

# BEYOND CHAMPIONSHIPS: A PLAYBOOK FOR WINNING AT LIFE

*The story of a life-long salesman and family man that would become one of America's highest profile and successful basketball coaches and mentor to hundreds – including one of the greatest players of all time*

## "Coach Dru taught me about *life*." - LeBron James

### What is the book about?

As the coach of one of high school basketball's greatest programs, Coach Dru Joyce has been mentor and motivator to some of the nation's best young players, including basketball legend LeBron James. Despite having virtually no experience in the sport, in less than ten years, Joyce went from a no-name fan to one of the highest profile basketball coaches in the country.

With insight and grit earned from his years on and off the court, Coach Dru shares for the first time the secrets to his teams' success and his own achievements. Far more than a sports book, *Beyond Championships* is a blueprint for anyone looking to make better choices, reach their full potential, and become a winner in all areas of life.

As he outlines the nine principles that he promotes to his players and tries to live by in his own life, you'll discover that the solid foundation on which he built so many successful basketball programs can be applied to almost any situation.

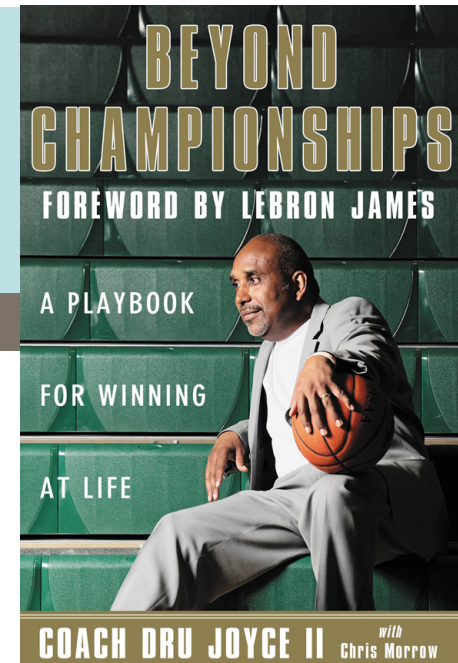
### Who wrote it?

Dru Joyce II was born and raised in East Liverpool, Ohio. He is a graduate of East Liverpool High School and Ohio University, with a degree in Business Administration. Dru moved his family to Akron in 1984 to begin a career at Con Agra. In 2004, he left that position to coach basketball full-time.

Since leaving the corporate world, Dru has built a business around the sport of basketball. His King James Shooting Stars Classic Tournament, now in its sixth year, is one of the largest and most respected travel team tournaments in America, drawing over 600 teams. He is also the Executive Director of the Northeast Ohio Basketball Association and in 12 seasons as Head Coach at St. Vincent – St. Mary, has guided the Irish to a national championship, three state championships, nine district titles and five regional crowns., while garnering one National Coach of the Year award.

### Why you're booking him and/or reviewing this book

- One of America's most high-profile and successful high school basketball coaches
- Mentor/father figure to many, many young men
- Coach Dru is adept at using examples learned through sport to illustrate, very practically, how it's possible to be a success without sacrificing one's faith and family.
- Authentic, honest, credible voice that tells hard truths in a motivating, inspiring manner. Not preachy, scripted.



### BOOK DETAILS

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### CONNECT

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## What coach Dru Joyce knows best

- Mentoring
- Leadership
- Teamwork
- Decision-making, discipline, service
- Basketball
- Mid-life crisis, career changes, leap of faith
- Manhood/fatherhood
- Faith

## Who is it for?

- Young people
- Sports fans
- Anyone feeling stuck or disinterested, unmotivated, unsure if/how/when to pursue their dream
- Leaders, aspiring leaders, mentors
- Parents

## Quotable

“The goal remains to shape the lives of young people ... in the same way Coach Dru shaped mine. If I can do that, even just a little bit, then I will have accomplished something that means so much more than any championship.” - **LeBron James**

“I always talked to the boys a lot about discipline. It's discipline, not desire, that determines your destiny. I challenged them to be disciplined at whatever they did, because even if you're the best player on the team, there are no shortcuts for you. You have to put in the time. I always told them to do the things that everyone else doesn't want to do. Spend the extra time and good things will happen.”  
– **Coach Dru Joyce**

“We talked a lot about character. Who are you when no one's watching? Character carries you a whole lot further than basketball. You can have all the talent in the world, but if you don't have the right character, you'll make the kinds of decisions that tear you down and take away your options. If you make the right decisions, they'll build you up and give you more options. I tell the kids that their decisions will create the kind of environment they will live in.” – **Coach Dru Joyce**

“I'm not afraid to ask for help. There's no ego involved for me. What I don't know, I'll ask someone. None of us are self-made. All of us, whether we want to acknowledge someone from our past or present who has helped us along the way, that person is there.” – **Coach Dru Joyce**

## Live with the heart of a servant

Both on and off the court, Coach Dru believes that we should all possess the heart of a servant. The concept of service is central to his philosophy both as a coach and as a man.



**Dru Joyce II  
(Akron, OH)**

Author, ‘Beyond  
Championships: A  
Playbook for Winning at  
Life’

Head Basketball Coach,  
St. Vincent-St. Mary  
High (Akron, OH)

Executive Director, ‘King  
James Shooting Stars  
Classic’

“Decisions create  
environment. You are  
not a product of your  
environment, you are  
your environment’s  
producer. You produce it  
– with your decisions.”

## Decisions create environment

One of the hardest concepts for people both young and old to grasp is that Decisions Create Environment. Too many believe they are destined to be a product of their environment, rather than the producer of their environment. In this chapter, Coach Dru will share the strategies he uses to help people recognize they possess the power to shape not only their own futures, but also their current realities, no matter what their perceived challenges. While this chapter will motivate people to do better, it will not sugar-coat the reality that EVERY decision counts, even ones made out of youthful naiveté or immaturity

## Bootstraps can break. (The myth of the 'self-made man')

In American culture, perhaps no archetype is as widely celebrated as that of the “self-made man.” Yet while the hard work and determination of those who have overcome hardships and discrimination should be lauded, the idea that people succeed by pulling themselves up by their bootstraps is essentially a myth.

The truth, as Coach Dru has both witnessed and experienced first hand, is that it takes a great deal of support, mentorship and role modeling to overcome difficult circumstances. Unfortunately, too many people believe that “real men” and women always “go it alone” and as a result never receive the mentorship and guidance they so desperately need.

## It's discipline, not desire, that determines your destiny

Throughout his coaching career, Coach Dru has used this principle to help others understand that while it's great to have desire, desire alone isn't enough. It's discipline that is the missing ingredient in the lives of most - the discipline to stay committed to the task, no matter what life throws your way. Discipline is the work, the laser-pointed focus which brings our desires into reality and determines our destiny.

## Everything that comes up doesn't have to come out. (The power of words)

In today's culture, words are used carelessly. That's why Coach Dru constantly stresses that “words have power” and that it's critical to understand that whenever we vocalize a thought or emotion, energy is going to return to us. Therefore, we need to control what we say, or at least carefully consider the consequences of our words, before we share them with the world.

## Make lemonade

While sports drinks are the overwhelming beverage of choice among his players, Coach Dru always encourages them to develop a taste for lemonade. Not in the literal sense, of course, but rather in terms of learning to make lemonade out of the lemons life invariably hands them. Young people often feel demoralized by the valleys they encounter in life's journey. So much so that they give up before they reach the peaks that also await them. That's why one of Coach Dru's major objectives in working with young people is helping them understand that while they will make mistakes, those mistakes can have enormous value when they're instead treated as learning experiences and building blocks.

## Take charge of your own mind

Whether a bad call by a referee, a demanding boss or a traffic jam, people often waste tremendous amounts of energy worrying about events and situations they ultimately have no ability to control. Coach Dru constantly reminds those around him to focus on “controlling what you can control.” Rather than get bent out of shape about what someone else has said or done, he stresses the importance of refocusing on the things we can control, our thoughts, our perceptions and our attitudes. When we change these things, we begin to take control over what we can control.