

ATHLETE BUILDER ASSESSMENT TEST

There are three things to note about the Assessment Test. First, like a company's quarterly financials, the score is a snapshot in time. Meaning, it's your score on this day only. Second, tomorrow the score can change, quickly. Simply letting your Teammates know your "Why" tomorrow will take your score from 0 on up. Third, you can complete other tasks like finding an accountability ally for the Inch Blocks. That will raise your score as well. The point is that you can make improvements quickly. And you will. Don't worry one minute about it. I got you. I have the method for success.

Your scoring trend is more important over time than your score today. You must increase your averages each quarter. Quickly. Do this and see where you are. See where your confidence will be. Watch yourself win! We will Relentlessly execute your plan. Let your Kaizen habit lead the way.

Take the Inches Assessment quarterly. You can take it alone or collaborate with a teammate, ally, mentor, or coach. Be honest and accurate. Keep a record of your score each time. The Overall section looks at your results for the last season and/or the last three months. This section won't always change each quarter. Regardless, still complete it. For multiple questions, your answer may be between two different criteria (e.g., between six and four points). If that's the case, then select the average (five points).

Simply answer the questions the best you can. If you do not know something or understand a concept yet, don't worry about it. Simply keep reading along in the book, and you'll learn everything. Then retake the test. Retake it as often as you like and see where you can improve quickly. And keep at it.

OVERALL	POINTS
What percent of games did your team win? Your score is the percent rounded down (e.g., If you won 69.999 percent of games, your score would be 6).	
What “All” were you? Were you All-State, All-American, All-Conference, etc.? <ul style="list-style-type: none"> ● 10 Points: First Team All-American or All-State ● 9 Points: Second Team All-American or All-State ● 8 Points: Third Team All-American or All-State ● 7 Points: First Team All-Conference ● 6 Points: Second Team All-Conference ● 5 Points: Third Team All-Conference ● 4 Points: Captain ● 0 Points: Anything else 	
What is your position on the team’s depth chart? <ul style="list-style-type: none"> ● 10 Points: First Team ● 8 Points: Second Team ● 6 Points: Third Team ● 4 Points: Fourth Team ● 0 Points: Anything else 	
TOTAL POINTS	
OVERALL AVERAGE (TOTAL POINTS / 3)	

Next, we will assess your Mindset. This is a broad category and the most critical. Your Mindset compels you to move forward. If you have a solid Mindset, then you will do the necessary things to advance. Let's see how you do.

MINDSET	
How well do you and others know your “Why”? <ul style="list-style-type: none"> ● 10 Points: You know it; your unit knows it; your team knows it; your coaches know it; your support team knows it. You review it daily. ● 8 Points: Two groups mentioned above know it. You review it at least four times a week. ● 6 Points: You and your immediate Teammates know it. You review it weekly. ● 4 Points: You know it and review it monthly. ● 2 Points: You know it and review it quarterly. 	
How well do you and others know your Core Values? <ul style="list-style-type: none"> ● 10 Points: You know it; your unit knows it; your team knows it; your coaches know it; your support team knows it. You review it weekly. ● 8 Points: Two groups mentioned above know it. You review it at least weekly. ● 6 Points: You and your immediate Teammates know it. You review it weekly. ● 4 Points: You know it and review it monthly. ● 2 Points: You know it and review it quarterly. 	
What is your level of Integrity? <ul style="list-style-type: none"> ● 10 Points: You give maximum effort (90 percent or more) daily. ● 8 Points: You give 80 percent effort daily. ● 3 Points: You give 60 percent effort daily. ● 0 Points: All else. 	
What is your level of Enjoyment? How well do you reflect on positives, have gratitude, act humble, help others, and ultimately enjoy your sport? <ul style="list-style-type: none"> ● 10 Points: Daily ● 8 Points: Weekly ● 6 Points: Monthly ● 4 Points: Quarterly ● 0 Points: All else. 	
Sisu <ul style="list-style-type: none"> ● 10 Points: You never quit, ever. You push through all reps, see tasks to completion and beyond. ● 8 Points: You mostly completes all tasks to the fullest. ● 5 Points: You occasionally completes tasks to fullest. ● 0 Point: All else. 	
Discipline	

<ul style="list-style-type: none"> ● 10 Points: You consistently do what must be done, when it must be done, beyond the minimums. ● 8 Points: You mostly do what must be done when it must be done. ● 5 Points: You occasionally do what must be done when it must be done. ● 0 Points: All else. 	
Kaizen <ul style="list-style-type: none"> ● 10 Points: You have a process for improving and adhere to it without fail. ● 8 Points: You mostly have a process and adhere to it. ● 5 Points: You occasionally have a process and adhere to it. ● 0 Points: All else. 	
Mindset Mentor <ul style="list-style-type: none"> ● 10 Points: You have one and connect weekly. ● 8 Points: You have one and connect monthly. ● 5 Points: You have one and connect quarterly. ● 0 Points: All else. 	
How effectively are you working with a Mindset accountability ally (or allies)? <ul style="list-style-type: none"> ● 10 Points: You and your ally review your results weekly, enforce a “carrot/stick,” and adjust. ● 7 Points: You and your ally review your results monthly and sometimes enforce “carrot/stick.” ● 4 Points: You and your ally review your results quarterly. ● 0 Points: All else. 	
You know your number one Mindset Strength (Competitive Advantage): 10 points. Otherwise: 0 points.	
You know your number one Mindset Weakness (Weak Link): 10 points. Otherwise: 0 points.	
You know your number one Mindset Opportunity (Target): 10 points. Otherwise: 0 points.	
You know your number one Mindset Threat (Enemy): 10 points. Otherwise: 0 points.	
TOTAL POINTS	
MINDSET AVERAGE (TOTAL / 14)	

This is the same process for your Knowledge Block. It is imperative to develop an elite Mindset. It is also imperative to develop a mastery of your sport. This is the Knowledge Block.

The following set of questions only pertain to your Knowledge of certain things. There will be some redundancy with each section of questions with other Blocks. For example, you may have a mentor who helps you with more than one Inch Block. He may help you with your Mindset, Knowledge, and dealing with Teammates. That is perfectly acceptable. Simply answer the questions as best you can and tally your score.

KNOWLEDGE	
Playbook (Points are doubled here because of significance.) <ul style="list-style-type: none"> ● 20 Points: You know your critical skills, your position's duties, your unit's duties, your offense's or defense's duties, and your opponents' duties perfectly. ● 16 Points: You know all skills and duties for your position, unit, and your offense or defense. ● 14 Points: You know all skills and duties for your position and unit. ● 12 Points: You know all skills and duties for your position. ● 0 Points: You do not know your position skills and duties perfectly. 	
Life <ul style="list-style-type: none"> ● 10 Points: You have a plan and process to manage your critical life skills now and in the future for you to perform at your best in your sport. ● 7 Points: You are getting by day-to-day, and it affects your play. ● 2 Points: Your environment (clutter, cleanliness, paying bills, etc.) at home is in disarray. ● 0 Points: All else. 	
Kaizen <ul style="list-style-type: none"> ● 10 Points: You have a process for improving and adhere to it without fail. ● 8 Points: You mostly have a process and adhere to it. ● 5 Points: You occasionally have a process and adhere to it. ● 0 Points: All else. 	
Knowledge Mentor <ul style="list-style-type: none"> ● 10 Points: You have one and connect weekly. ● 8 Points: You have one and connect monthly. ● 5 Points: You have one and connect quarterly. ● 0 Points: All else. 	
How effectively are you working with a Knowledge accountability ally (or allies)? <ul style="list-style-type: none"> ● 10 Points: You and your ally review your results weekly, enforce a "carrot/stick," and adjust. ● 7 Points: You and your ally review your results monthly and sometimes enforce "carrot/stick." ● 4 Points: You and your ally review your results quarterly. ● 0 Points: All else. 	

You know your number one Knowledge Strength (Competitive Advantage): 10 points. Otherwise: 0 points.	
You know your number one Knowledge Weakness (Weak Link): 10 points. Otherwise: 0 points.	
You know your number one Knowledge Opportunity (Target): 10 points. Otherwise: 0 points.	
You know your number one Knowledge Threat (Enemy): 10 points. Otherwise: 0 points.	
TOTAL POINTS	
KNOWLEDGE AVERAGE (TOTAL / 10)	

Your Teammates are the third Block pertaining to your head. This Block assesses your ability to work well with others. All your relationships make an impact on your level of play. Do not undervalue or underestimate the importance of everyone around you. It matters.

TEAMMATES	
Players <ul style="list-style-type: none"> • 10 Points: You are a captain of your team. • 7 Points: You respect your Teammates, and they respect you. You work well with everyone and help get them better. • 4 Points: You get your job done well and don't cause problems on your team. You mostly focus on yourself and not others. 	
Coaches <ul style="list-style-type: none"> • 10 Points: You are the first one at the facility, last to leave, leader of your team, inform coaches, act as the "pulse of the team," are positive and upbeat, Relentless, and tough all the time: 10 points. • 8 Points: You mostly perform the duties listed above. • 6 Points: You sometimes perform the duties listed above. • 4 Points: You rarely perform the duties listed above. • 0 Points: All else. 	
Professional Groups (teachers, trainers, medical staff, janitors, etc.) <ul style="list-style-type: none"> • 10 Points: You are always respectful and professional, positive, supportive, and helpful. • 8 points: You are mostly the qualities listed. • 6 Points: You are sometimes the qualities listed. • 4 Points: You are rarely the qualities listed. • 0 Points: All else. 	
Kaizen <ul style="list-style-type: none"> • 10 Points: You have a process for improving and adhere to it without fail. • 8 Points: You mostly have a process and adhere to it. • 5 Points: You occasionally have a process and adhere to it. • 0 Points: All else. 	
Teammate Mentor <ul style="list-style-type: none"> • 10 Points: You have one and connect weekly. • 8 Points: You have one and connect monthly. • 5 Points: You have one and connect quarterly. • 0 Points: All else. 	
How effectively are you working with a Teammate accountability ally (or allies)? <ul style="list-style-type: none"> • 10 Points: You and your ally review your results weekly, enforce a "carrot/stick," and adjust. • 7 Points: You and your ally review your results monthly and sometimes enforce "carrot/stick." • 4 Points: You and your ally review your results quarterly. • 0 Points: All else. 	

You know your number one Teammate Strength (Competitive Advantage): 10 points. Otherwise: 0 points.	
You know your number one Teammate Weakness (Weak Link): 10 points. Otherwise: 0 points.	
You know your number one Teammate Opportunity (Target): 10 points. Otherwise: 0 points.	
You know your number one Teammate Threat (Enemy): 10 points. Otherwise: 0 points.	
TOTAL POINTS	
TEAMMATES AVERAGE (TOAL / 10)	

This next section can be challenging to quantify the data. Your answers will require more estimations than normal. Information is not readily available. However, at times the data is available. Example: The NFL Combine publishes the year's results annually. There is historical data available as well. You will need the input from a strength and conditioning coach to give you a range of values or best guesses. You must find a coach if you don't have one.

TRAINING	
Strength <ul style="list-style-type: none"> • 10 Points: You are in the top 10 percent (in strength) at your position nationwide. • 8 Points: You are in the top 10 percent in your conference. • 6 Points: You are in the top 10 percent of your position group on team. • 4 Points: You are in the top 20 percent of your position group on the team. • 2 Points: You are in the top 50 percent of your position group on the team. • 0 Points: All else. 	
Fastest and Most Powerful <ul style="list-style-type: none"> • 10 Points: You are in the top 10 percent (in speed and power) at your position nationwide. • 8 Points: You are in the top 10 percent in your conference. • 6 Points: You are in the top 10 percent of your position group on team. • 4 Points: You are in the top 20 percent of your position group on the team. • 2 Points: You are in the top 50 percent of your position group on the team. • 0 Points: All else. 	
Stamina <ul style="list-style-type: none"> • 10 Points: You are in the top 10 percent (in stamina) at your position nationwide. • 8 Points: You are in the top 10 percent in your conference. • 6 Points: You are in the top 10 percent of your position group on team. • 4 Points: You are in the top 20 percent of your position group on the team. • 2 Points: You are in the top 10 percent of your position group on the team. • 0 Points: All else. 	
Resiliency (You're the toughest.) <ul style="list-style-type: none"> • 10 Points: You are in the top 10 percent (in resiliency) at your position nationwide. • 8 Points: You are in the top 10 percent in your conference. • 6 Points: You are in the top 10 percent of your position group on team. 	

<ul style="list-style-type: none"> ● 4 Points: You are in the top 20 percent of your position group on the team. ● 2 Points: You are in the top 10 percent of your position group on the team. ● 0 Points: All else. 	
Offseason <ul style="list-style-type: none"> ● 10 Points: You put in the most work of anyone on your team (in the gym and on the field, doing everything physical to improve). ● 8 Points: You are in the top ten people on your team for putting in the most work. ● 6 Points: You put in the most work of anyone in your position group. ● 0 Points: All else. 	
In-season <ul style="list-style-type: none"> ● 10 Points: You put in the most work of anyone on your team (in the gym and on the field, doing everything physical to improve). ● 8 Points: You are in the top ten people on your team for putting in the most work. ● 6 Points: You put in the most work of anyone in your position group. ● 0 Points: All else. 	
Kaizen <ul style="list-style-type: none"> ● 10 Points: You have a process for improving and adhere to it without fail. ● 8 Points: You mostly have a process and adhere to it. ● 5 Points: You occasionally have a process and adhere to it. ● 0 Points: All else. 	
Training Mentor <ul style="list-style-type: none"> ● 10 Points: You have one and connect weekly. ● 8 Points: You have one and connect monthly. ● 5 Points: You have one and connect quarterly. ● 0 Points: All else. 	
How effectively are you working with a Training accountability ally (or allies)? <ul style="list-style-type: none"> ● 10 Points: You and your ally review your results weekly, enforce a “carrot/stick,” and adjust. ● 7 Points: You and your ally review your results monthly and sometimes enforce “carrot/stick.” ● 4 Points: You and your ally review your results quarterly. ● 0 Points: All else. 	
You know your number one Training Strength (Competitive Advantage): 10 points. Otherwise: 0 points.	
You know your number one Training Weakness (Weak Link): 10 points. Otherwise: 0 points.	
You know your number one Training Opportunity (Target): 10 points. Otherwise: 0 points.	

You know your number one Training Threat (Enemy) : 10 points. Otherwise: 0 points.	
TOTAL POINTS	
TRAINING AVERAGE (TOTAL / 13)	

Next, let's see where you stack up with your Nutrition. In sports and most things, results are what matters most. Certain athletes won't need any help with Nutrition. Other athletes will struggle mightily with it. Ultimately, what you eat will affect your results dramatically. Be diligent.

NUTRITION	
Body Fat <ul style="list-style-type: none"> ● 10 Points: You are in the top 10 percent (in body fat) at your position nationwide. ● 8 Points: You are in the top 10 percent in your conference. ● 6 Points: You are in the top 10 percent of your position group on team. ● 4 Points: You are in the top 20 percent of your position group on the team. ● 2 Points: You are in the top 10 percent of your position group on the team. ● 0 Points: All else. 	
Protein, Creatine, and Supplements <ul style="list-style-type: none"> ● 10 Points: You have a process to perfect performance and adhere to it always. ● 8 Points: You mostly have a process and adhere to it. ● 6 Points: You sometimes have a process and adhere to it. ● 4 Points: You rarely have a process and adhere to it. ● 0 Points: All else. 	
Offseason Total Nutrition Plan <ul style="list-style-type: none"> ● 10 Points: You have a process to perfect performance and adhere to it always. ● 8 Points: You mostly have a process and adhere to it. ● 6 Points: You sometimes have a process and adhere to it. ● 4 Points: You rarely have a process and adhere to it. ● 0 Points: All else. 	
In-season Home Games <ul style="list-style-type: none"> ● 10 Points: You have a process to perfect performance and adhere to it always. ● 8 Points: You mostly have a process and adhere to it. ● 6 Points: You sometimes have a process and adhere to it. ● 4 Points: You rarely have a process and adhere to it. ● 0 Points: All else. 	
In-season Away Games <ul style="list-style-type: none"> ● 10 Points: You have a process to perfect performance and adhere to it always. ● 8 Points: You mostly have a process and adhere to it. ● 6 Points: You sometimes have a process and adhere to it. ● 4 Points: You rarely have a process and adhere to it. ● 0 Points: All else. 	
Kaizen	

<ul style="list-style-type: none"> ● 10 Points: You have a process for improving and adhere to it without fail. ● 8 Points: You mostly have a process and adhere to it. ● 5 Points: You occasionally have a process and adhere to it. ● 0 Points: All else. 	
Nutrition Mentor <ul style="list-style-type: none"> ● 10 Points: You have one and connect weekly. ● 8 Points: You have one and connect monthly. ● 5 Points: You have one and connect quarterly. ● 0 Points: All else. 	
How effectively are you working with a Nutrition accountability ally (or allies)? <ul style="list-style-type: none"> ● 10 Points: You and your ally review your results weekly, enforce a “carrot/stick,” and adjust. ● 7 Points: You and your ally review your results monthly and sometimes enforce “carrot/stick.” ● 4 Points: You and your ally review your results quarterly. ● 0 Points: All else. 	
You know your number one Nutrition Strength (Competitive Advantage): 10 points. Otherwise: 0 points.	
You know your number one Nutrition Weakness (Weak Link): 10 points. Otherwise: 0 points.	
You know your number one Nutrition Opportunity (Target): 10 points. Otherwise: 0 points.	
You know your number one Nutrition Threat (Enemy): 10 points. Otherwise: 0 points.	
TOTAL POINTS	
NUTRITION AVERAGE (TOAL / 12)	

RECOVERY	
Injuries <ul style="list-style-type: none"> ● 10 Points: No major injuries for the year and missed no reps in games and practice. ● 8 Points: Hurt but missed no reps in games. ● 6 Points: Missed 20 percent of the games and practice reps. ● 4 Points: Missed 40 percent of game and practice reps. ● 0 Points: Missed more than half of the season. 	
Resting and Sleep Process <ul style="list-style-type: none"> ● 10 Points: You have a process to perfect performance and adhere to it always. ● 8 Points: You mostly have a process and adhere to it. ● 6 Points: You sometimes have a process and adhere to it. ● 4 Points: You rarely have a process and adhere to it. ● 0 Points: All else. 	
Treatments <ul style="list-style-type: none"> ● 10 Points: You have a process to perfect performance and adhere to it always. ● 8 Points: You mostly have a process and adhere to it. ● 6 Points: You sometimes have a process and adhere to it. ● 4 Points: You rarely have a process and adhere to it. ● 0 Points: All else. 	
Breathing and Meditation <ul style="list-style-type: none"> ● 10 Points: You have a process to perfect performance and adhere to it always. ● 8 Points: You mostly have a process and adhere to it. ● 6 Points: You sometimes have a process and adhere to it. ● 4 Points: You rarely have a process and adhere to it. ● 0 Points: All else. 	
Traveling <ul style="list-style-type: none"> ● 10 Points: You have a process to perfect performance and adhere to it always. ● 8 Points: You mostly have a process and adhere to it. ● 6 Points: You sometimes have a process and adhere to it. ● 4 Points: You rarely have a process and adhere to it. ● 0 Points: All else. 	
Kaizen <ul style="list-style-type: none"> ● 10 Points: You have a process for improving and adhere to it without fail. ● 8 Points: You mostly have a process and adhere to it. ● 5 Points: You occasionally have a process and adhere to it. 0 Points: All else.	
Recovery Mentor <ul style="list-style-type: none"> ● 10 Points: You have one and connect weekly. 	

<ul style="list-style-type: none"> • 8 Points: You have one and connect monthly. • 5 Points: You have one and connect quarterly. • 0 Points: All else. 	
How effectively are you working with a Recovery accountability ally (or allies)? <ul style="list-style-type: none"> • 10 Points: You and your ally review your results weekly, enforce a “carrot/stick,” and adjust. • 7 Points: You and your ally review your results monthly and sometimes enforce “carrot/stick.” • 4 Points: You and your ally review your results quarterly. • 0 Points: All else. 	
You know your number one Recovery Strength (Competitive Advantage): 10 points. Otherwise: 0 points.	
You know your number one Recovery Weakness (Weak Link): 10 points. Otherwise: 0 points.	
You know your number one Recovery Opportunity (Target): 10 points. Otherwise: 0 points.	
You know your number one Recovery Threat (Enemy): 10 points. Otherwise: 0 points.	
TOTAL POINTS	
RECOVERY AVERAGE (TOTAL / 12)	
TOTAL OF THE 7 AVERAGES	
INCHES AVERAGE (TOTAL OF 7 AVERAGES / 7)	

Here is how I look at the overall average. Remember, there are different levels of athletes. Pretenders are the losers that clearly don’t have it. They have next to no Discipline. They are going nowhere. . . currently. But any Pretender can turn on a dime and elevate himself the next day. I’ve seen it many times. This is how we are looking at the averages:

- Pretenders: 0–3. It’s decision time here. Either quit and look elsewhere or get it together and commit. Now.
- 5: Minimum. This only gets you 50 percent of the way. Think about that. Check yourself and see if I’m off on this. Do you think you’re going pro or far in college or the pros with a score of 5? Nope.
- 6: College Scholarship. Depending on the sport, you’re one of the best on your team, conference, and state. Example: For football, about 7 percent of players get to play at either D1, D2, D3, D1-AA, and NAIA. All combined, that’s 7 percent of high school players. All but D3 can get college money.
- 7: You’re a college starter. Period.
- 8: College All-American. Talent and the team you’re on could (rarely) carry you to this level. But’s it’s so unlikely that betting on that approach is embarrassing. Don’t gamble. Work your ass off instead.
- 9: Pro. And Pro at a high level. What’s that look like, statistically? Take football again. 7 percent play in college. 1.8 percent of those go pro. There are seven rounds in the draft, multiplied by thirty-two teams. The number divided by the 125 D1 teams (not even adding

those that make it from lower levels) times the typical hundred-man roster leaves 1.8 percent. You are legit at this level. So far, your chance is 7 percent \times 1.8 percent = 0.00126. Or 0.126 percent.

- 10: The Statue. You have a bust in the Hall of Fame in Canton. There are thirty-two teams with fifty-three-man rosters. The HOF takes eight per year, at most. That means that 0.47 percent make it each year. Half a percent makes it each year. But wait—this does not include all the retired players who are eligible for the HOF. That number is much larger. But for our example 7 percent play in college, 1.8 percent go pro, and 0.47 percent make it to the Hall. What's that look like for you? It's 0.059 percent. That about half of a hundredth of a percent. (It's actually much harder than that.) Read that about eighty-seven more times to let it sink in. This book is titled *Athlete Builder* for a reason!