



### **One More™**

One More™? I am typically asking myself this at the start of my day during my morning workout. Admittedly, I often find myself asking it at the end of my day, too. I know what I *must* do. I know what the plan calls for, but should I do a little bit extra? Should I do One More™? As I start to see the finish line of a brutal weight-lifting session or a long run, the “One More™?” dilemma hits me. I’m tired, sore, covered in sweat and my excuses start to form; I need to get a shower and get to work, there is going to be traffic, I’ve done “enough.” I’ve been living and breathing The Program mindset for four years and daily, I still ask myself, “should I do One More™?”

The answer is always “yes!”

There’s always something I can do to get better; stronger, faster, build a relationship, make another sales call, check-in with a teammate, re-connect with a family member or friend, or take a minute to do something for my spouse, son or daughter.



The power of the One More™ was never more obvious, and painful for me, than an experience I had working with one of our football clients. During their training event, as always, we stressed the importance of hard work, and we told the team that we define “hard work” as doing just “One More™” out-work every other team in the conference by doing one more rep, one more set, one more sprint, one more film session (or one more session with their Math or English tutor). Following their event, I committed to joining them for their team workout the following day. Brimming with confidence, I arrived to workout with this team (most of which are 20 years younger than me) for their conditioning session. No big deal, I’ve run some of the largest stadiums in the country, and I love it. I will show these young studs what a United States Marine can do. Little did I know, this football team doesn’t run “the steps,” they run the bleacher seats, or “decks.” Each “deck” is approximately a two- foot vertical and horizontal ‘leap’ to the next.

Not exactly what I was used to, but I was still fired up. The workout would be sixteen of them. Ironically, they had built up to that number over the past few months doing “One More™.” Regardless, I started battling a lack of physical and mental toughness at around number seven. Thankfully, just as I started to consider how they would medically evacuate me out of the stadium, we finished the sixteenth and final one. Everyone, including me, “hugged it up” with a teammate to their left and right. Then, I heard it, coming from the Defensive Back position group area, someone yelled, “Hell no, we’re doing One More™!” And we did. Then, another warrior yelled it, and we did another, and another and another. Again. And again. We finished at twenty-one. I was physically exhausted, but at the same time, so fired up for this team of warriors. We ended the morning with a perfect set of six Judgment Day exercises and our signature, One Perfect Jumping Jack.

I then had to race back to my hotel, shower, change and eat a quick breakfast prior to our morning meetings. Let me pause here and remind the reader that when I had landed the previous day, it had seemed like a great idea to rent this car with a manual transmission (i.e. a car that you can drive only by constantly pressing down on a clutch, gas pedal or brake and most often, two at the same time). Manual transmissions are *fun*.

Unfortunately for me, unlike when I had arrived at the airport, I was now not well fed, well rested or well hydrated. I still had a job to do though, so I crawled in, put the key in the ignition and pressed the clutch... and the manual transmission car I was driving was no longer fun... Immediately, my entire left leg “locked up” into an unbearably painful cramp. And by “entire leg,” I mean ENTIRE: my hamstring, my quad, my calf, my soleus and most definitely, whatever the muscles are that control the arch of my foot!



Ten minutes after first stepping on the clutch, I was able to regain some level of control over the muscles of my leg and drove back to the hotel.

The “One More™” concept is powerful because of its simplicity and the compound effect that it has on us in every area of life. Spending six minutes at the end of each work day, talking with a teammate you don’t normally interact with, doesn’t seem like a lot, and it’s such a small daily time investment that it barely affects our normal routine or our ability to “beat traffic.” However, the compound effect of One More™ (in this case, six minutes) **EVERY, SINGLE, DAY** is significant. Just as the One More that I do daily at the end of my own workouts allow me to accomplish the mission while training with the football team, the deeper levels of trust in the relationships we share with our co-workers built on those few moments communicating and interacting with them daily are equally priceless and also help ensure we accomplish our own mission the next time when faced with adversity.

Right now, decide what your “One More™” is going to be as an individual, then challenge your teammates (spouse, child, sibling, co-worker, athletic teammate, classmate, roommate, fellow band or theatre member) to identify theirs, as well. Hold each other accountable to doing it. As The Program teaches, our getting “that much better (if you hold your forefinger and thumb two inches apart),” every single day is how we compete for championships on whatever our chosen battlefield may be.

One More™ has nothing to do with talent. All it has to do with is our choice to do it. Make the right choice and ATTACK!

...and always rent an automatic transmission!

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