

### **Excerpt 3: Motivational Tactic Helped Turned a Season Around**

The Tennessee Titans got off to a 0-6 start with a season looking on the brink of disaster. Coach Jeff Fisher cut practice short a few days after getting blown out by New England. “Practice was *horrible* that day. Players’ attention to detail was poor. I cut it short and called a team meeting – told them to be in the auditorium in 45 minutes. They didn’t know if they were going to get lectured or get their butts chewed out or just told to stay out of trouble during the bye week or what.”

Instead Fisher told them an inspirational story about how the late quarterback Steve McNair came back from adversity. He was at the point of quitting football when he took a weekend off and talked to a former team chaplain that helped him clear his head. Fisher wanted to impart the same message to his team: “You can make the most of the bye weekend by getting away,” he told them. “Take a few days to yourselves, come back on Monday and let’s just start over.”

When the Titans returned to their training facility a few days later, they saw a **revised “2009 schedule” that Fisher had displayed: It consisted of just 10 games**, beginning with the upcoming Nov. 1 matchup with Jaguars at LP Field. “Jacksonville is our season opener,” Fisher told the players. “Let’s go out and get it done.” The fresh approach led to a complete turnaround, with the team winning 7 of the next 8 games.