

# Coach Traub's Performance Code

## Think to Play to Win!

*We are all creatures of habit. If your patterns of thought or speech include these 'curse' words or phrase, particularly during competition, then you are not 'winning' the mental side of the game as much as you could. With awareness and the courage to change, we can learn to imitate the self-talk of the greatest athletes in the world!*

### 'Curse' Words to Avoid

### Example

### Change to

### Example

**CAN'T**

I can't do that.  
Man can't run a mile in under 4:00  
We can't come back from that far behind.

Can

I can do that.  
Man has/will run that fast.  
We can come back.

**I'M NOT**

I'm not big enough.  
I'm not smart enough.  
I'm not as good as I should be.

I am

I am big enough.  
I am smart enough.  
I am good, and I can get even better.

**NEED/HAVE TO/GOTTA**

I need to score right now.  
We need to win this game.  
We have to make this play.

Want to

I want to score.  
Winning is much better than losing.  
We don't have to, but we sure want to execute.

**SHOULD /  
SUPPOSED TO**

I should hit that open teammate easily.  
I'm supposed to be better than this.  
We should beat this team.

Could

I could easily hit that open teammate.  
I could do better, and I will by making a good adjustment.  
We will definitely beat this team if we play our best.

**APOLOGIZING**

My bad. (Or signaling with a chest tap.)  
I'm sorry.

No outward response

Don't say anything or look any differently than normal.  
Think: "How can I keep from making that mistake next time?"

**FAIL**

I failed when I made that mistake.  
We failed by losing that game.

"fail"  
Will grow

That "failure" can teach and test me.  
We will grow because of that loss.

**ALWAYS / NEVER**

I always play lousy at that place.  
We never do this play right.

Usually/Used to  
Might

I used to play lousy there.  
We might finally do this play right.

**I STINK / I SUCK**

I can't believe I missed that. I suck.  
I stink when it's cold.

I don't stink  
I'm pretty good

I can believe it because I'm not perfect, but I don't stink overall.  
I'm pretty good, even when it's cold.

**SLUMP**

I'm in a slump.

Performance slide  
Overdue

Occasional slides in performance are inevitable.  
I'm overdue for something good to happen.

**HATE**

I hate running.  
I hate that referee.

Dislike

I dislike running, but I love winning.  
That referee/umpire has his own problems.

**UNBELIEVABLE / NOT FAIR**

That's unbelievable.  
That's B.S. That's not fair.

Life's not fair

I can believe it because life's not fair.  
This referee/umpire isn't very good.

**WORRY**

I'm worried that it's not enough.

Courage

My best effort is *always* good enough.

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