work Attitudes - Scenario A



Chart to work Attitudes - Scenario B



Risks:

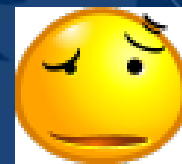
- Not really doing what proposed. No trust or confidence in doing it while scoring... while in competition.
- Not choosing the right goal.

Chart to work Attitudes - Scenario C

- Feeling of ... “we have been LUCKY”
- Its ok.... But is a “warning”.... We are not focused in EXECUTION
- We are aiming hard... we are using too much strength
- We are being passive, not controlling or using our nerves, wide attention.
- We have to CONCENTRATE on making a good execution, “easy” and with decision. Focus on what you CAN DO and have EXPERIENCE and FEELING

1 Shot

Felt BAD
Poor Execution
MISTAKE



Scenario C

Risks:

- Keep same “weak” attitude that created this scenario C....
- Finally the BIG mistake will come... the miss... if we DO NOT REACT FAST

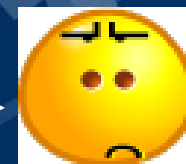
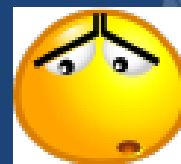
Chart to work Attitudes - Scenario D

- I do not control the shot, the proper execution
- Why?
 - ✓ EXPECTATIONS to high?
 - ✓ Poor concentration, definitively not in the PRESENT?
 - ✓ Not ready to compete?
 - ✓ Too nervous, anxious and focused on this feeling and not in the action?
 - ✓ Trying too hard, doing next shots more difficult. *“The high jump syndrome”*

1 Shot

Felt BAD
Poor Execution
MISTAKE

- Make is simple... a “5 meter shot”
- Go back to BASICS
 - Get fast the feeling you do
CONTROL your basic shot !!!



Scenario D

Thank you...
Ready to answer your questions!



ARCHERY



How everybody thinks it is...



How it really is...