



Letters on Leadership #10: A Warrior Spirit

As a Leadership Instructor and teammate with The Program, it is important to practice what we preach and find ways to get outside of the "comfort zone". I was recently afforded the opportunity to do just that for over a four month period.

On January 11th, I received an email congratulating me that I had been accepted to fight in the 6th Annual Rock N' Rumble at the House of Blues in Boston on May 19th. The Rock N' Rumble is a charity event put on by Haymakers for Hope, an organization that raises money for cancer awareness and research for a cure. I had my work cut out for me. My boxing experience had thus far only been very recreational. I had four months to "sharpen my blade" and lose 15 pounds to be ready for fight night.

During The Program's Combat Mindset Judgment Day, we explain exactly what a "Combat Mindset" is. A Combat Mindset, or Warrior Spirit, allows us to perform optimally when stakes are the highest. And believe me, the very real possibility that you get K.O.'ed in front of your friends and family among another 1,850 strangers in a sold out House of Blues is a HIGH STRESS situation.



Thankfully, I knew exactly how to handle the stress and fear that comes along with high stakes performance, and use it to my advantage. I will share that with you today.

The Program uses the acronym ATTACK to develop a Combat Mindset:

Aceptance - Accept the challenge, the consequences, and the risks. Don't hide or pretend like it doesn't matter.

Trust - Your teammates, your coaches, your preparation.

Take Action - Take the fight to the enemy. Dictate the terms of the battle. Impose your will.

Awareness - Don't let stress interfere with your situational awareness. Focus externally on the opposition and your teammates, not internally on your own pain and fears.

Confidence - Confidence on a subconscious level is paramount. That confidence comes from knowing you have done everything possible to prepare for the task at hand.

Killer Mindset - Never show weakness. Signs of weakness embolden the enemy.

I posted this acronym on the wall of my bedroom and looked at it daily for 4 long months. For 4 months I stayed dedicated and disciplined. On fight night, I let my instincts take over. I can describe my mental state on the 19th only as a Combat Mindset. I do not remember much of the fight. I can say that I DID NOT rise to the occasion. We, at The Program do not believe in that. I DID, however, fall back on the habits I created during months of training.

When the final bell rang, I stood in my corner with my team in front of almost 2,000 fans. I was the victor.

Whatever you are "fighting" for, whatever your task at hand, ATTACK it. 100%, 100% of the time.

Very Respectfully,

Reid Eichelberger
Leadership Instructor



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