

Midseason Keys to Success

A Monument Course for Speakers and Debaters



Presented by Chris Jeub

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Introduction



Some former champions now hanging out in the judges' lounge at a Colorado tournament.

Welcome to the *Midseason Keys to Speech and Debate Success*, a Monument Course for speakers and debaters entering into the “midseason” time of the competitive year. This course is updated every year in January, the month we call our “midseason month,” to motivate students as they move into more serious competitions. I hope this course “ups your game” and you take top awards, and perhaps even make it to Nationals. I suspect that applying the keys to success that I will outline for you in this course, you certainly will take your competition to a much more successful level.

Before we move into the *Midseason Keys to Success*, let me introduce myself to you, what the course objective is, and some course logistics to maximize the application of the course content.

Your Instructor: Chris Jeub

I have been coaching speech and debate since I took my first teaching job in 1995. My journey through the speech and debate world includes coaching several champions through numerous events in several different leagues. I own Monument Publishing, the copyright owner of this course, and have been producing source material for speakers and debaters since my company's debut publication in 1998. For the past 24 years I have served on league boards, run debate camps, coached clubs, published textbooks, run some of the largest tournaments in the country, and spoken at several educational and homeschool conferences.

That's quite the bio, but I have to be honest with you: *I wish I had this course two decades ago!* It would have made life much smoother. The pathway to success that I outline for you in the *Midseason Keys to Success* works. But I've have to mess up quite a bit to get to the point of successfully coaching students to win. And win consistently.

I believe that every student — including you! — has the ability to be that student who consistently walks across the stage and receives the top awards at tournaments. You likely know “that guy” or “that girl” who is the talk of the tournament hallways. Their speech is crushing it in every round, you know you're doing well if you meet them in a later debate round because they're always in the top bracket, and the expectation for that competitor is always high.

That's going to be you.

This takes laser focus on the objective of this course...

Two Important Reasons This Course Will Help You

The timing of this course is significant. We release this course in January, our “midseason month,” a unique time in the year for you. You're getting ready to head into the more serious competitions of the year. The learning — studying the debate topics, mastering the event guidelines, and perhaps scrimmaging a little — is behind you. It is a perfect time to tighten up your processes to push into that success track that you want to be. There are two reasons this course is timely for you.

1. *Everyone Is Getting Better*

Yeah, you're on track. But so is everyone else! They're all getting better. If you think your speech is a winner because you experienced success at an early tournament, think again.

The picture at the beginning of this introduction is of a table of alumni at a tournament I attended last year. Two of the debaters — Jake and Ryan — were national champions in Stoa Policy the year prior. The irony of this team (and they can attest to this) is that they failed to break to

outrounds at the first tournament of their championship year. Let that settle in a bit: *the national champions failed in their first tournament!*

I wouldn't be sharing this story with you if this didn't happen often. The winners of the initial tournaments of the year are seldom indicators of who ends up on top. In fact, I have often seen roles reverse for the winners of the first tournaments; the winners get a little too comfortable in their competition and they let others pass them up later in the year.

2. Break Poor Habits

The second thing to keep in mind is that you may have developed some bad habits. We'll get more into that with Key #3, but for now understand that there are fundamental principles and techniques that are proven to help you win. You may have learned them wrong. Now is the time to make a correction or two in your speaking and debating. A slight adjustment to the habits that you have developed could place you at the top of your room at your next tournament.

Look, I want you to win! The time is right for you to master the Midseason Keys to Speech and Debate Success.

Course Objective

You may notice that the title of this course is the “midseason” keys to speech and debate success. The original keys were taught at the beginning of the school year last summer. I will be spending some time reviewing these keys in this video, but if you're a Monument Member, you may want to go back and review these videos. We build on them in this course.

For the Midseason Keys to Speech and Debate Success, we will follow this:

The objective of the Midseason Keys to Success is to maximize your growth potential in order to consistently receive winning ballots in the season's most demanding competitions.

Reminder: If you're new to Monument and perhaps just looking into this — maybe just considering speech and debate for the future — you are welcome here and you'll learn lots. If you find these videos to be too advanced, go back to the summer's videos and watch those. You'll find all the pieces will fall into place when you do.

Logistics

This Monument Course is easy to follow and comprehensive. If you walk through this book and its videos, you'll have a solid understanding of what is required of you and your success.

Therefore, I suggest:

- You watch all the videos.
- You take notes.
- You share what you've learned with your coach.
- You revisit this content often.

Do take this content seriously. The Midseason Keys to Success work, but only if you apply them with enthusiasm and dedication. Are you ready to succeed?

Then let's begin!

Key #1: Focus



Speakers and debaters should be focused throughout their first tournament *and beyond*.

Structure and Strategy

Monument’s first videos of the year is called the “Keys to Speech and Debate Success,” of which this Monument Course is a predecessor. I need to spend just a minute to remind you of a principle shared in that course that sets the stage for this course. The principle was:

Structure and Strategy...IN THAT ORDER.

This is somewhat of an “a-hah” moment for competitors, even ones who have been competing for a while. Sometimes this is the one element that competitors have gotten wrong for some time, which is why they aren’t winning like my students are. The point of this principle — that of

“structure and strategy” — is to focus on the “structure” of the event before moving into higher-end “strategy.”

By “structure” I mean the rules of the event, the vocabulary associated with being a competitor, the topics or current events that you need to “be in the know” about. By “strategy” I mean the tricks of the trade that help shape and mold a champion. I must add “in that order” because too often I see students desire too quickly to move into strategies of their event, skipping over the structural elements that need to be mastered first. These hasty competitors sometimes learn bad habits and foolishly play the game without first harnessing the basics.

This course piggy-backs on this idea with a “midseason” understanding. The first half of the year we focus on STRUCTURE, and the second half we focus on STRATEGY. This goes for new and experienced competitors alike. We change our focus on becoming winning speakers and debaters to make sure we’re on top during tournaments. Consider:

- New speakers and debaters are getting their heads around the rules, the vocabulary, the curricula of the activity. It was a lot of head-strong weighty material, and much of it probably didn't click until your first tournament.
- Experienced speakers and debaters are getting their heads around their content. The debate resolution takes research and study, and if they're developing speeches, the competitors are researching and reading and learning about their topics. Even limited-prep kids are updating themselves on the current events of the day and getting to know things that will come up in their competition.

The point is simply this: You've been focused on STRUCTURE for the first half of the tournament season. Consider yourself halfway down the path to success here in January. You're in the perfect position to launch.

Now, onto how we take that key into the midseason.

Key #1: Focus

The first key is "Focus." What I mean by that is to focus on the strategic aspects of improvement. This may sound overly simplistic, but I am surprised at how many competitors fail at this key to success.

There is a RIGHT way and a WRONG way to look at your first competition (and this goes for new and experienced competitors alike). They view their first competition like the final championship. They want to do well.

NEWS: The ones who win in their first tournament will have a tougher time later. I'm speaking from years and years of experience here! They will struggle. They looked at their first tournament as something to win rather than a training grounds for success. Keep your eye on Nationals, not the next tournament. Up your game!

There are three techniques for focus. I'm surprised at how many competitors overlook these simple techniques. But the ones who apply them: WOW! They excel far beyond their peers in speech and debate. The THREE Techniques for focus:

Technique #1: Flow

If you aren't flowing every round you encounter, you aren't doing speech and debate rounds correctly. We say at camp, "Flow every time; that, my friends, is the bottom line." There is literally *no* excuse for not flowing. "If you don't flow it, you don't know it," my friend and fellow-coach Vance Trefethen likes to say.

Flowing has all sorts of benefits. They record arguments and help you through your round, of course. But the benefits beyond the round are incredible! You use flows to prepare for your next tournament. You will connect with your coach and tell them about the round, and you'll be referencing your flows. I personally use flowpads — coil bound collections of blank flowsheets — and use them in club to compare notes and discuss.

Technique #2: Video

Can I be blunt? People *think* they know what they look and sound like, but they haven't a clue *until they see themselves on video*. This is as simple as having one of your friends or your parents using their phone to film your round. This does not need to be fancy at all. The purpose of videoing yourself is to give you a new perspective — the judge's perspective! — to your mannerisms and habits (perhaps bad habits like quirks and speaking crutches). You'll notice them when you film yourself on video.

Note that there are tournament rules and common courtesies you should respect. Especially when you are competing with others, be mindful that your opponent may not appreciate being filmed. In fact, there are child privacy laws that forbid you from filming others without their permission. Be respectful of that. But, if you have permission, video tape yourself and analyze the footage later.

For events that aren't one-on-one, you have no excuse. Video tape as many rounds as you can. I did this recently with a student of mine. In practice, I told her that she uses the word "essentially" as a crutch word. She didn't quite believe me *until I video taped her*. She then realized that yes,

indeed, she did say “essentially” throughout her debates and extemp speeches. It became one of her main notices of improvement.

Technique #3: Debrief

Again, this is such a simple technique that so many competitors fail to do. By “debrief” I mean taking the precious few minutes *immediately* after a round to go through what you could have done better. If you have a debate partner, make debriefing a regular practice. If your coach watched your round, flip open your flows and talk about what exactly could have been said better to help secure a stronger win.

I do this with my parliamentary students quite a bit. We typically prep together (the 15 minutes of prep time before the round) and — if I don’t get drawn into judging another round — I will watch the round. I flow along with the debaters. Immediate after the round, I flop my coil-bound flowsheets open onto the table and discuss the round. The few minutes of discussion after the rounds throughout a tournament helps immensely as my students progress through the competition.

You should debrief with whomever watched you — your coach, your club mates, your parents, even your opponents. I’ve seen debaters (who are friends outside the round) talk on and on for several minutes about what worked and what didn’t work in round. The round becomes a learning experience for everyone involved and the rounds that follow become even better!

These are three knock-out techniques that I do not see speakers and debaters doing nearly as much as they should. If you apply these

- **Flow.** Flow every round...preferably in a notebook that you can reference later.
- **Video.** Videotape your tournament rounds and (especially!) your speeches. Doesn't need to be fancy...a cell phone will be fine.
- **Debrief.** This will vary for each debate and event, but take a few minutes to debrief immediately on that which you need to remind yourself later.

Special Note to Coaches and Parents

Coaches: Try to get judges to fill your time at your students' first tournament. Watch your students and take notes for improvement...and talk about the rounds immediately following. I try to get community or lay judges at my first tournament that I bring my students to in order to free up *all* of the rounds for my coaching. Later in the year, you’ll likely have to put it more time as a judge, but try to get one full tournament to coach your kids in real-time rounds.

Parents: Do more than just "watch"! Flow the round, take notes, video tape. This is where you can be a HUGE help to your club or kids. Use your cell phone and get that footage for your competitors. Of course, be mindful of filming etiquette and decorum, but if you have permission to do so, film your kids as much as you can. Review of those films will help immensely for your communicators.

Conclusion

The first Midseason Key to Speech and Debate Success is "Focus." More specifically:

- Structure is semester 1, Strategy is semester 2
- Focus IMPROVEMENT, not so much "winning."
- Three techniques of strategy: Flow, Video and Debrief.

We will dig deeper in EVALUATE (the second key), but for now, put "focus" into your competitions and you will be on your way to excellence.

Key #2: Evaluate



A ballot party “selfie” following a tournament. This is where we evaluated ballots together.

Review

We are into the “midseason” part of the year, the perfect time to shift gears and take the next tournaments extremely seriously. The first semester focused primarily on STRUCTURE of speech and debate, but now we’re heading into STRATEGY. This entire course explores key strategies that I’ve taught the best champions in the world of speech and debate.

The first key was “Focus,” specifically on *improving* rather than *winning*. The three techniques I gave you were *flow*, *video* and *debrief*. They work! Apply them immediately and in your January tournaments. They will make a world of difference!

Now I’m going to delve into the deeper idea of *evaluation*, which is Key #2, but first...

Brag Time

Let me emphasize: these KEYS work! I'm telling you, take the time to put these in motion. I know what I'm talking about. The first time I taught this course, I went to my club's first BIG tournament. Let me explain something that happens every single tournament: at the first outrounds, we typically THINK we're going to "lock up" finals.

There are many clubs and many competitors at January tournaments. And guess what? We locked up finals! Meaning, we were guaranteed a win for our club. It was awesome!

I mean this to brag a little (of course), but more importantly: THESE KEYS WORK. There is nothing magical here. We win because we master the KEYS TO SPEECH AND DEBATE SUCCESS. It is that simple.

So, let's get on with KEY #2.

Key #2: Evaluate

If you went through the summer's Key's to Speech and Debate Success, you may remember the SCORRE method. It was an acronym for developing a thorough, impactful oratorical speech. Speakers and debaters who apply the SCORRE method do much better than the speaker or debater who has no direction or objective to launch from. If you are unfamiliar with SCORRE, I suggest returning to the summer videos and reviewing.

For this course, I want to direct you to the final letter in the acronym: "E" is for "evaluate." You should constantly *evaluate* your speeches and your rounds. I touched on this lightly in Key #1's third technique, the practice of *debriefing* immediately after rounds. This is so incredibly easy, and the impact of the practice is incredible!

I know for a fact that many of you are NOT evaluating, and it is keeping you from walking across the stage come tournament time. How do I know this? Because I see these students at later tournaments making the same mistakes that they made the previous tournament. If I get the chance to judge these students, I often will comment, "Didn't I tell you about such-n-such at the last tournament?" I expect to see improvement, not the same-old mistakes in speeches and debates.

The champions, on the other hand, are always evaluating their speeches and their performances. I am going to give you 10 post-tournament techniques to improvement. If you apply these techniques after your next tournament, you will do phenomenally well at the tournament

following. This builds a tiers success path that will make you a consistent winner in your competitive event.

But I have TEN recommendations for you to implement at your next tournament, all part of the “evaluation” key to successful speech and debate competition.

1. *Coordinate a Ballot Party*

I don’t know if you do this in your club, but we do. After a tournament’s award ceremony, you’re most likely hungry. You and your friends (and coaches, parents, tournament directors, etc.) should go take over a nearby restaurant. Bring your envelop of ballots and start sifting through the details. This is similar to the “debrief” technique in Key #1, but it is debriefing *the entire tournament*. A ballot party immediately after the tournament gives you, your coach, and anyone else gives you time to sift through the issues that may have come up in the past day or days of competition.

2. *Highlight the Consistencies*

When you’re thumbing through your ballots, use a highlighter to highlight those things that more than one judge has mentioned. Granted, you can disregard flippant or unhelpful advice from some ballots, but the advice that comes up more than once should be advice you zero-in on and make strong note of. Talk with your coach about these consistencies in your ballot and come up with solutions to the problems that are highlighted.

3. *Contact Your Judges*

This isn’t always possible, but when it is, you will find the time incredibly valuable. If you have the opportunity to connect with one of your judges, *take it!* Just because they may have given you a losing ballot doesn’t mean you shouldn’t talk to them. In fact, those are the judges you want to talk to, the ones who likely have the most helpful feedback from you.

Do not think that a coach from another club wouldn’t mind talking with you. Most coaches are like me: I’m more than willing to help out a student from a competing club. In the grand scheme of the speech and debate community, coaches are teachers who believe all competition will get better when students improve. Contacting another coach after a tournament to inquire about a ballot’s comments can bring great improvements.

Allow me to state the obvious: *do not* argue with the judge about the decision. Be open-minded and respectful for the verbal feedback. The point isn’t to relive the round, and even if you personally disagree with the decision, don’t make it an issue when talking after the fact. Instead, see this as a learning opportunity for the next tournament. I bet you that if this judge gets your ballot again, he or she will have a deeper respect for you as a competitor.

4. Record Your Flows (Google Doc)

We do this as a club in a Google Document. We set it up so that the table of contents is set up in order of debaters. It's easy to see what other teams are running. This takes time to create, but after a few tournaments you'll develop an entire *book* of flows from other teams. This becomes a very strategic tool to be used at the next tournament.

For this course, I have set up a Google Document that you may copy for your club. Once you have copied this to your own Google Account, share it with your club mates and start building your flows!

LINK TO A SHARED DOCUMENT

5. Watch Your Videos

In Key #1 I encouraged you to take video of your speeches and debate (if allowed). Don't forget to watch them! Take notes on yourself just as if you would take notes of another student. You *think* you know how you act or perform on stage or in front of an audience, but until you see it for yourself on video you really don't have any idea. Watch for speaking crutches or mannerisms you display.

Beyond visual or audio issues, think deeply about the arguments you gave or the content of your speeches. It is rather interesting how different things look when you see it for yourself on video. What you filmed at the last tournament will become edits to your speeches and refinements to your debate strategies. You will notice a significant improvement when you adapt from that which you learn from your videos.

6. Keep a Spreadsheet

This is different between the Google Doc of flows mentioned above. A spreadsheet (and I recommend a Google Spreadsheet that can be shared with your coach) can note improvement from one tournament to the next. You'll be able to log in speaker points, judge names, and other metadata as the year progresses. This gives you the opportunity to notice trends in your competitions that you can adapt to.

This process was developed most extensively by my daughter Lydia (now in her 20s and a mom of two of my grandchildren). I have taken her spreadsheet from 2013 and structured it for you copy — just like you did with the flow document above. Make this your own and start keeping track!

LINK TO A SHARED SPREADSHEET

7. *Scan Your Ballots*

My heart breaks when I see students throw away their ballots. Remember, your ballots are educational records of significant assessments of learning. Especially if you are homeschooled, keep these ballots to be used as proof of education and transcript data. If you *must* throw them away, scan them into Google Drive or Evernote first.

If possible, consider OCR technology (Optical character recognition). Depending on your desktop scanner, you could scan documents to be readable in search engines. This is why I prefer scanning into Evernote, which has OCR capabilities build in. Google Drive also has the capability, but you will need to open the scanned PDF with Google Docs as an additional step. Either way, having your ballots stored in the Cloud *forever* will be very helpful to you in case you ever want to retrieve record of one of your speech and debate rounds.

8. *Schedule Coaching*

You may already to this in your club, where you and your club mates get together for large-group coaching. However, to bring a speech to a championship level, you really need one-on-one coaching. Personal coaching is best done shortly after a tournament. You and your coach will have the benefit of balloted feedback to consider as you work through content.

I must be honest: taking a speech to a national-championship level takes hours and hours of coaching. Dedicated time to work through interps and platforms is what will push you to the next level. With the debate, too, a scrimmage round where a coach can start-and-stop during speeches will help refine your competitive skill more than anything else.

This one recommendation is perhaps the most important recommendation to become a champion interp or platform speaker. I have done this with all of my children, three of whom have become national champions. For my kids to receive coaching from me personally, they need to get up at 5:00 AM where we work together — one-on-one in the living room because everyone is still asleep! — and refine areas of the speech. If one thing can be attributed to their success, it was the scheduled coaching they insisted on to keep them improving throughout the year. *All the way to Nationals!*

9. *Scrimmage at Club*

By this time of the year, you should be doing this every week at club. You're not spending a lot of time in theory ("structure" of debate topics, covered Semester 1). Now you should be analyzing flows, talking about other schools and teams, and *scrimmaging*. Sometimes jumping into teaching is required, but it is required to zero-in on topics that reflect recent ballot comments.

I mentioned start-and-stop debate coaching, and I strongly recommend debaters to get used to this. I know many coaches who prefer to take notes and talk about the round after it is all over. I do not see the benefits of this approach nearly as much as stopping a round, coaching through subject matter on the spot, then proceeding. I find the latter much more conducive to *improving*, which is what we want to see.

10. Reorganize Your Briefs

If you have printed briefs, you will need to take time to reorganize your briefs. This is especially true for policy debate, but even Lincoln-Douglas or Public Forum needs reorganizing of materials. For speeches, too, you will want to take a fresh look at your script and make sure your logic is flowing. The best edits to champions speeches are usually done days after a hefty competition. This is a natural step in making a champion out of you.

We will get more into organization in Key #3, but for now, know that organization is key to success. Make it a habit to reorganize your “stuff” after a tournament.

Conclusion

You will find that when you apply Key #2 of “evaluate” immediately following your speech and debate competitions, you will *double* your improvement by the next tournament.

Secret “behind the scenes” analysis of a judge: I know full-well which students are applying *evaluate* and those who aren’t. I have (and most likely will again) judged the same students at more than one tournament. Those who *evaluate* get consistently high marks, I’m able to see their improvement, and I know that they’re reading my ballots. Those who don’t? I make the same comments, and they get lower and lower in the results. They often end their competitive season at the bottom of their game.

Do you want to know an ultra-cool reality of this? *You should “evaluate” everything you do in life.* Become a habitual evaluator of all that you write, study, create...everything. You should *evaluate* your thoughts, your temptations, everything that comes at you through the media, etc. I believe *evaluate* is a rule of life. Become a “master evaluator” and you will succeed in pretty much everything in life.

This is a character trait you want to develop throughout your lifetime. And this is why speakers and debaters are the leaders in all the communities they participate.

Key #3: Habit



The champions know how to form good *habits* to become winners.

How Many Members Are Studying?

Are you ready for Key #3? Here's a surprise statistic: Only 10% of competitors are doing this key. But ALL of the champions are doing it! I know this from data that I have collected about Monument members. We have nearly 700 members this year (if you're not a member, I suspect you should be), but I get only 70 consistent downloads per week at the beginning of the year.

Monument Members have a wealth of source materials available at their fingertips. I hire the best authors in the country, many of whom are champions themselves who have won top trophies in years past. They slave away at research, analysis, and writing to help our members out. Those members who make a consistent habit of logging in, downloading and studying a little bit every week will glean from the champions and, perhaps, become one themselves.

But that isn't what's happening. I can do the math: only 10% are consistently downloading the source material for competition. I receive spikes of downloads right before big tournaments, but this obviously is from students "cramming" for their competition, not reading anything that we've prepared for them, and rushing to the tournaments with disorganized briefs.

The student members who have figured out how to maximize their membership are crushing it in competition. Why? Because they *own* the source material. They don't skim it, they don't casually get to it when they feel like it, they don't act like it's published way out there for "those" people who actually need it. They *devour* it.

You may remember the third key in last summer's *Keys to Speech and Debate Success*: "modeling." Modeling was seen by some as "cheating," that somehow listening to and following the good work of champion debaters and speech coaches was bad or sinful. Modeling a very scientific, proven, and educational tool. It can literally transform the difficult, complex and overwhelming activity of speech and debate into a simple, successful and fun sport! Modeling is *not cheating*; it is a tremendous "key to speech and debate success" that every competitor should be doing.

It's kind of like Christian in John Bunyan's *Pilgrim's Progress*. The main character Christian insists at the beginning to carry his great burden with him on the road to the Celestial City. He is convinced to let it go because he would never make it with that entire burden on his back. I like *Pilgrim's Progress* as an example because even after Christian got rid of his burden on his journey, he still had a number of obstacles to get through before arriving at the Celestial City.

In the midseason we are dealing with a different "burden": *bad habits*. Here's the most dreadful one of all: YOU ARE NOT MAKING THE HABIT OF CONSUMING THE SOURCE MATERIAL WE RELEASE TO YOU. You're not "owning" it, making it your "own" as you prepare for speech and debate competition.

Modeling was — and still is — proven pedagogy, a teaching methodology that works. Champions know this to be true. Now I'm going to show you how HABITS are just as scientific and proven as modeling. And then I'm going to show you how to harness the power of habit to make you a champion.

Key #3: Habit

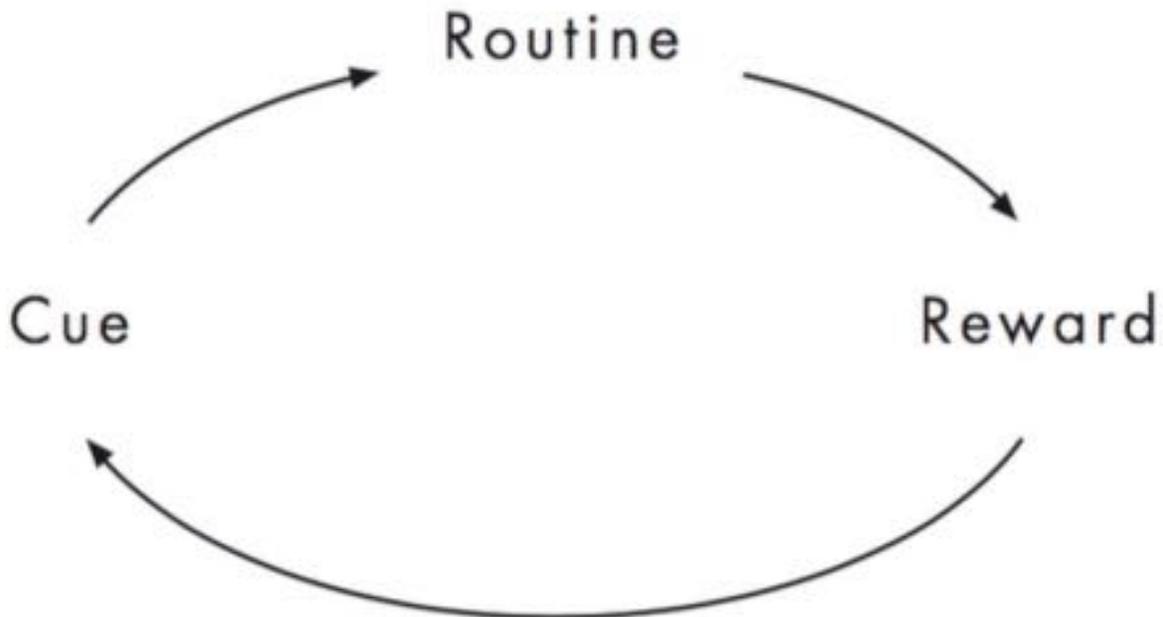
We are all creatures of HABIT. If you understand HABIT like I do, you'll harness one of the most powerful tools of competition (and of life) that you can imagine. There are tons of books in the world of psychology about HABIT. These usually include *bad* habits that are truly a detriment to society. Alcoholism, drug addiction, pornography and fortification...the list is

endless of dark, evil patterns of behavior that, unfortunately, plagues and ruins peoples' lives. Hence all the books on habits! We definitely need to get control of our bad habits, especially when they are deadly.

On the flip side of “bad” habits are “good” habits. And when you understand the consistent science behind forming good habits, you can apply it to pretty much anything you do, including competition.

Cue, Routine, Reward

Allow me to reference a bestselling book on habit called *The Power of Habit: Why We Do What We Do in Life and Business* by Charles Duhigg. The book explains a very established study at MIT (Massachusetts Institute of Technology) that proves there is a simple three-step process to forming both good and bad habits. Here's the diagram from Duhigg's book:



The “Habit Loop”

Cue → *Routine* → *Reward* is called the “habit loop.” Understanding this loop and how it empowers (or de-powers) your habitual tendencies can help you overcome the worst vices as well as develop some successful routines that can help make you a better and more successful person. (And I say better competitor as well!)

The most common example is narcotics. People don't wake up one day and decide to be addicted to cigarettes. No, they formed a habit. The “cue, routine, reward” habit loop is nearly universal:

1. Cue: After dinner relaxation.
2. Routine: Go outside and have a cigarette.
3. Reward: A slight jolt of nicotine.

After a while, the reward goes away, but the cue and routine remain. Same goes for drugs and alcohol: The reward of the high goes away, but the brutal and painful routine takes over and you become addicted or an addict. This is an unfortunate reality of the cigarette habit, and the same goes for any bad habit. Including losing competitors!

Let me share with you the habit of a losing competitor. They, too, have a habit loop, and it's a really really bad one.

1. Cue: Monday rolls around and you receive your email from Monument.
2. Routine: You consider all the releases, and all the archives you haven't downloaded, and you become anxious and overwhelmed and breakout in hives at the thought of spending the rest of the week consuming all the source material offered to you. You delete the email and surf the web mindlessly, ending with playing your favorite video game.
3. Reward: You become a master of a brainless, stupid video game (as if anyone cares at all).

See the habit loop? Cue, Routine, Reward. It's extremely predictable. And because it is predictable, we have a way to break the bonds of the losing habit loop!

The Champion's Habit Loop

The the #1 way to overcoming a bad habit is IDENTIFYING the cue, routine and reward. You then follow with a plan to replace the bad habit (one that is superficial and even destructive) with a good good (one that is empowering and helpful). As already mentioned, we are creatures of habit. So, the only way to overcome the bad habit is to replace it with a better one.

1. Cue: Monday rolls around and you receive your email from Monument.
2. Routine: You zero-in on your competitive event and you download your ONE source, carving out ONE hour for study.
3. Reward: You will win your next tournament.

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Notice that the same “cue” occurs for the winner and loser alike. The pivot is in the “routine.” The loser will panic, the winner will respond with a plan. You are a winner! So, plan on spending just one hour every Monday morning to zero-in on your event’s source material for that week, study it, and learn. The competitors who don’t will be the ones you beat at the next tournament! Winning is the reward for a good habit loop.

Here is a strong coaching suggestion: *schedule the time* into your week (preferably Mondays) to partake in your “routine.” The email (the “cue”) will come. Set aside one hour for every event you are competing. Work through the downloaded material and study it thoroughly — as much as your one hour allows. You will see noticeable improvement as you move through the material, week by week, on the habit loop to success.

Assignment: Walk Through Your First Habit Loop

Open up your latest Monument Monday. If you can’t find it (because, perhaps, you’ve already deleted it?) you can always retrieve it online at

<https://monumentmembers.com/content/xtra/mondays/>. You will see many links to several different events, like this (taken from Week 20 of Season 19):

Monday’s Member Releases

Debate

NCFC LINCOLN-DOUGLAS RELEASE #20: “ECONOMIC DEVELOPMENT” (NEG)
NCFC POLICY RELEASE #20: “MILITARY AID TO EGYPT” (NEG)
NFHS POLICY RELEASE #20: “DACA FIX” (NEG)
PARLI RELEASE #20: “OBAMACARE”
STOA LINCOLN-DOUGLAS RELEASE #20: “GOAL” (NEG)
STOA POLICY RELEASE #20: “HONDURAS” (NEG)
DEBATE QUICK LINKS

Speech

EXTEMP RELEASE #20: “RUSSIA IN THE CARIBBEAN”
INTERP RELEASE #20: “THE HIDING PLACE” (DUO)
NCFC APOLOGETICS RELEASE #20: “CONSCIENCE”
PLATFORM RELEASE #20: “BE IN THE WORLD” (PERSUASIVE)
STOA APOLOGETICS RELEASE #20: “ORIGINS OF QURAN VS. BIBLE”
SPEECH QUICK LINKS

Ask yourself: Which events am I registered for at my next tournament? Let’s say it is Lincoln-Douglas debate for the Stoa resolution *plus* extemp. You know exactly the two downloads you need to access:

STOA LINCOLN-DOUGLAS RELEASE #20: “GOAL” (NEG)

EXTEMP RELEASE #20: “RUSSIA IN THE CARIBBEAN”

So, you download them and work through the material. For Stoa's LD, you read up on Mark Csoros's case. For extemp, you read up on the current event as well as practice through an entire tournament worth of extemp questions, all written that week for you.

After the two hours are up, take pleasure in the fact that you are a leap ahead of 90% of competitors out there. You'll rake in the reward when tournament time arrives. This "habit loop" will most certainly make a champion out of you.

Conclusion

Only 10% of Monument Members are making a consistent habit of downloading, studying and learning the source material in their membership. It's a bad habit that will keep them from crushing the next tournament. Instead, for a good "habit loop," the habit of the champion. Download your source material every Monday and spend one hour on the material for every event you are registered to compete in the next tournament. You will certainly be ahead of the remaining 90% who don't.

The last key is the most exciting of them all: *winning*. Which is where you want to be, right?

Key #4: Win



It's time to win, and don't feel guilty about that.

You're in the midseason of competition and you're participating in this course in order to get better. This class (and especially today's key) was written for you.

But I want to speak to a few others. You're watching from a distance, perhaps just considering the idea of speech and debate for your family or school. I'm super glad you're interested and watching. I'll be explaining a very special offer later that you will most likely want to be a part of.

But before I get into the actual KEY to speech and debate success for today, I want to do some extensive REVIEW of the keys that I have gathered for you.

Review

First, last summer's course was the original *Keys to Speech and Debate Success*, which I referenced here and there in this midseason edition. I explained upfront that the summer lessons went through more STRUCTURAL keys to speech and debate success. This midseason edition of *Keys to Speech and Debate Success* addresses more STRATEGIC keys. These keys lay the foundation for your competitions coming up:

- Key #1: "Focus" = Flow, Video, Debrief
- Key #2: "Evaluate" = 10 post-tournament techniques to success
- Key #3: "Habit" = the "habit loop" of the successful competitor (cue, routine, reward)

Think of these keys as a *pathway to success*. If you do the hard work and apply each of these keys and the techniques within, you will be so much further ahead in the next competition. You may even take the top award.

Which leads to the fourth and final key in the *Midseason Keys to Speech and Debate Success*...

Key #4: "Win"

This is the right key to end on: *Win*. That's where you want to end up. *A winner*.

I want to dispel a myth out there that you may have heard already, maybe assumed to be true. Many well-intentioned people spread this harmful idea. "Winning isn't everything," which is typically followed with a suppression of your desire to win the tournament. Sometimes they will guilt competitors into thinking their desire is sinful or shameful.

I get what these people are saying. True, "winning isn't everything," as if anyone is boasting this. I'm not. The assumption is that the attitude of winning itself leads to unethical choices or cheating. Not true. I prefer to see it this way: "Winning is just the beginning." Doors will open, you will become a better person, you will earn awards beyond the plastic trophy.

Thinking that winning is an end-game is narrow-minded and shallow. Winning is the beginning for you and your life. You have scholarships to earn, you have universities to be accepted into, you have careers for which to partake. You are a leader to the next generation, and the skills you are developing today *through winning and your desire to win* will empower you later.

The winner has an attitude about them that is different than his or her counterpart. It's an attitude, an aura about them, that goes with them from round to round. They have a confidence

about them — sometimes mistaken as pride or arrogance — that inevitably gets them to the top of the ballots. It appears to be a talent or gift that only some have, the “naturally talented” ones.

Would you like to have what the winners have? I hope you do. That’s what this key is about. I’m going to show you three dispositions of the winner that you need to adopt. It has much to do with your interpretation of reality, incorrect assumptions that you need to abandon, and the choices of investment you need to make.

Interpret a Winning Reality

Vince Lombardi is considered one of the best coaches ever. He helped lead the Green Bay Packers to the first two Super Bowls and their victories. He infamously gave a speech at the beginning of the year to all his “professional” athletes. “This...is a football.” Obviously stating the obvious, Lombardi would explain to the room of adults who had been playing football their entire lives the basics of the sport.

It sounds elementary, doesn’t it? Actually, Lombardi was drilling into his players a “winning reality.” The truth is that yes, this was a football. But there are two ways of looking at the football: first as a loser, then as a winner. The interpretation is halfway to the goal line, you might say. If you believe you’re just an average, everyday football player, that’s how you will perform. If you believe you’re a champion Super Bowl winner, that’s what you’ll become.

This is more than fluffy positivity. Just like “modeling” is perceived to be cheating by some, and “habits” to be frivolous gimmicks, “reality” is mistakenly interpreted as “truth” that is unchangeable. Not so. You have a tremendous ability to change reality in your life. You can’t change objective truth, but you certainly can change the way you see and harness it.

I apologize if this sounds *weird*. This is clearly deep and philosophical (I’ll get more concrete soon). For now, realize that this talk of manipulating reality isn’t new. This idea stems back all the way to ancient times. *Plato’s Allegory of the Cave* is the primary example of how our interpretation of reality has more bearing on our lives than the truthful reality that exists. In other words, “as a man thinketh in his heart, so is he” (Proverbs 23:7), makes perfect sense. We all have the ability to interpret reality to our advantage.

That’s the idea of “interpret a winning reality.” You have the ability to win. If you think you don’t, turn the switch to tell yourself otherwise. This is the easiest key to winning, yet so many people fail to turn this key! They also refuse to...

Remove Mental Barriers

The speakers and debaters I meet who have a consistent losing record almost always has mental barriers keeping them from experiencing a winning reality. “Mental barriers” are not real; they

are assumptions we concoct in our heads that keep us from a reality that may be ours for the taking. Competitors who form these negative and defeating ideas in their head before their tournaments are setting themselves up for failure. Some common barriers include:

- “I didn’t study hard enough, *so I don’t know as much as the others.*”
- “I have a learning disability, *so I won’t do as well as my opponent.*”
- “I lost at the last tournament, *so there’s no guarantee that I’ll win next time.*”

Have you said these things to yourself before? Notice the commas placed in each of these statements. The first half may be true (you didn’t study, you have a learning disability, or you lost at the last tournament), but the interpretation follows. All three are mental barriers that you are telling yourself.

The solution: *replace them.* Start setting up a “winning reality.” It’s a simple switch you make in your head, and it’s so, so easy to do. Instead:

- “I didn’t study hard enough, *but I’ll pull together what I know and do my best.*”
- “I have a learning disability, *but I’ll overcome my disability with the abilities that I do have.*”
- “I lost at the last tournament, *but I’ll win at this one!*”

This idea goes beyond the scope of the *Midseason Keys to Speech and Debate Success*. I will most likely return to this idea in a later course. For now, know that you have the ability to set your mind on *winning*. And you can do it! The opportunities that follow will be grand.

Don’t Sell Yourself Short

This section of this course speaks to both student competitors as well as their parents or coaches. I meet people all over the country who are participating in speech and debate. They all have an initial enthusiasm to participate, which is good. But the vast majority participate half-heartedly. They treat speech and debate like an extracurricular activity, something they do “on the side” of their other academic responsibilities. They go to club, take a course (perhaps this one), attend a couple of local tournaments, and call it a year. They check off speech and debate and get on with other things in life.

If this is you, I hope I don’t offend you. You are better than those who blow off this opportunity altogether. However, as someone who has brought his entire family through the speech and debate world for over two decades, I must insist that, perhaps, *you’re selling yourself short.*

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The opportunities speech and debate brings you is incredible. Sure, you may win a trophy that you can be proud of, but like I said in Key #3, that's just the beginning. Consider the academic rigor of the activity alone. You are going to be a genius in policy if you are a policy debater, you will be a genuine philosopher if you're a value debater, you will be well-versed and organized and thoughtful participating in any speech and debate event. You will be a *better person* because of this world!

Consider the social environment this creates. The community you are in is the *best* community you can be in. Without fail, the absolute best friendships my kids have made have been through the speech and debate community. And these friendships have extended into adulthood, establishing relationships that have networked and launched careers — even marriages!

Consider also how much your skills will be valued beyond competition. It is no wonder that colleges and universities throw money at award winners through scholarships and tuition advances. Employers, too, consider speakers and debaters the best employees. One of my regular practices as owner of Monument Members is writing recommendation letters for my former students and writers. I've written to government offices, law firms, Ivy League schools, universities, and have even had the FBI come and interview me on behalf of former students.

Are you starting to see the picture of how valuable success is? Why you should focus on *winning your speech and debate tournaments*? I bet you are.

One of Many Examples

I could pull example after example out of my hat, but I want to focus on just one.

The picture at the top of this lesson is of one of my former students, Matthew Erickson, taking the Lincoln-Douglas 1st Place Trophy at the 2012 National Invitational Tournament of Champions. It was a great moment for Matthew, and I was honored to have a part in his victory.

But that “win” was just the beginning. Working his way through college, Matthew became a Training Minds Coach and worked several debate camps with me. We traveled the country (California, Texas, Virginia and Florida) to train kids to follow in his footsteps. In fact, the year following his success, seven of the top 10 Lincoln-Douglas debaters had received training from Matthew. What a great opportunity Matthew had to give back to the next generation of debaters!

His opportunities didn't stop there. Matthew networked with a few of his predecessors (more former coaches of mine, Shane Baumgardner and Cody Herche particularly) and began a pathway to study law. He earned scholarships and awards throughout his undergraduate degree and landed a most prestigious position at Northwestern University in Chicago. He is currently wrapping up his law degree and clerking for some of the highest law offices in the nation!

But here's the best of it all: Matthew married one of his old debate opponents, Cheyenne (who, in fact, was one of Matthew's students her final year of debate, taking 7th in the nation of SpeechRanks.com). Matthew and Cheyenne are a rarity at law school. They just had their second child. Matthew is looking forward to graduating next year.

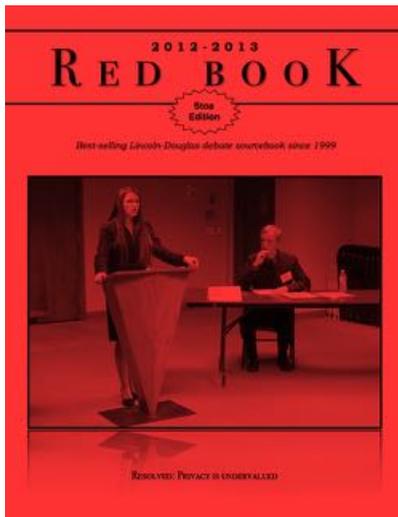
This is quite the story, isn't it? But I am convinced that Matthew's (and Cheyenne's and their kids' and the countless other examples I could have come up for you) will not stop here. Life is good for them now, but it will only get better and better and better. More and more opportunities will come up, and they will take those opportunities with confidence and rigor. They've been trained to do so.

And it was the speech and debate path that trained them so.

Invest in successful resources

I share the story of Matthew with you to inspire you to take your training seriously. Let's come down from the clouds and end this course with a practical pathway to empowerment, a way to making the most of your speech and debate training this year.

You need to become a Monument Member. The cost is \$99 for all leagues, all events, all year long. We didn't have Monument Memberships back in Matthew's day, but he invested in (and helped write several editions) the source material that we used to publish. He bears the cover of the 2013 edition (and his future bride is at the lectern):



I managed several champion authors who work hard to create cases, briefs and other source material to train the next wave of competitors. This is a process that I have been doing since 1998. This course and all my camps and other programs start at the base level with *source material*, which is provided with the Monument Members.

Monument Courses

Your investment of \$99 for this year's source material is just a drop in the bucket for the opportunities you can encounter. Make this year the best it can be! Don't sell yourself short and go into your next tournament without the source material you need to succeed.

We are at the midseason of the year, already 20 releases are available for the event you are competing. If it is Lincoln-Douglas debate (like Matthew), then you have 20 cases to study. We have 20 more being written right now, opposition briefs written by the best competitors in the nation. You will grow to appreciate their insights and their direction to success. Follow in their footsteps and you will see opportunities in your future!

If you're already a member, I have another special deal for you.

Special Offers (Expires January 31, 2019)

If you're not a member, join today for \$99. You'll be set with source material for the rest of the year. See you at Nationals!

If you are a member (or you're joining today), then I have a very special offer for you in our new *LIFETIME Curriculum Access*. This is a one-time offer to receive access to textbooks and archives *for ever*.

As mentioned I have been publishing source material and curriculum since 1998. Your membership is for the current year's cycle (and we have 250 articles published now at midseason). At the end of the year I archive the stack of material and sell them at Monument Publishing's corporate site for \$30 per event. That's roughly over \$200 of source material every year, thousands since 1998!

With your LIFETIME Curriculum Access, you get access to all archived materials. But that's not all.

I publish textbooks, too. We have hefty texts that delve into the details of speech and debate competition. I have a flagship book called *Jeub's Guide to Speech and Debate* (oddly similar in title to this course, but it is much different in print), plus a series of texts written by my coaches called the "Keys" texts (again, similar to this course's name, but very different). I also have three texts plus teacher guides for policy, Lincoln-Douglas and public forum debate.

That quite a lot! And you get access to them with your LIFETIME Curriculum Access. But there's more.

This is where "lifetime" means *for ever*. My company releases new editions now and again (I'm working on *Jeub's Guide to Speech and Debate* for Season 20). We will print a bunch and sell

them like crazy, part of being in the publishing business. With your LIFETIME Curriculum Access, you will automatically be granted access to the new editions!

No need to ever buy a textbook again.

But, just in case you want the hardcopy, your LIFETIME Curriculum Access gives you something even more: 20% off any hardcopy order. For eternity. You'll always get the discount for the physical copy.

This is quite the value, isn't it? I have it priced at \$299. This includes:

- All archives of previous years debate materials (worth \$1000s)
- All digital copies of our textbooks (worth \$100s)
- Access to all future editions (paid forward!)
- 20% discount off any physical order from Monument Publishing

For a limited time, I am offering LIFETIME Curriculum Access for only \$99. It is the same price as your yearly Monument Membership, but access lasts *for ever*.

Note that this does not include the current year of source material in the standard Monument Membership. This is a LIFETIME Curriculum Access to archives and texts.

Conclusion

This concludes our *Midseason Keys to Speech and Debate Success* course. It is part of our growing Monument Courses to be reviewed throughout the year. I hope you take advantage of our MonumentMembers.com offers and apply the materials, courses and curriculum to your success.

See you in competition!x