

Operation Competitive Greatness

Developing a Culture of Competitive Greatness 4 Significance



3D COACHING 4 SIGNIFICANCE



Competitive Greatness (CG) is the ability to be at your best when your best is needed.
– Coach Wooden

OVERVIEW	Operation Competitive Greatness is a comprehensive values-based curriculum designed to create a culture of competitive greatness and significance. It consists of a clear and compelling game plan that inspires and empowers coaches to bring out the best in themselves and their players.
CONTINUING EDUCATION	Patterson Sports Ventures provides programs that offer Continuing Education Units (CEUs) for training Athletes 4 Significance, certifying Coaches 4 Significance, and developing Teams 4 Significance. These programs are offered in various modalities.
FOUNDATION	Operation Competitive Greatness implements the best principles, lessons, strategies, and tactics of exceptional leaders and team builders in athletics, higher education, and the military.
UNDERLYING PRINCIPLES	The first principle is derived from Coach John Wooden's definition of competitive greatness which states that successful players must have the ability to perform at their best when their best is needed. The second principle is based on the true meaning of significance. Significance occurs in athletics when a team, coach, or athlete leaves a lasting legacy. A quest to leave a lasting legacy is the journey from success to significance. Success can be very fleeting and short-lived while significance is enduring and long-lasting.
IMPORTANCE	Athletics provides the perfect venue to unite people from diverse backgrounds and serves as a training ground which can profoundly impact one's growth physically, mentally, emotionally, socially, and spiritually. Through Operation Competitive Greatness , team members are able to learn the values of ethical conduct in high competitive situations and are taught how to practice, compete, and live in a way that maximizes their full potential as human beings.
UNIQUENESS	Operation Competitive Greatness is a hybrid of the competitive sports model developed for the United States Military Academy in the Department of Physical Education and the sports life coaching model created by Patterson Sports Ventures. Both have received national and international recognition.

Operation Competitive Greatness

Developing a Culture of Competitive Greatness 4 Significance



3D COACHING 4 SIGNIFICANCE



Operation Competitive Greatness Presented by Patterson Sports Ventures

For more information contact **Carlette Patterson** at **602.361.4555** or

coach@carlette.com – **www.pattersonsportsventures.com**

DR. RALPH PIM

Dr. Ralph Pim is a professor of physical education and director of competitive sports at the United States Military Academy. He oversees a competitive sports program for over 3,500 West Point cadets. Ralph has received national recognition for his team building expertise as a basketball coach, athletic administrator, and department chairperson. His administrative team at West Point was named "one of the 15 most influential sports education teams in America" for their impact on developing character through sport. Ralph has authored or co-authored nine books and has been a featured clinician at seven consecutive NABC conventions at the Final Four. In 2009, Ralph was selected as one of only 12 educators to be named as a Sports Ethics Fellow by the Institute for International Sport.

CARLETTE PATTERSON

Carlette Patterson is the CEO of Patterson Sports Ventures, a company committed to utilizing the power of sports to equip and empower people to become "Agents of Change." She is an internationally recognized Sports Life Coach with 20+ years of senior leadership in amateur, collegiate and professional sports organizations. Carlette has developed and implemented a Sports Life Coaching curriculum being used by Arizona State University women's basketball and golf teams, West Point's women's soccer team; professional coaches in the US and internationally; the New Zealand Academy of Sport and Quantum Sports, New Zealand. Carlette has been a featured speaker at the WBCA convention at the Final Four, as well as working with additional college coaches and teams implementing Sports Life Coaching tools and the 3D Coaching 4 Significance Program.