
Today too many coaches, especially young ones, focus too often on how much money they can make rather than the impacts they are impacting on young adults' lives.

The dinner guests were sitting around the table discussing life. One man, a CEO, tried to explain the problem with college athletics. He argued, "What's a kid going to learn from someone who decided his best option in life was to be a coach?"

He reminded the other dinner guests what they say about coaches: "Those who can't play, are those who coach." To stress his point, he said to another guest, "You're a coach, be honest. What do you make?"

Having a reputation for honesty and frankness, the guest replied, *(At this moment Coach Ridder was FIRED up and getting after it!)* "You want to know what I make? I make kids work harder than they ever thought they could. I make a C+ feel like a winner of the Congressional Medal of Honor. I make kids run through 90 minutes of practice and sweat. I make kids turn dreams into reality."

"You want to know what I make?"
I make kids wonder.
I make them question.
I make them criticize.
I make them apologize and mean it.
I make them cooperate.
I make them competitive and respectful.

I make them show all their work in front of hostile crowds and perfect their acts of sportsmanship. I make them understand that if you have the will to follow your dreams, should anybody try to judge you by a mistake you made you must pay no attention because you tried and gave it your all."

"I make teams from individuals who work together to build success."

He paused and continued. "You want to know what I make?" I MAKE A DIFFERENCE, I MAKE LEADERS, I MAKE OTHER PROFESSIONS POSSIBLE." Then he asked the CEO, "What do you make?"

The next time you are unhappy with your job because you think you are not making enough money, ask yourself, "Are you putting the intangibles you make above your bank account?"

I sure hope so...