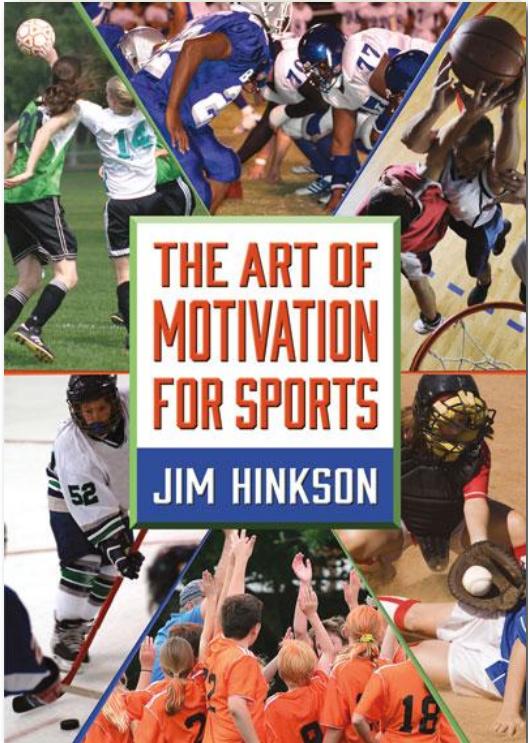




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The Art of Motivation for Sports

Jim Hinkson

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This new school of coaching also deals with winning a little differently. Although the main priority is winning, coaches do not talk to their players about winning the game but what success is. Success becomes attaining these goals, improving as a team, and striving for excellence.

About the Author

Jim has been through everything there is in sports as a player, a coach, and an author. Jim played lacrosse at the minor to the professional level. In twelve years of playing—he started at the age of 19—he played in ten national and professional championships, winning six championships. Jim also coached basketball for more than over 38 years at the high school level, and lacrosse for 25 years—from house league to professional (New York Saints, New Jersey Storm, and Philadelphia Wings). Jim has also found time to write six books on lacrosse and coaching.

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