

TABLE OF CONTENTS

Dedication	v
Foreword	viii
Introduction	1
1 Maps & Meanings	9
2 Know Thyself to Know Thy Athletes	23
3 Seek to Understand	79
<u>The Archetypes</u>	96
<i>The Technician</i>	99
<i>The Royal</i>	103
<i>The Soldier</i>	109
<i>The Specialist</i>	112
<i>The Politician</i>	120
<i>The Novice</i>	126
<i>The Leader</i>	133
<i>The Self-Sabotager</i>	140
<i>The Mouthpiece</i>	146
<i>The Wolverine</i>	154
<i>The Free-Spirit</i>	160
<i>The Manipulator</i>	166
<i>The Underdog</i>	175

<i>The Crusader</i>	192
<i>The Skeptic</i>	199
<i>The Hypochondriac</i>	212
4 Constructing Connections: Tools, Tenets & Strategies	220
<u>Trust Tenets</u>	228
<i>Fundamentals, Not Fluff</i>	228
<i>Educate & The 3R's</i>	231
<i>Make 'Em Laugh</i>	237
<i>Be Authentic</i>	240
<i>Empathy</i>	244
<i>Delivery & Persuasion</i>	247
<i>Autonomy</i>	250
5 Applying Conscious Coaching to Our Craft & Lives	253
Appendix	266
Bibliography	272
About the Author	280