



“POUND THE ROCK” = PERSIST & PERSUE



“When nothing seems to help, I go look at a stonecutter hammering away at his rock perhaps a hundred times without as much as a crack showing in it. Yet at the hundred and first blow it will split in two, and I know it was not that blow that did it, but all that had gone before.” - Jacob Riis

Practice after practice, day after day, season after season, the Spurs pound the rock. They get 1% better every day. They know that the first one hundred blows may not yield the outcome they hope for, but only through one hundred unsuccessful blows will come the one that cracks the rock, the one breakthrough victory, the next world title. Ask any Spurs player what it is all about to be a member of that team, and they will all tell you:

POUND THE ROCK!

We live in a world where some people believe that high-level athletic performance is easy, and that people are born with talent and greatness. They don't see Steph Curry and Kobe Bryant showing up early and staying late. They don't see Cristiano Ronaldo having to be dragged off the field by Alex Ferguson when he was 18 years old, as he was determined to be the greatest player ever. They don't see the work, the struggle and disappointment Nick Foles persevered through to become the 2018 Super Bowl MVP.

They think there is such a thing as an overnight success story.

There is not. All these athletes pound the rock. Hour after hour, day after day, they put in the work so that when their moment comes, they are ready. Only 100 failed attempts will yield the one that breaks the stone

<https://youtu.be/FUx3s8F5X2Q> <https://youtu.be/3qw2BtIR3Dg>

Only 100 hard practices will yield the one that tells you “Yes, I got it!”
Are you willing to pound the rock? Because if you are, you are way ahead of the game. Most people are not. They want immediate mastery. They want all the accolades without most of the sweat. They want to hit the rock on the first blow and have it break.

Coaches take this article and share it with your athletes and your teams. Put a rock and hammer in your locker room. Ask your team “Are you willing to pound the rock? Are you willing to show up day after day and give your best effort and your best focus, even if we come up short again and again? Are you willing to struggle and suffer to break through? Will you keep doing the work until our opportunity comes? Will you be ready?”

The world is full of people looking for a shortcut to the top. There are none. There is only one way to have your best season ever.

Pound the rock!
Pound the rock!
Pound the freakin rock!

“MAKE IT A GREAT DAY +1”