



GO INC. YOURSELF

“In Triple A, half of them feel they belong in the major leagues. The others think they have nothing to prove at that level. I urge them to ‘Inc.’ themselves. They are writing their career resumes with each performance.” – Gary Mack

In the context of the quote above, sport psychology consultant and counselor Gary Mack shares an insightful alternative to being upset, unhappy, and frustrated about setbacks like injuries, not starting, or not receiving the playing time you *feel* you’ve earned. His suggestion is to stop moping and to start seeing yourself as a business, *YOU Inc.* that is willing to find any way to improve its stock and worth. Even if you aren’t currently dealing with setbacks or playing time issues, answer the following questions as if you were and respond ideally. If you are privileged enough to play your sport long enough you will absolutely run into this issue. Best you be prepared. Remember, you are only ever one play from being a starter and good things happen for those who persevere and remain patient.

If you aren’t where you want to be right now due to injuries or limited playing time, how will you choose to respond as your own boss and take control of (your name) _____ *INC?*

What things are currently inside your control regarding your situation (or would be)?

What things are currently outside your control regarding your current situation (or would be)?

Which ones do you find yourself dwelling on most (things inside or outside your control)?

What are some negative attitudes and behaviors that can hurt your stock?

What are some positive attitudes and behaviors that will help you raise your stock?

Even if you aren’t getting much playing time or are injured, how are you using that time to get better in other areas?

(Some ideas expounded upon from Gary Mack’s book *Mind Gym* chapter “*Riding the Pines*” pg. 104-107)

If you got cut from your current team or if you are a professional and got traded, what would you want your previous team/employer to say about you? A hard worker with a good attitude? Good teammate?

(Some ideas expounded upon from Gary Mack's book *Mind Gym* chapter "*Riding the Pines*" pg. 104-107)