



Habits Coach

Leadership Conversation with Andy Brandi

INNER DRIVE

“Hating to fail is what drives me. I certainly hated to lose more than I enjoyed winning. My drive was and will always be achieving success. That burning desire to be the best is what drives me. In turn, regarding the people and players that I’ve coached, you lead by example. If they see you busting it for them, they in turn will bust it for you. Furthermore, my parents set a great example. My mother was an expert pianist, having trained at the Juliet School of Music. My father was a hard-working, disciplined businessperson. They were models of both passion and hard work. And finally, I had terrific coaching role models in Harry Hopman, Welby Van Horn, and Nick Bollettieri. Harry was a true coach – he knew what to say and how to say it. Welby had an incredible understanding of the technical side of the game. And Nick – I was always amazed by his ability to motivate players.”

SUSTAINING CREDIBILITY

“You are only as good as you are, not as good as you were. Credibility is developed and sustained by proving yourself day-in and day-out. Believe it or not, most of the kids I work with today have no association to my past. This year (2011) so far, my group has won 4 gold balls, a silver, and a bronze in singles competition. That gives me credibility.”

CANDID FEEDBACK

“Athletes need to hear the truth. They need to know where they are and where they are going. You cannot give athletes a false sense of security. Sooner or later, that false sense of security catches up. Then reality strikes in. A lot of these young players are delusional about where they are and where they are going. An important part of my job is to give them a reality check. I’ve always spoken my mind.”

NCAA ACCOUNTABILITY

“There are too many rules and it is easy to have secondary violations. In Kalamazoo (home of the one of the largest junior tennis national events) this year, the collegiate coaches were out of control. There was no one to monitor them and no one turns anyone else in. Coaches are looking for a fast track to success. The pressure to succeed is what pushes them to go outside the lines.”

SPORT PSYCHOLOGY

“I absolutely believe in sport psychology. We used a sport psychologist from the beginning (1985-2001). I even had recruits meet with him to give me insight as to how they fit in our program. We found the consultation and relationship to be a good tool and very useful.”

LEADERSHIP & FLEXIBILITY

“Flexibility is a loaded word. Yes, you have to be flexible as a leader but you cannot compromise your philosophy, your ethics, and/or your beliefs.”

WINNING RESULTS

“Results are what you are measured by. You do not want to become outcome-oriented but success is certainly what you are measured by and judged upon.”

FIGHTING SPIRIT

“There is a road and you have to map it out and follow it until the end of the rainbow. Competing can be taught. The problem lies when a player starts to accept losing. You always need a player with a fighting spirit. If they have it, you can teach them how to win. Champions are born with this fighting spirit and do not give up. They find a way.”

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