



**THE NOAKES  
FOUNDATION**

# **COACHING FOR SELF BELIEF**

**NUTRITION NETWORK • 2019 • CAPE TOWN, SOUTH AFRICA**

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@ProfTimNoakes**

# LEWIS PUGH'S CHANNEL SWIM



M  
sblue

THE LONG SWIM



FXTM  
#fxtmgoesblue

THE LONG SWIM

# LEWIS PUGH'S CHANNEL SWIM





WHEN YOU'VE

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GOT PURPOSE,

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EVERYTHING

BECOMES

POSSIBLE.


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{ -LEWIS PUGH }

# THE INVESTEC NORTH POLE CHALLENGE

Mission goal:

Lewis Gordon Pugh to swim 1km in a Speedo at the North Pole in  $-1.8^{\circ}\text{C}$  and to return alive to Cape Town.

A swimmer is captured in the middle of a stroke in the dark, choppy ocean. In the background, several large, jagged icebergs float on the water under a cloudy, overcast sky. The swimmer is wearing a white swim cap and blue goggles. Two speech bubbles are overlaid on the image: a red one on the left and a cyan one on the right.

Lewis Pugh:  
“Can I swim  
around the Cape  
Peninsula?”

Tim Noakes:  
“Yes”.



**(28.04.04) Day 1:**  
3h47min;  
14-15°C;  
8.0km

**(29.04.04) Day 2:**  
5h20min;  
14°C;  
9.6km

**(30.04.04) Day 3:**  
3h30min;  
13°C;  
8.7km

**(1.05.04) Day 4:**  
4h16min;  
13°C;  
9.0km

**(4.05.04) Day 5:**  
1h48min;  
11°C;  
5.5km

**(5.05.04) Day 6:**  
2h30min;  
11°C;  
7.0km

**(6.05.04) Day 7:**  
3h04min;  
13°C;  
9.0km

**(7.05.04) Day 8:**  
3h38min;  
13°C;  
10.1km

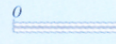
**(10.05.04) Day 9:**  
2h00min;  
11-12°C;  
6.0km

**(15.05.04) Day 13:**  
25min;  
14°C; 1.5km

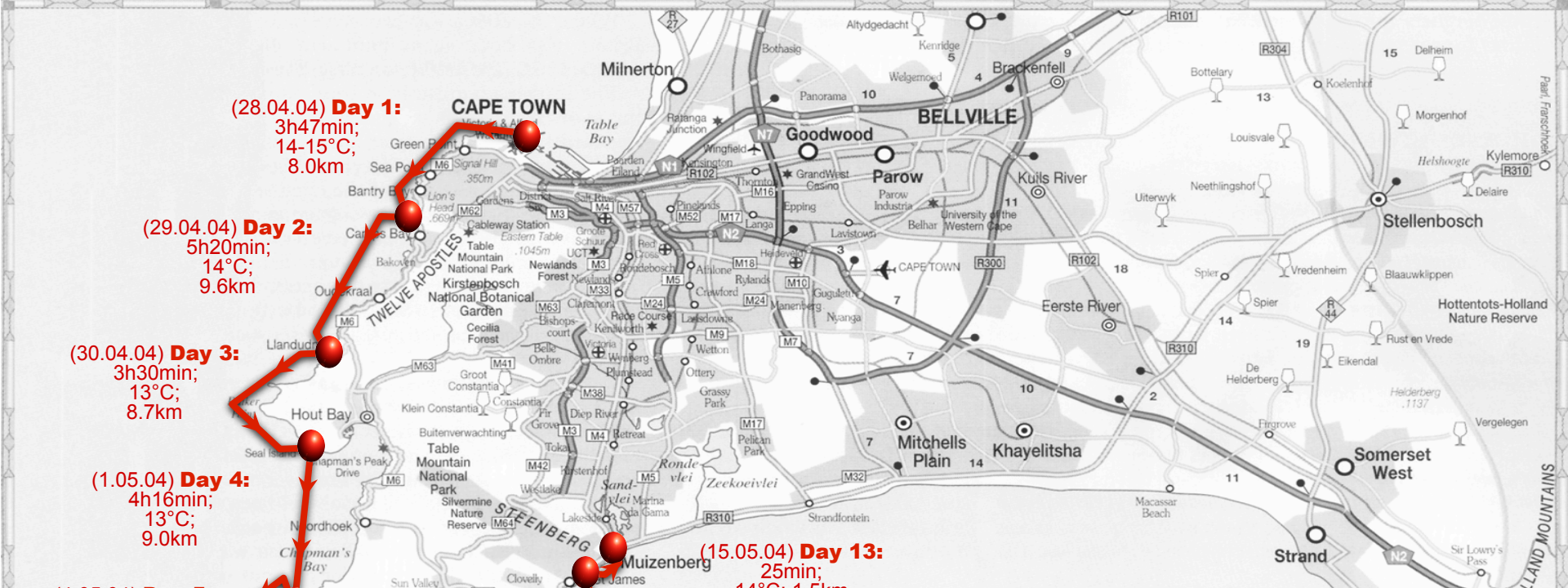
**(14.05.04) Day 12:**  
2h38min;  
13-15°C;  
8.1km

**(13.05.04) Day 11:**  
3h40min;  
13-16°C;  
12.9km

**(12.05.04) Day 10:**  
2h44min;  
14°C;  
6.4km



ATLANTIC OCEAN



**Lewis Pugh:** “Can I swim at 80°N?”

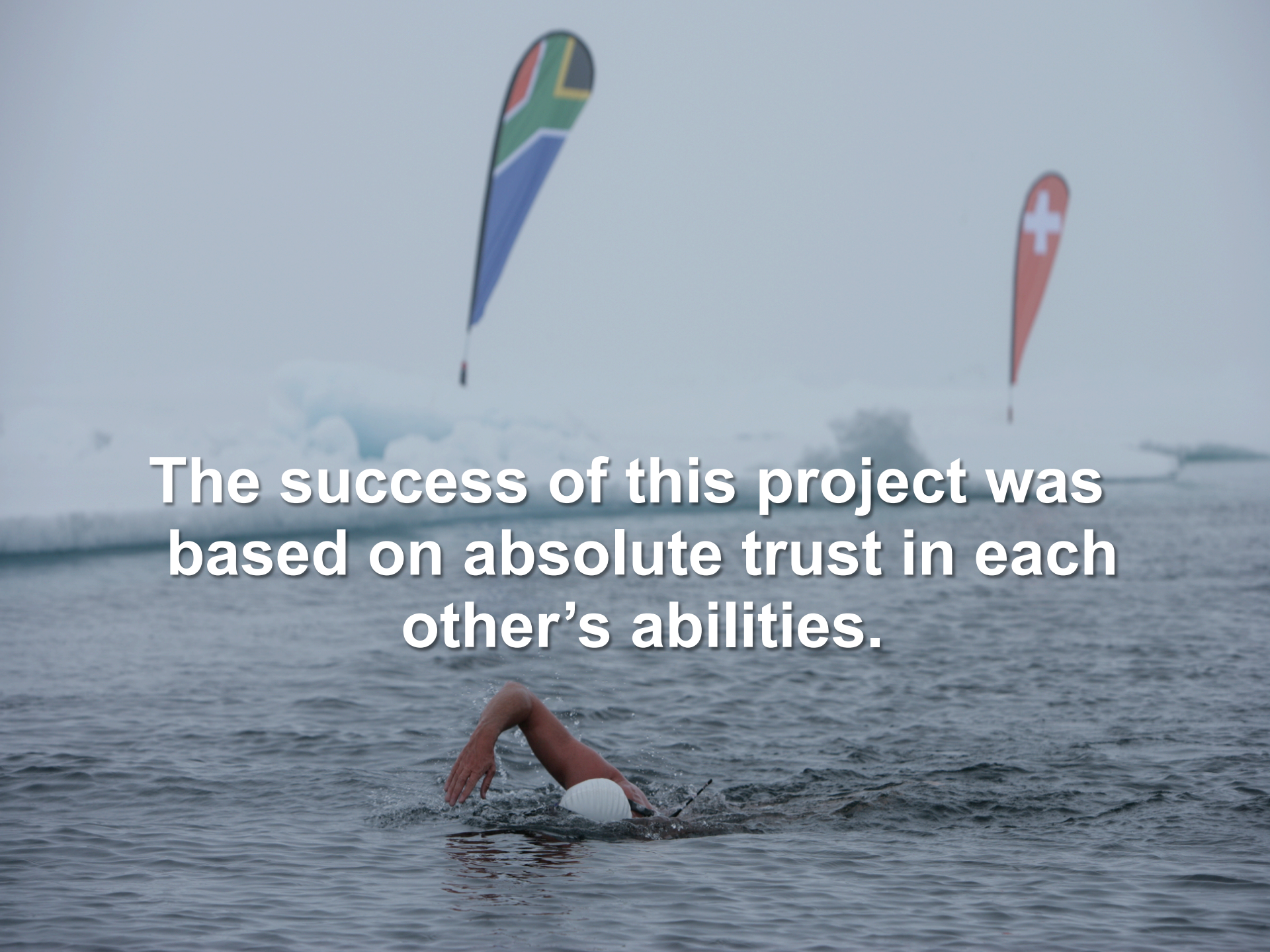
**Tim Noakes:** “What is the expected water temperature?”

**Lewis Pugh:** “0-5°C.”

**Tim Noakes:** “I can’t guarantee that you will live.”

A swimmer is seen from behind, performing a freestyle stroke in the water. The swimmer's right arm is extended forward, and their head is above water. In the background, two large, teardrop-shaped flags are visible against a cloudy sky. The flag on the left features the South African flag's colors (green, white, blue, red, and yellow), and the flag on the right is red with a white cross. The water is dark and choppy.

**Lewis Gordon Pugh - North Pole**  
**15th July 2007**

A swimmer is seen from behind, performing a freestyle stroke in the ocean. The swimmer's right arm is extended forward, and their head is above water. In the background, two teardrop-shaped flags are visible against a hazy sky. The flag on the left features the South African flag's colors (green, white, blue, red, and yellow), and the flag on the right is red with a white cross, representing Switzerland. The water is dark and choppy.

**The success of this project was based on absolute trust in each other's abilities.**



BBC



WATCH THE  
COMMONWEALTH  
DAY SERVICE  
LIVE

A photograph of the Springbok Rugby Team, consisting of several players in their green and gold uniforms. They are standing in a line, looking towards the left, with their hands over their hearts, suggesting they are participating in a national anthem or a formal ceremony. The background is blurred, focusing attention on the players.

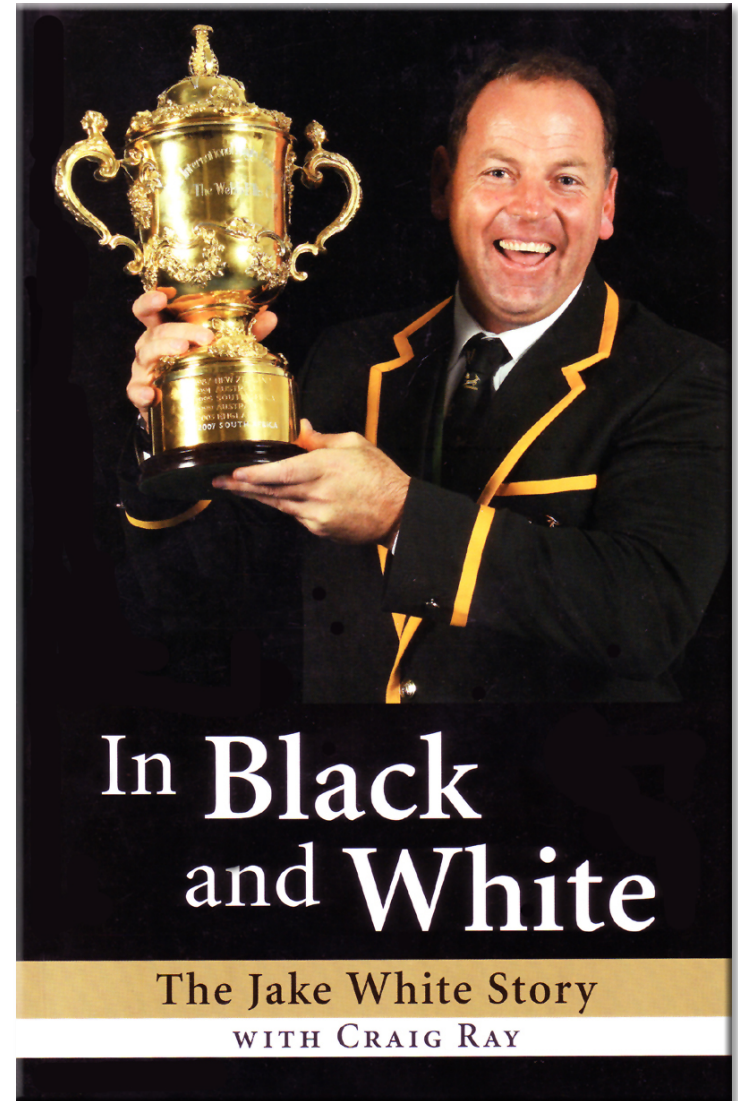
# Medical consultant to Springbok Rugby Team 2004-2007

# SEVENTEEN YEAR-OLD JAKE WHITE'S ESSAY ON HIS FUTURE GOALS

“What are my dreams for the future? My greatest dream is to play rugby, especially for the Springboks. But even to become their coach.

**I have seen how you can make people believe in themselves**; how you can show people that every single person can be a winner if you want it.”

J. White with Craig Ray.  
In Black and White p.1, 2007.



A group of South African rugby players in green and gold uniforms are celebrating their victory. They are holding up a large golden trophy in the center, with many players raising their arms and shouting. The background is filled with confetti and bright lights, suggesting a stadium setting.

# THE ROLE OF SELF-BELIEF

**“You have just won the under-21  
Rugby World Cup. You will win  
the 2007 Rugby World Cup.”**

Jake White on his first meeting with the Springboks - May 2004



## THE ROLE OF SELF-BELIEF: AN UNTESTABLE HYPOTHESIS

“I want to speak to you tonight about the most important lesson I have learned in 38 years of studying the human body. For you would think that after studying the body for so long I would say that it is your perfectly trained bodies that will win the Rugby World Cup for you. I used to think that but I do not anymore.”

“What I now believe is this: **What you *really* believe will happen is exactly what will happen.**”

Cape Town, August 13th 2007



**In the end, the players achieved what the coach said they would on the first day he coached them.**

# 2014 FINAL OF THE FNB VARSITY CUP PRESENTED BY STEINHOFF INTERNATIONAL



**Is this the greatest comeback win ever?**

**Monday April 7<sup>th</sup> 2014**

**YouTubeZA 149 000 views**



# THE LESSONS OF GREAT SPORTING TEAMS

Rewards in proportion to the effort

Importance of perfection

Importance of self-belief

Importance of character

Importance of team

The importance of not quitting

Understanding the “Why”

# 2014 FINAL OF THE FNB VARSITY CUP PRESENTED BY STEINHOFF INTERNATIONAL



The lessons of great sporting teams

# Importance of self-belief





**Roger Bannister, UK**

**3:59.4**

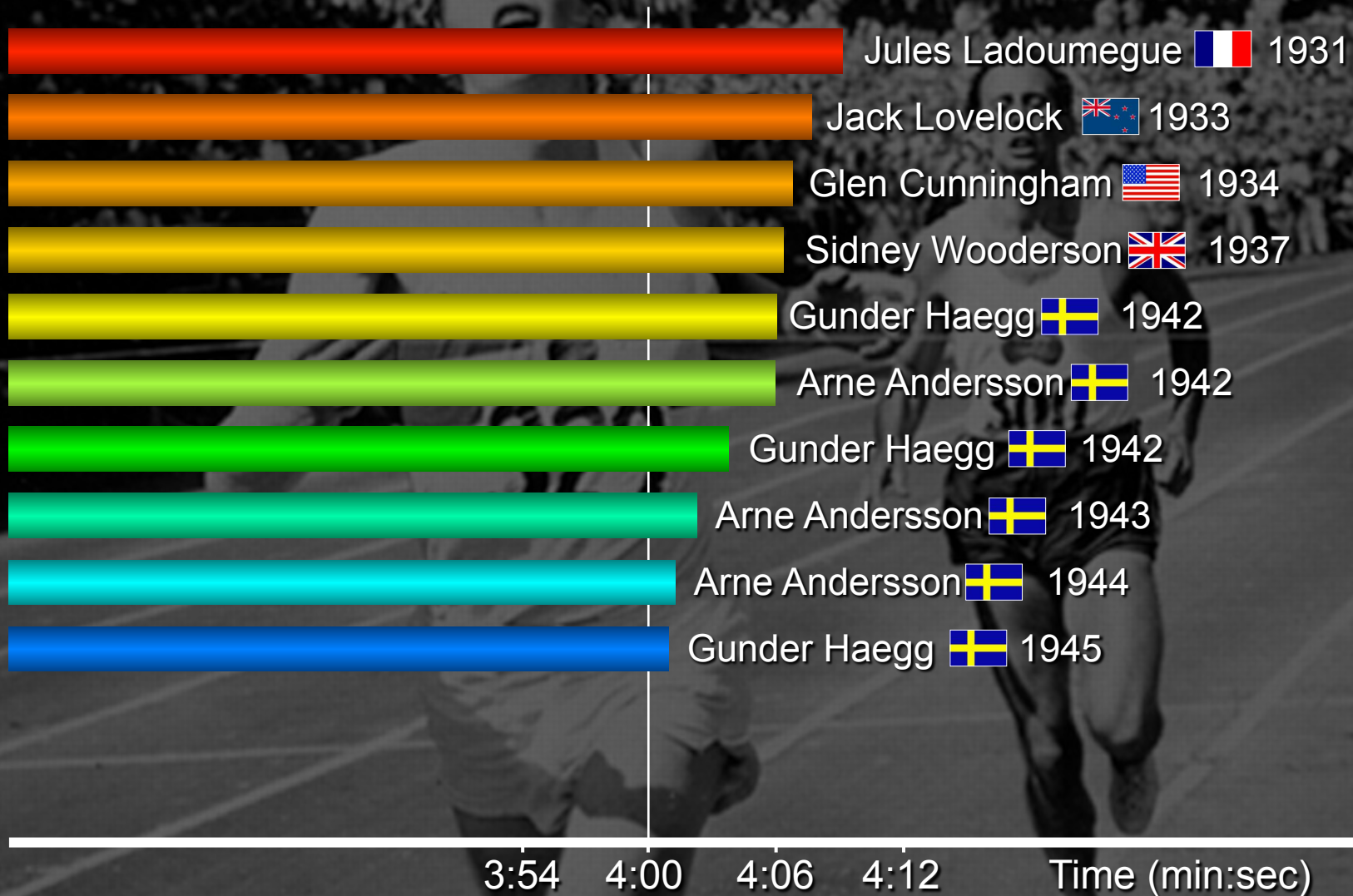
**6<sup>th</sup> May 1954**

**John Landy, Australia**

**3:58.0**

**21<sup>st</sup> June 1954**

# PROGRESS IN THE MILE RECORD 1931 - 1954



JOHN LANDY, JANUARY 1954.

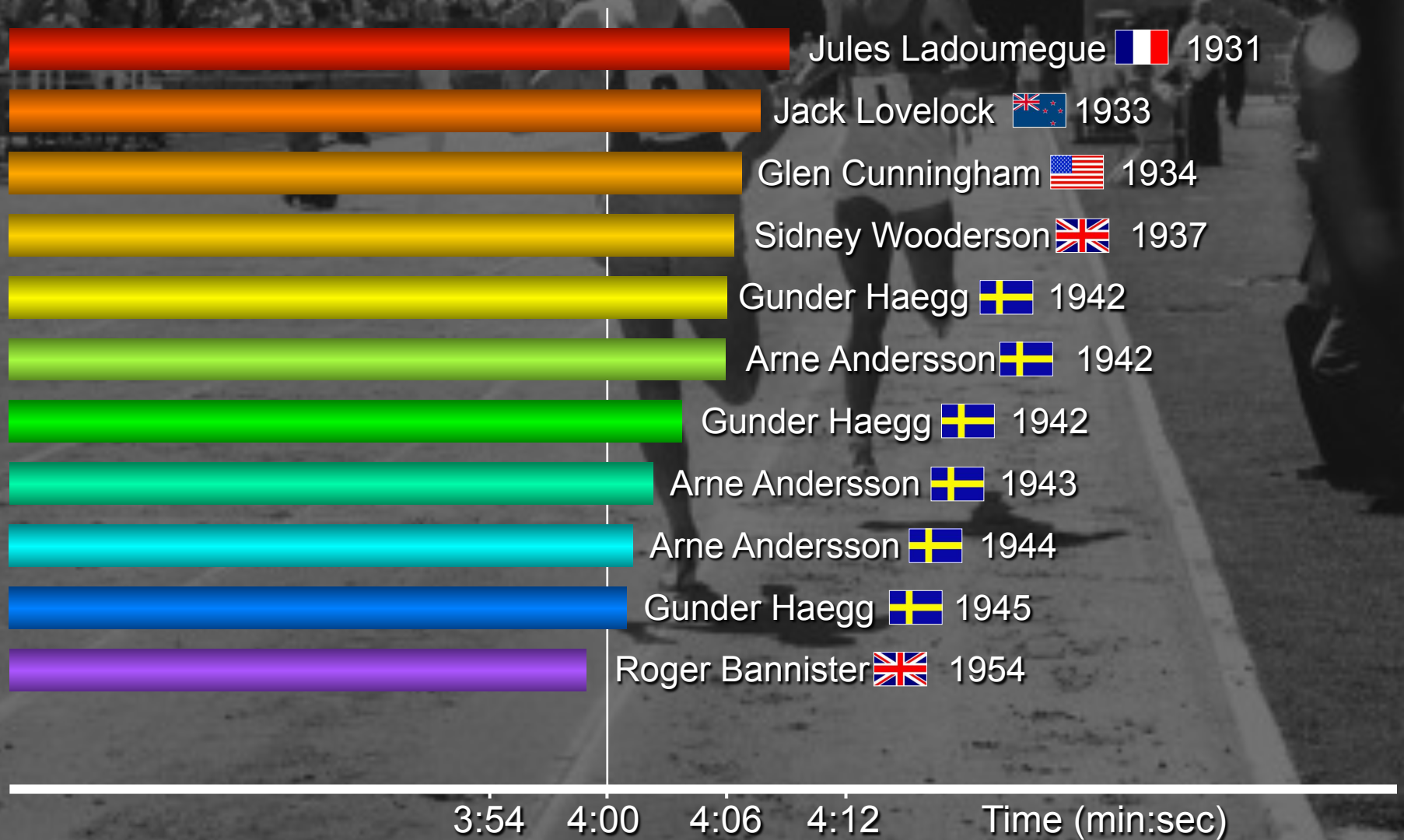


A black and white photograph of two runners during a race. The runner on the left is in the foreground, shown in profile, looking forward. The runner on the right is slightly behind and to the right, also looking forward. The background is a blurred crowd of spectators under a bright sky.

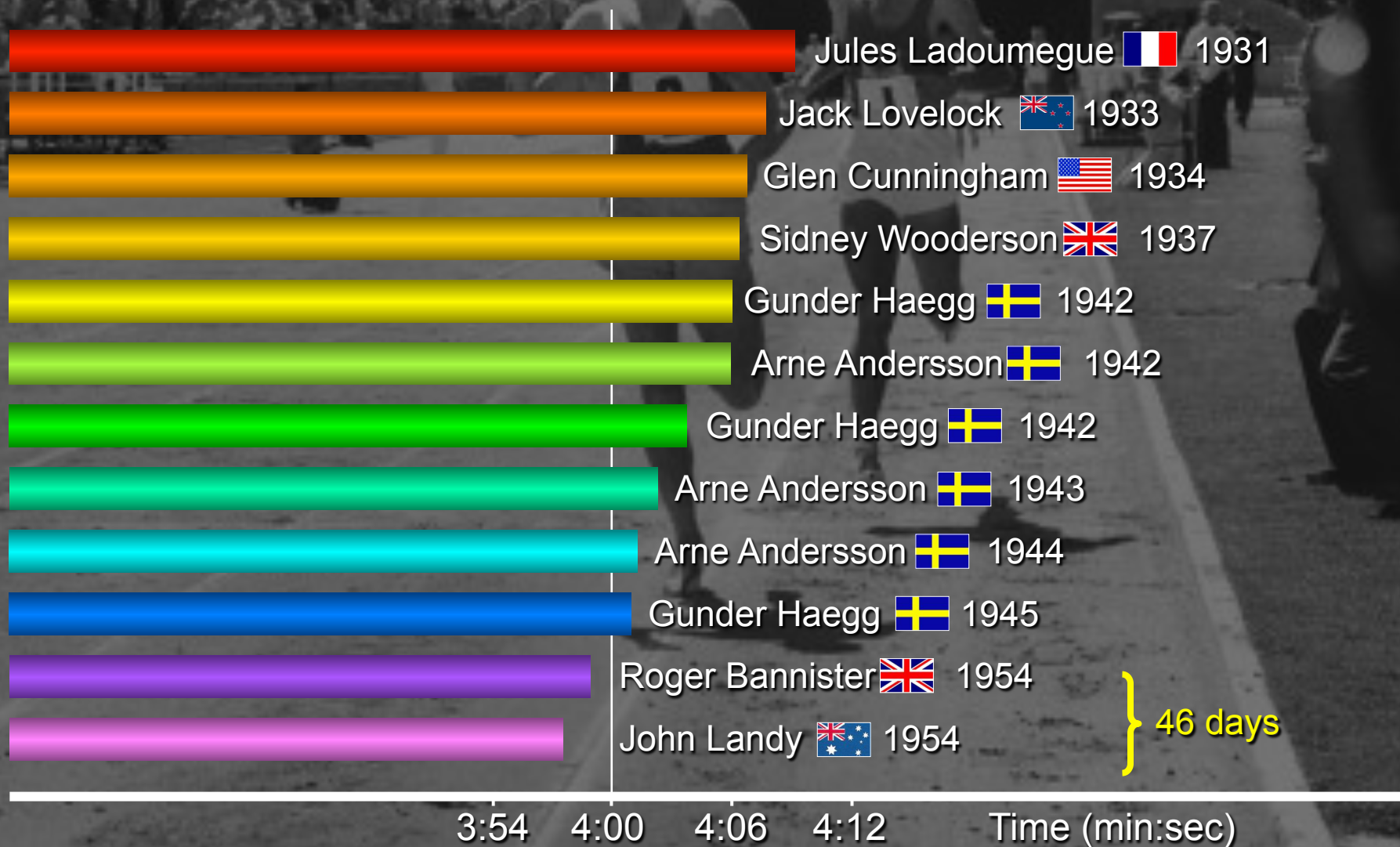
JOHN LANDY, JANUARY 1954.

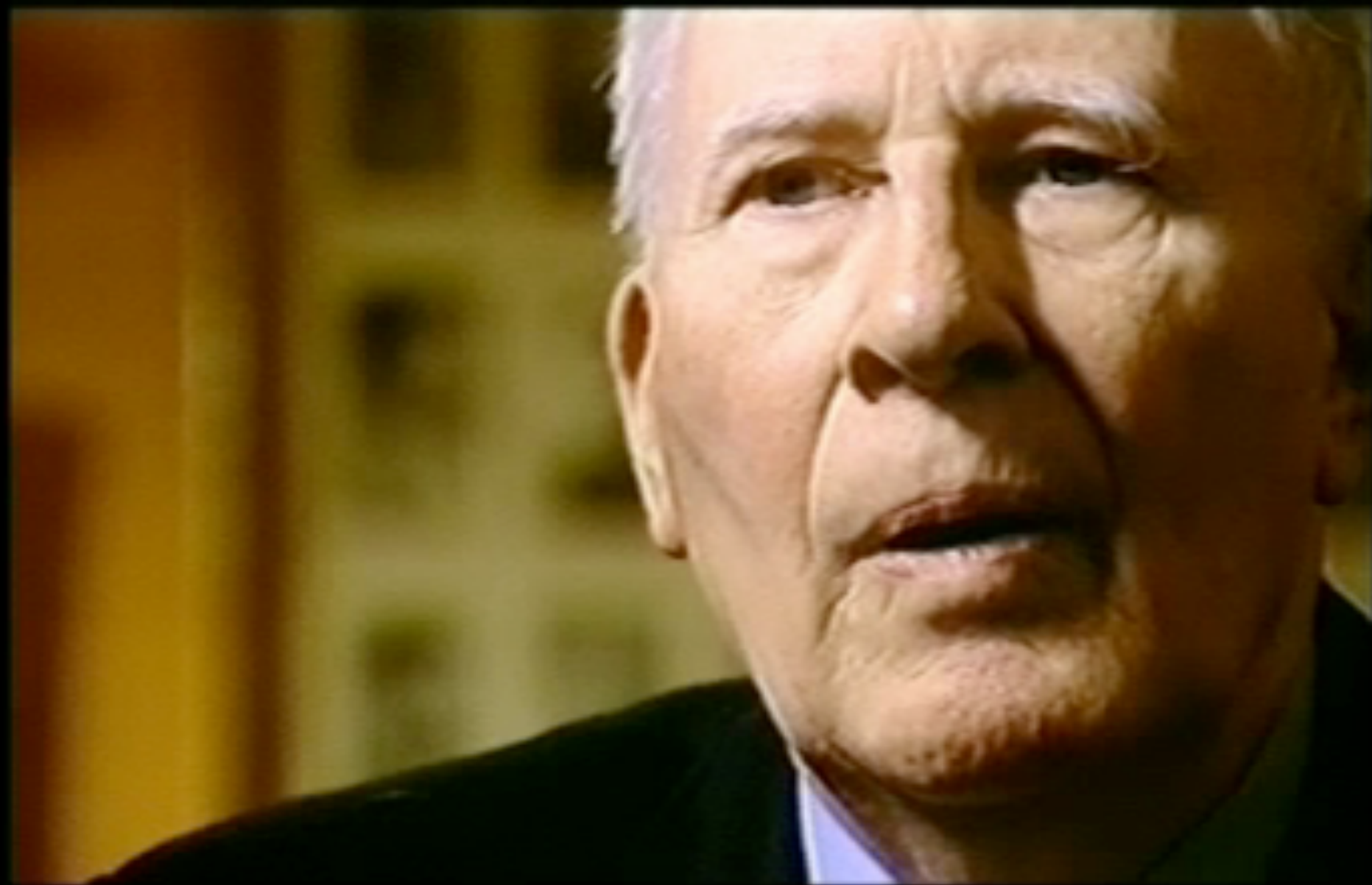
“Frankly, I think the four minute mile is beyond my capabilities. Two seconds may not sound much, but to me it’s like trying to break through a brick wall. Someone may achieve the four-minute mile the world is wanting so desperately, **but I don’t think I can.”**

# PROGRESS IN THE MILE RECORD 1931 - 1954



# PROGRESS IN THE MILE RECORD 1931 - 1954







## **The influence of Australian coach Franz Stampfl**

**“The crucial thing that he (Stampfl) said was: ‘Well I think you can run a 3:56 mile. If he believed that - I hope he did - it certainly was a helpful comment..’”**

Sir Roger Bannister. May 6th, 2004.



“Training is principally an act of faith. The athlete must believe that through training he will become fitter and stronger. He **must believe** that through training his performances will improve and continue to improve indefinitely as long as he continues to train to progressively stiffer standards.”

Franz Stampfl, 1954.





“The great hurdle was the **mental barrier.**”

Franz Stampfl, 1954.



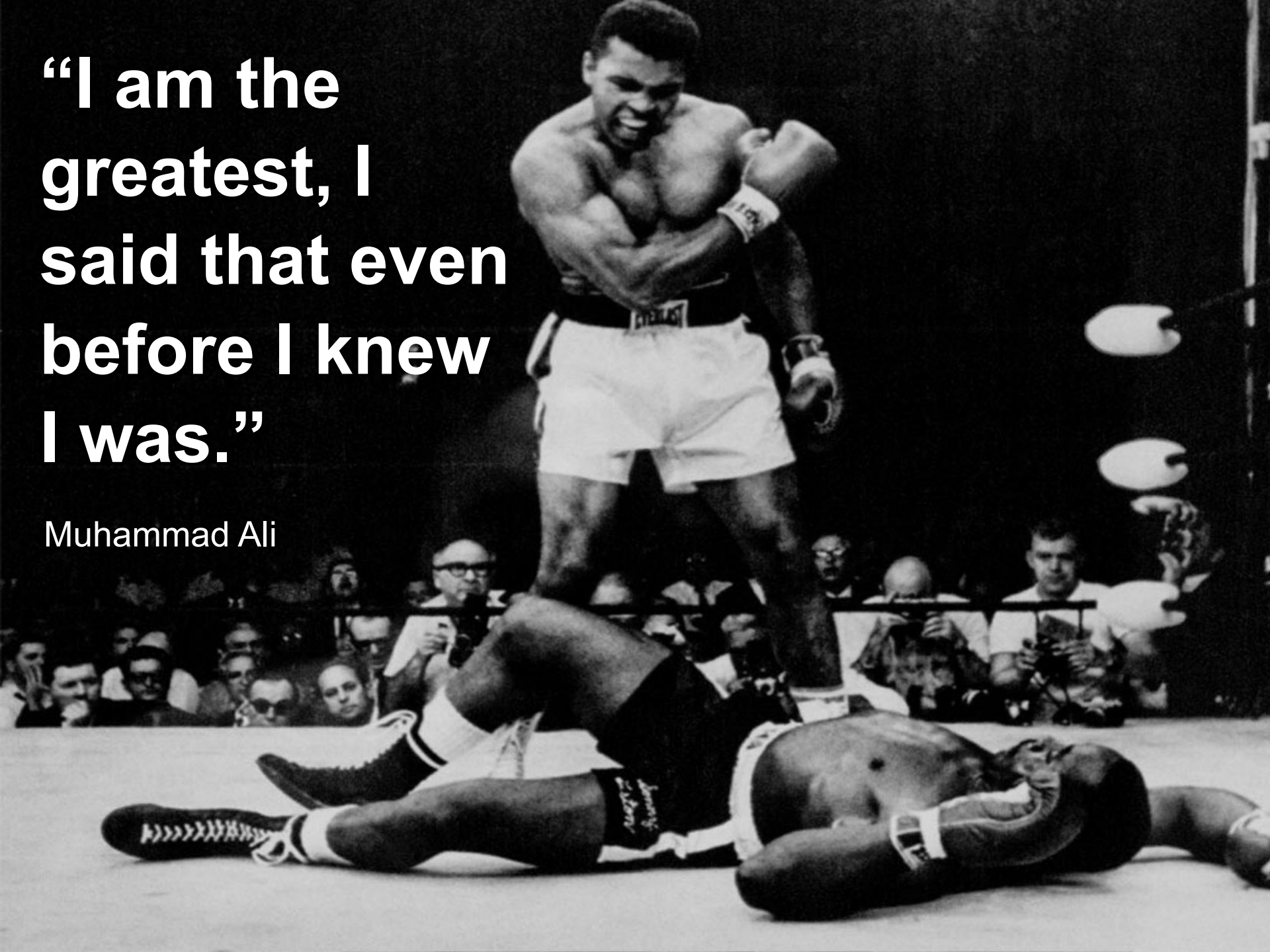


**“I shall always regard the crux of his (Stampfl’s) contribution that, on the day of the race, he gave me the self-belief that despite the bad weather I could break the four minute mile.” “And I believed him.”**

Sir Roger Bannister. *Twin Tracks* (2014)

**“I am the  
greatest, I  
said that even  
before I knew  
I was.”**

Muhammad Ali

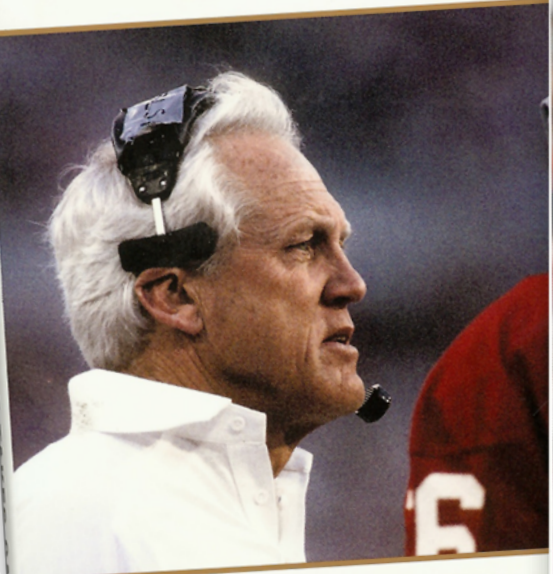




**“Winners, imagine their dreams first. They want it with all their heart and expect it to come true. There's no other way to live.”**

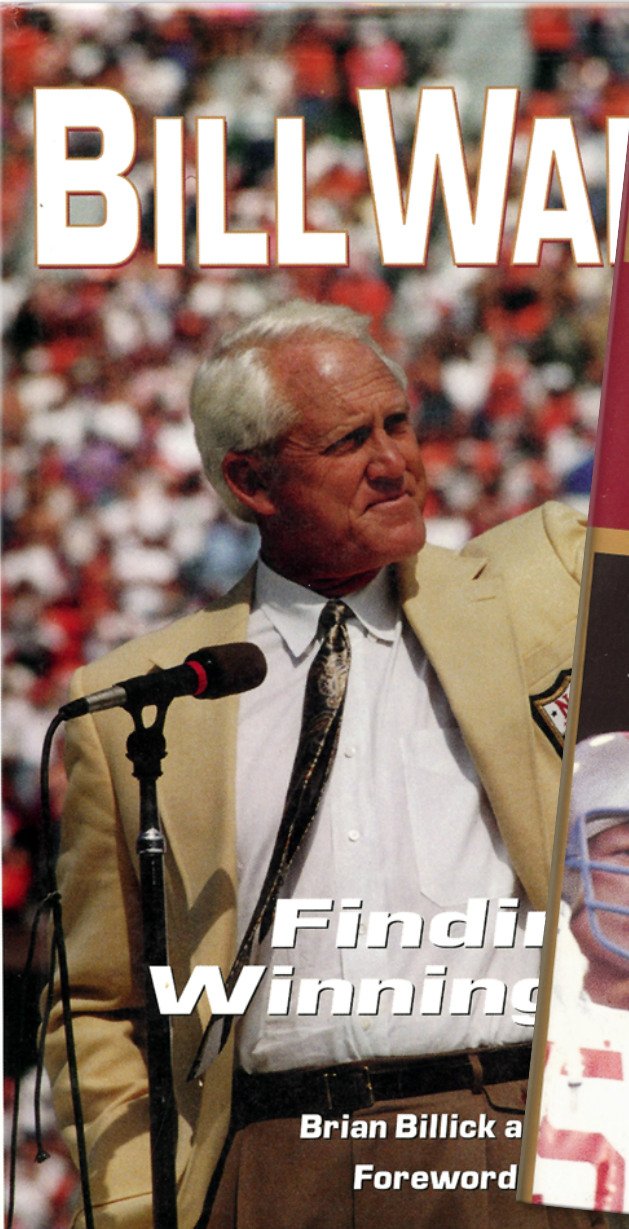
Joe Montana

**BILL WALSH**  
WITH  
STEVE JAMISON AND CRAIG  
Foreword by Joe Montana



**THE SCORE  
CARE OF IT**

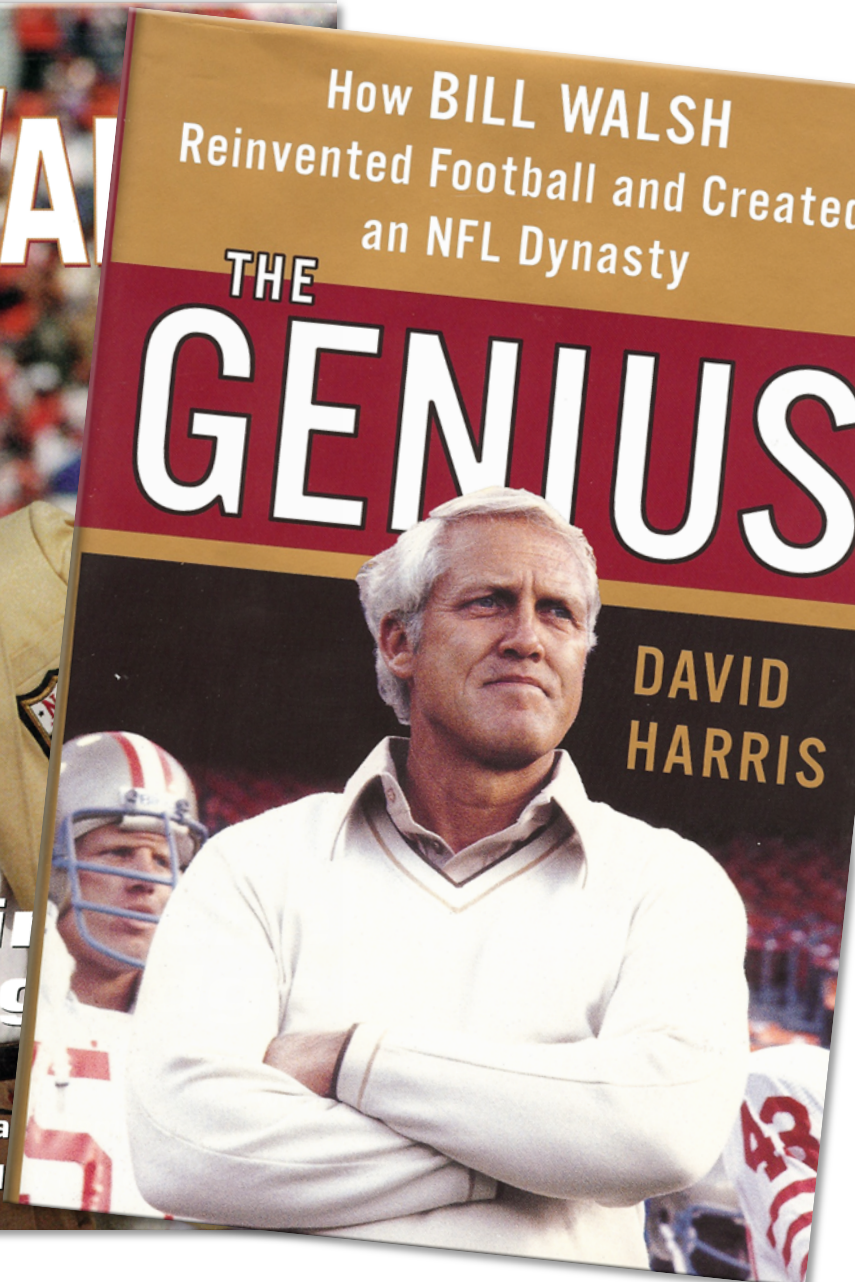
My Philosophy of



**BILL WALSH**

*Finding  
Winning*

Brian Billick and  
Foreword

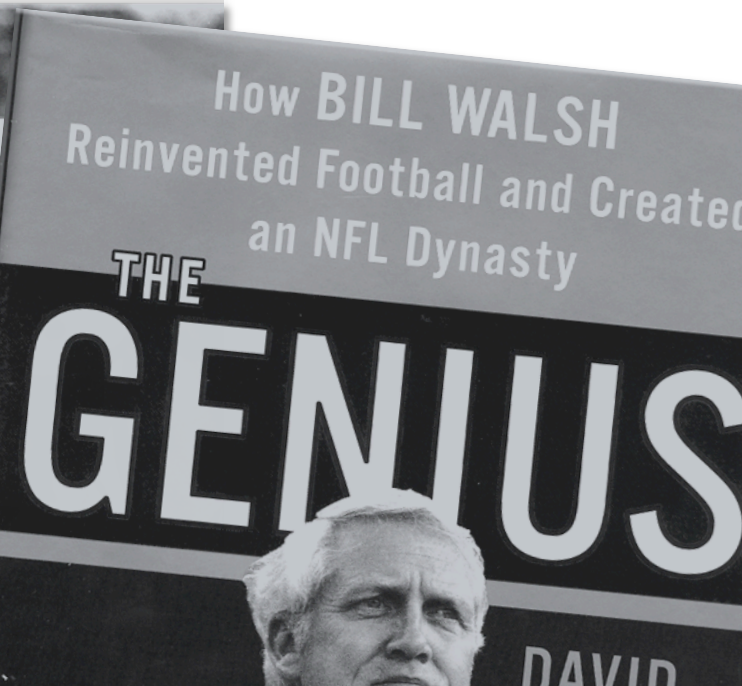
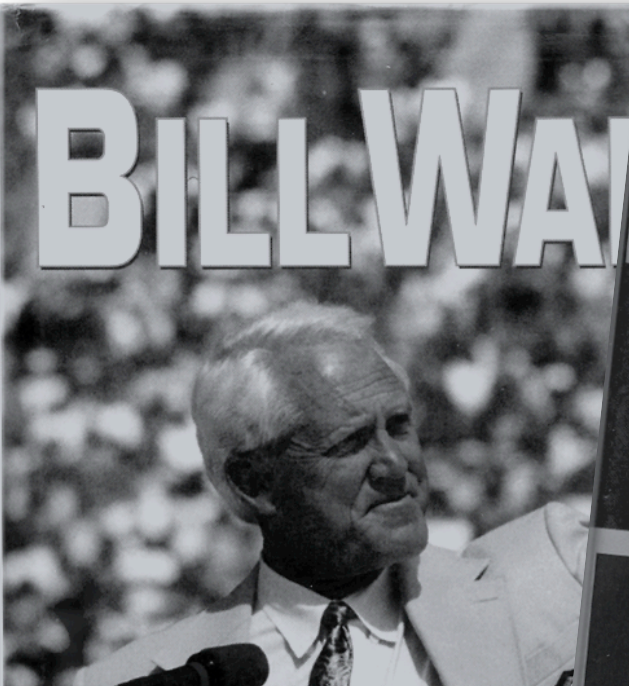


How **BILL WALSH**  
Reinvented Football and Created  
an NFL Dynasty

**THE  
GENIUS**

**DAVID  
HARRIS**

**BILL WALSH**  
WITH  
STEVE JAMISON AND CRAIG  
Foreword by Joe Montana



**“believing he was extraordinary.  
My job was to convince him that  
he was beyond extraordinary.”**

Coach Bill Walsh.

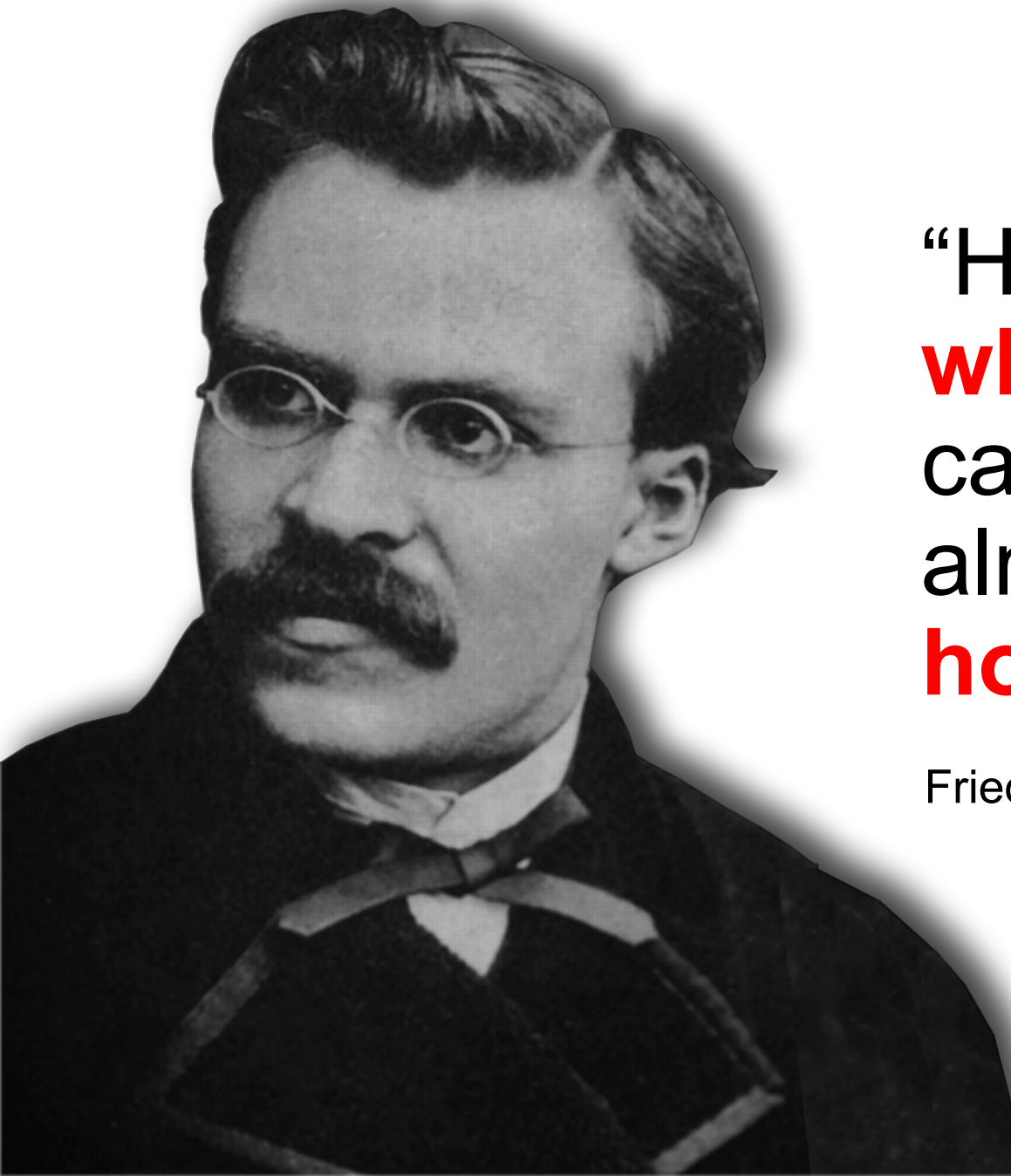
5 NFL Super Bowl victories in 12 years.

# 2014 FINAL OF THE FNB VARSITY CUP PRESENTED BY STEINHOFF INTERNATIONAL



The lessons of great sporting teams

# Understanding the “Why”



“He who has a **why** to live for, can bear with almost any **how**.”

Friederick Nietzsche

## PHIL KNIGHT AND NIKE

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Knight foresaw a future in which **Nike** would be the **dominant running shoe company in the US** – even before he had sold a single running shoe.







I have thought often of what it all means. Life thrusts you into a competitive environment. How do you prepare for the realities and the unknown? Hopefully you have a mentor, a Bowerman who pushes you at that critical time. **A time when someone has a belief in your future more than you do. It's not about how long you live but how you contribute. It's about doing your best and doing the right thing.** It's about recovering from your mistakes and not giving up. It's about the baton pass to a new generation. It's about the realization that you cannot go it alone. It takes a team.

Out of Nowhere

The Inside Story of How Nike Marketed the Culture of Running. Geoff Hollister. p326, 2009.



In the end, you are somewhere in the middle, part of a never ending process. **The future will never remember what was in your bank account or what kind of car you drove. The future will remember that wild ride of life where you believed in others and left a gift behind for someone else to dream the impossible.** The gift was your own life. It does not matter whether it was long or short. What did you leave behind?

Out of Nowhere

The Inside Story of How Nike Marketed the Culture of Running. Geoff Hollister. p326, 2009.

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The lessons of great sporting teams

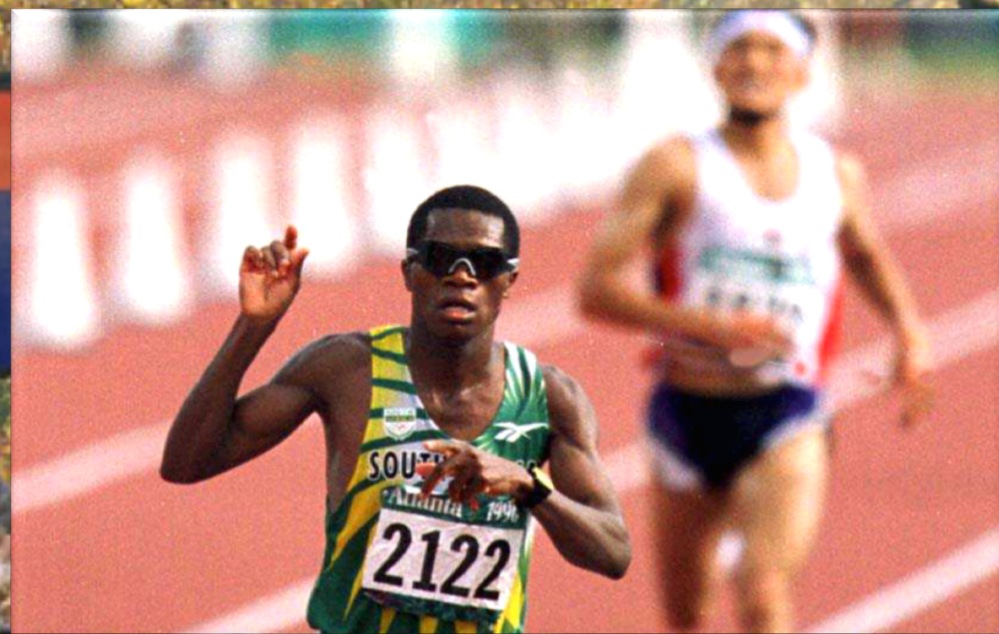
# The importance of not quitting

2:09:30

NEW YORK ROAD RUNNERS

NEW YORK CITY MARATHON

G Foot Locker



# JOSIA THUGWANE - 1996 OLYMPIC MARATHON CHAMPION

Could  
have run  
faster.



Winner by 3  
seconds. Not  
absolutely  
fatigued.

3 seconds is not  
due to physiology.

# JOSIA THUGWANE - 1996 OLYMPIC MARATHON CHAMPION



Could  
have run

Winner by 3  
seconds. Not  
absolutely

Since the brain regulates exercise performance, the athlete who wins a close race “chooses” that outcome. This conscious/subconscious choice reduces the illusory symptoms of pain and fatigue produced by the brain. The brain of the athlete who comes second exaggerates those same symptoms to justify the decision not to try harder. The athlete quits whilst appearing to be giving a maximal effort.



# IRONMAN HAWAII 1989



# IRONMAN HAWAII 1989

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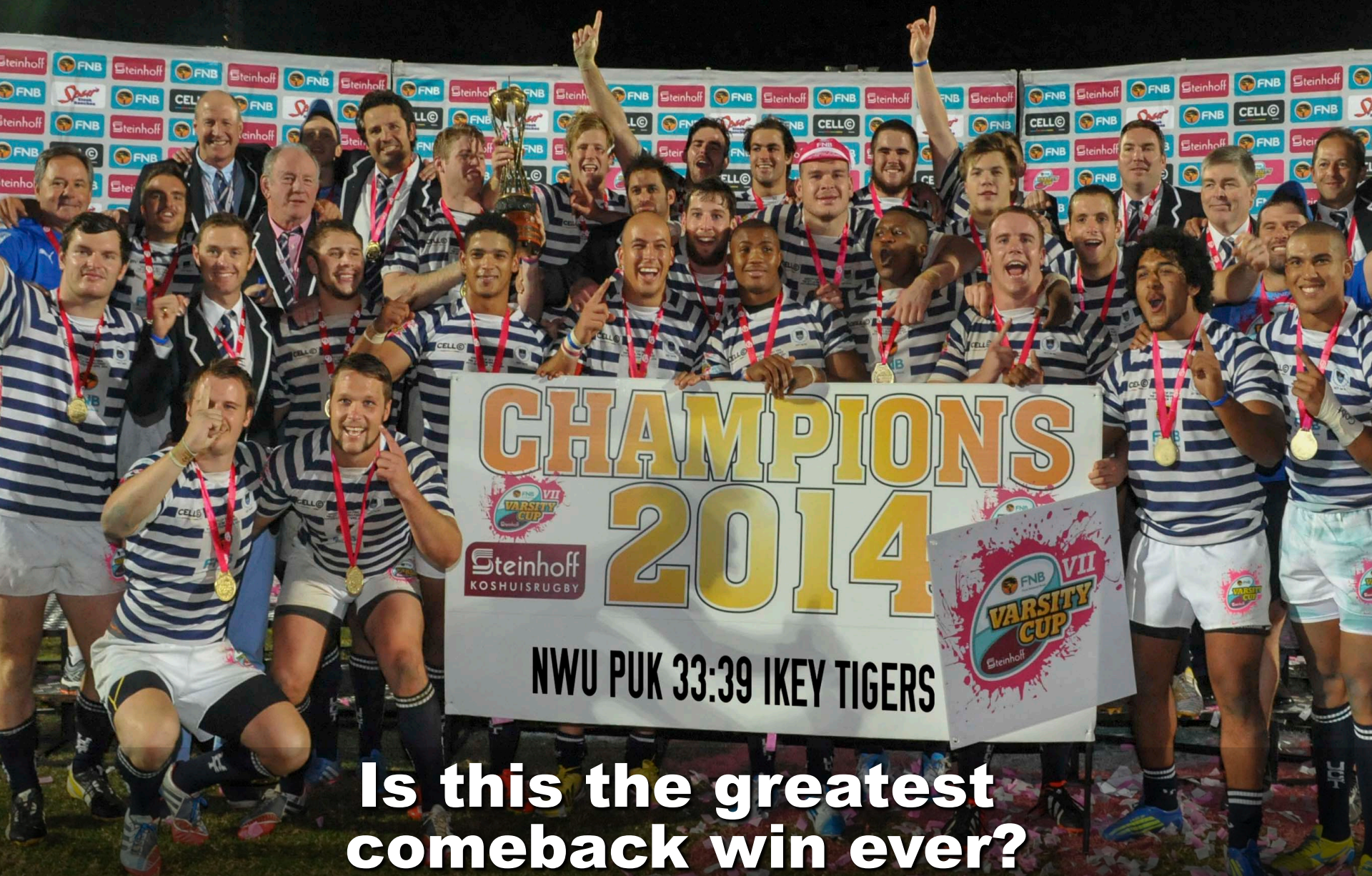
“As he looked over, he knew that **I knew** this was the moment he was going to try to break me. I was still trying to answer. And **I said** ‘Its not going to happen’. And I fought, fought fought. Right as I was cresting the top of the hill, **I remember saying to myself** – ‘He’s got too big of a lead’.

You know that discomfort level – you’re just hovering on the point when mentally **you’re saying to yourself** - ‘I don’t know if I can do it. I don’t know if I can do it’.”

Photo by Lois Schwartz

Dave Scott

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**Is this the greatest comeback win ever?**

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NWU-PUKKE

33

IKEYS

15

74:06

# 2014 FINAL OF THE FNB VARSITY CUP PRESENTED BY STEINHOFF INTERNATIONAL



**“Okes, I can’t tell you or explain to you why, but I know that we are going to win this game. Something has just told me that we are going to win and it doesn’t matter if you believe in God or not but I promise you a miracle is going to happen now. Boys you have to believe, but believe with your whole heart that we are going to win here and I promise you we will. A miracle is going to happen now but you have to believe.”**

Dean Grant at 74 minutes in Final

# 2014 FINAL OF THE FNB VARSITY CUP PRESENTED BY STEINHOFF INTERNATIONAL



## THE POWER OF SELF-FULFILLING PROPHECIES

A self-fulfilling prophecy is defined as a false definition of the situation evoking new behaviours which make the original conception come true.



NWU-PUKKE

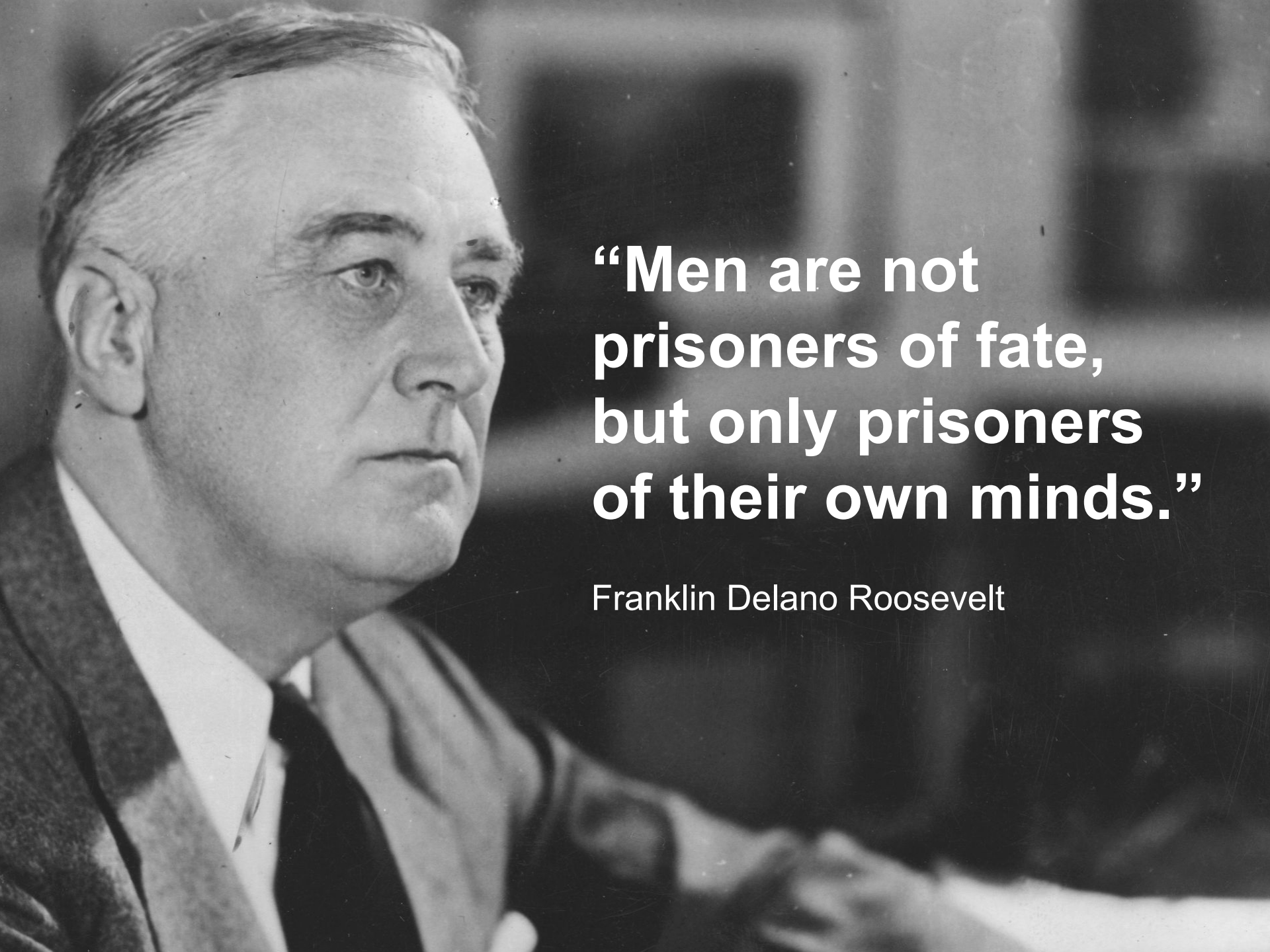
33

IKEYS

15

74:06





**“Men are not  
prisoners of fate,  
but only prisoners  
of their own minds.”**

Franklin Delano Roosevelt