

# Winter Motivations

**Tom Craggs, Road Running Manager & Marathon Lead**

# About me

- **England Athletics' Road Running Manager & National Marathon Lead.**
- **Performance coach & PT for over 10 years and holds an MSc in Performance Coaching. Coach hundreds of runners from beginners to senior England & GB Internationals.**
- **He has been senior England team coach or team manager at multiple international races and competitions.**
- **Runners World UK Head Coach.**







**Building &  
sustaining  
motivation**



**Goal Setting**



**Winter motivations**



**Lifestyle  
messaging**



**Building &  
sustaining  
motivation**



**Motivation...is it different?**



**Vs**



**Motivation...is it different?**



- Mitigate or remove  
'resolve testers'



+ Motivation



# Motivate yourself

**Mastery**

**Autonomy**

**Social Connection**

# Motivate yourself

## **Mastery & competence**

- **Feeling confident in our skills and abilities**
- **Measured by process or outcomes?**



# Motivate yourself

## **Autonomy**

- **Being able to make our own decisions**

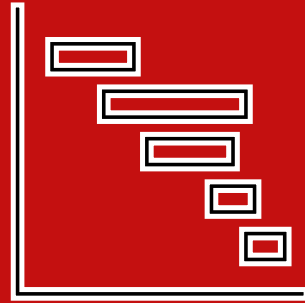
# **Motivate yourself**

## **Social connection**

- **Feeling connected, supported and comfortable with those around us**

**With feelings of mastery,  
autonomy and  
connectedness in place  
runners will feel more  
secure and as a result be  
more likely to push out  
of their comfort zones.**



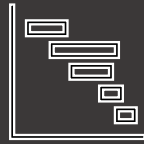


**Winter motivations**



# **Winter Motivations**

**Breakout rooms: What do you, or can you do differently with your groups in the winter to keep them engaged?**



## **Winter Motivations**

# Winter Motivations

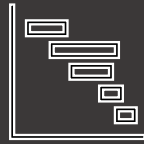
## Winter challenges

- Run up Everest by March
- Fill the positive piggy bank
  - 50% off road
  - Watch free week
- 'Try it Tuesday' - Learn to skip?

# **Winter Mitigations**

**Breakout rooms: How might or should group sessions be adapted in the winter months?**





## Winter Mitigations

# Safety considerations

- **Leave word.** Ensure that the group has registered their route, and by carrying a phone and using GPS technology ie: Strava, or an App for example 'What 3 Words', then your group can easily be located in case of emergency.
- **Identify yourself.** Ensure that you register your runners via the App, and that you are aware of their medical details, and who to contact in case of emergency.
- **Face traffic.** It's easier to see, and react to, oncoming cars. And cars will see you more clearly too.
- **Make room.** If traffic gets heavy, or the road narrows, be prepared to move onto the pavement or shoulder of the road.
- **Be seen.** Ensure the Front Runner and Rear Runner of your group wear high-visibility, brightly coloured clothing. When out near or after sunset, reflective materials are essential. Use a headlamp or handheld light so you can see your group, and drivers can see you. LED Red Flashing are advised. (drivers see blinking red as a hazard).
- **Unplug your ears.** Avoid using iPods or wearing headphones—you need to be able to hear approaching vehicles. If you do use headphones, run with the volume low and just one earbud in.
- **Watch the hills.** When they crest hills, drivers' vision can suddenly be impaired by factors like sun glare or backdrops.
- **Beware of high-risk drivers.** Steer clear of potential problem areas like entrances to car parks, bars, and restaurants, where there may be heavy traffic.
- **Watch for early birds and night owls.** At odd hours be extra careful. Early in the morning and very late at night, people may be overtired and not as attentive.
- **Mind your manners.** At junctions or traffic lights, wait for drivers to wave your group through—and acknowledge. Hopefully this will make the driver feel more inclined to do it again for the next walker or runner.



## **Goal Setting**



Defined by your values

Only have one;  
- Push you  
- Excite you  
- Feel possible  
- Driven by positive emotions  
- Be within your control

SMART  
Specific  
Measurable  
Achievable  
Relevant  
Timed

Provide Way Points

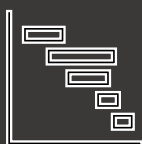
Different strands e.g.  
Cardiovascular  
Strength  
Race times  
Psychological  
Lifestyle & Recovery

The 'things' you do to get there

'Next logical step'

Provide basis of meso and micro cycles of training





## Personal Values

Acceptance	Creativity	Flexibility	Modesty	Self-control
Accessibility	Credibility	Fluency	Motivation	Self-discipline
Accomplishment	Cunning	Focus	Neatness	Self-reliance
Accountability	Curiosity	Frankness	Open-mindedness	Sensitivity
Accuracy	Daring	Freedom	Openness	Serenity
Achievement	Decisiveness	Friendliness	Optimism	Service
Activeness	Dedication	Friendship	Order	Sharing
Adaptability	Dependability	Fun	Orderliness	Silliness
Adventure	Determination	Generosity	Organization	Simplicity
Aesthetics	Devotion	Gratitude	Originality	Sincerity
Agility	Dignity	Growth	Outlandishness	Skill
Alertness	Diligence	Happiness	Outrageousness	Solidarity
Ambition	Directness	Harmony	Passion	Speed
Appreciation	Discipline	Health	Patience	Spirituality
Approachability	Discovery	Helpfulness	Peace	Spontaneity
Assertiveness	Discretion	Heroism	Perceptiveness	Stability
Attentiveness	Diversity	Honesty	Perfection	Status
Availability	Drive	Honor	Perseverance	Stealth
Awareness	Duty	Hopefulness	Persistence	Stewardship
Balance	Dynamism	Hospitality	Persuasiveness	Strength
Beauty	Eagerness	Humility	Philanthropy	Success
Benevolence	Education	Humor	Playfulness	Support
Boldness	Effectiveness	Imagination	Pleasure	Sympathy
Bravery	Efficiency	Impartiality	Power	Synergy
Brilliance	Elegance	Independence	Pragmatism	Teamwork
Calmness	Empathy	Ingenuity	Precision	Thankfulness
Camaraderie	Encouragement	Initiative	Preparedness	Thoroughness
Candor	Endurance	Innovation	Privacy	Thoughtfulness
Capability	Energy	Inquisitiveness	Proactivity	Thrift
Carefulness	Enjoyment	Insightfulness	Professionalism	Timeliness
Caution	Entertainment	Inspiration	Prudence	Tolerance
Change	Enthusiasm	Integrity	Punctuality	Tranquility
Charity	Equality	Intelligence	Purposefulness	Transcendence
Cheerfulness	Excellence	Introversion	Rationality	Trust
Clarity	Excitement	Intuitiveness	Realism	Trustworthiness
Cleanliness	Experience	Inventiveness	Reason	Truth
Cleverness	Expertise	Joy	Reflection	Understanding
Collaboration	Exploration	Justice	Regularity	Uniqueness
Commitment	Expressiveness	Kindness	Reliability	Unity
Compassion	Extroversion	Knowledge	Resilience	Valor
Competence	Exuberance	Leadership	Resolution	Variety
Concentration	Fairness	Learning	Resolve	Vigor
Confidence	Faith	Liberty	Resourcefulness	Vision
Conformity	Faithfulness	Logic	Respect	Vitality
Consistency	Family	Love	Responsibility	Warmth
Contentment	Fearlessness	Loyalty	Responsiveness	Willfulness
Cooperation	Ferocity	Mastery	Restraint	Wisdom
Courage	Fidelity	Maturity	Rigor	Wittiness
Courtesy	Fierceness	Meticulousness	Sacrifice	Wonder
Craftiness	Fitness	Mindfulness	Security	Zeal

# **Personal Values**

**Your Run Together group are holding a lifetime achievement celebration for you and another Run Leader is about to do a speech, what do you want them to say about you...?**

# Knowing your why

**Does your group have set of principles or values you share with your members?**

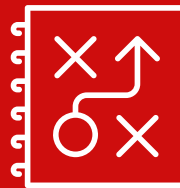
**Social Identity and groups norms can make you a better runner - <https://digest.bps.org.uk/2014/08/18/the-simple-piece-of-information-that-could-dramatically-increase-your-muscular-endurance>**

# **Group direction?**

**Could you hold a group goal setting session to plan your 2022?**

**How could you structure that session?**





**Lifestyle  
messaging**

# Getting out of the door

- **Are you a performance athlete?**
- **Two 5 'o'clocks' in every day**
- **Make it a 'meeting'**
- **Match your running plan to your life plan – don't set yourself up to fail**
- **Plan your food & your day**
- **Recognize the value of the 30 minute run**
- **The power of habit: Cue / Routine / Reward**

# Staying healthy

- **Match energy (and particularly glycogen) intake & expenditure to manage cortisol**
- **Get to bed!**
- **Vitamin A, C and E, vitamin B<sub>6</sub>, zinc, iron and magnesium are vital for immune health. Best sources are fresh fruit and vegetables, whole grains, nuts and seeds as well as beans and lentils**
- **Consider Vitamin D supplement**
- **Drink plenty of fluid – it increases the production of saliva which contains natural antibacterial proteins that help to fight off airborne germs**
- **Glutamine supplements can reduce the risk of infections as glutamine levels can fall by 20% during hard training**

- Normal night  
no alcohol
- average HR 50

normal average HR



- Alcohol  
consumption
- average HR 65

normal average HR

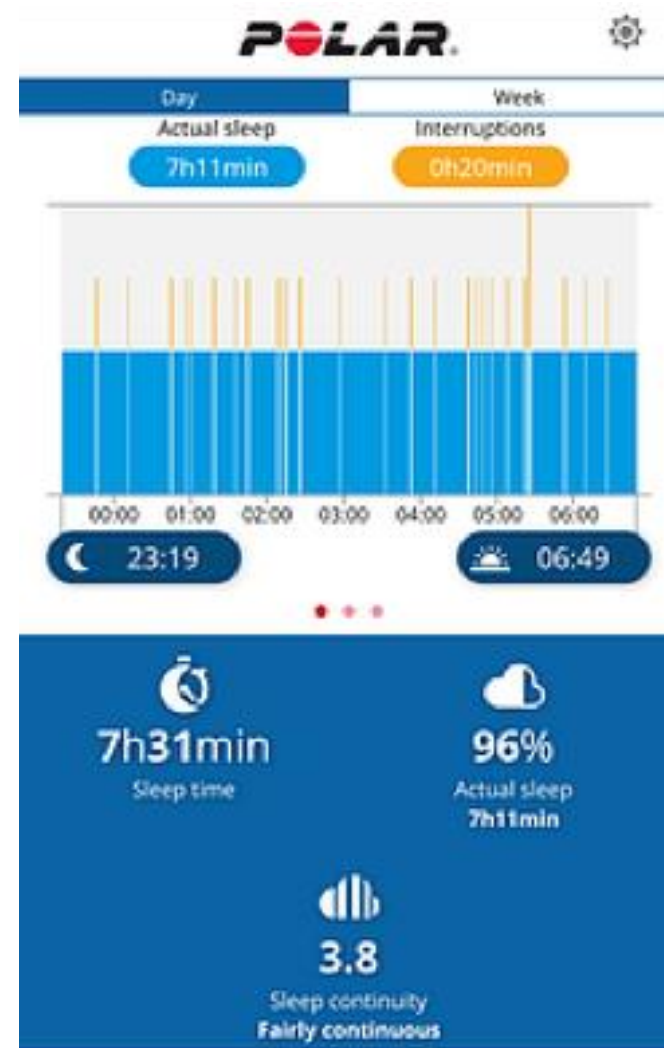


- Good perceived quality sleep
- No. of upper body movements: 13



- Average perceived quality sleep
- No. of upper body movements: 24





◀ ▶ November 9 2017 ▾



Most recent

One night

Week



**6 h 45 min**  
Sleep time



**97 %**  
Actual sleep  
6 h 34 min



**Very continuous**  
Sleep continuity  
5.0



Less sleep than preferred,  
good overall quality



Rate your sleep



11

12

13

14

15

16

17

Interruptions

Actual sleep

Asleep



11

12

13

14

15

16

17

