

## **Credits:**

### **Educational Content:**

Charlene Swilling, B.A., M.Ed.,

Discovery Place, Charlotte, NC

Dr. Jeffrey Barto, Department of Health

Promotion and Kinesiology,

University of North Carolina at Charlotte

### **Graphic Design:**

R. Wes Brown, Grace Chang

Discovery Place, Charlotte, NC

Leisha Miller, AdMill Design, Charlotte, NC

### **Additional Credits:**

Michael Jordan, I Can't Accept Not Trying:

Michael Jordan on the Pursuit of Excellence,

1994, Rare Air, Ltd. Photographs:

Walter looss Jr.

Michael Jordan: Before the Legend, 1999.

Wilmington Star-News, ed. Bobby Parker.

Michael Jordan, For the Love of the Game:

My Story by Michael Jordan.

1998, Rare Air, Ltd.

**FINAL VERSION TO INCLUDE ALL CREDITS**

**FOR QUOTES AND PHOTOGRAPHS**

DRAFT - NOT FOR DISTRIBUTION

# MICHAEL JORDAN

TO THE

# MAXX



**HEROES**  
An audience activity guide

## ABOUT THE FILM

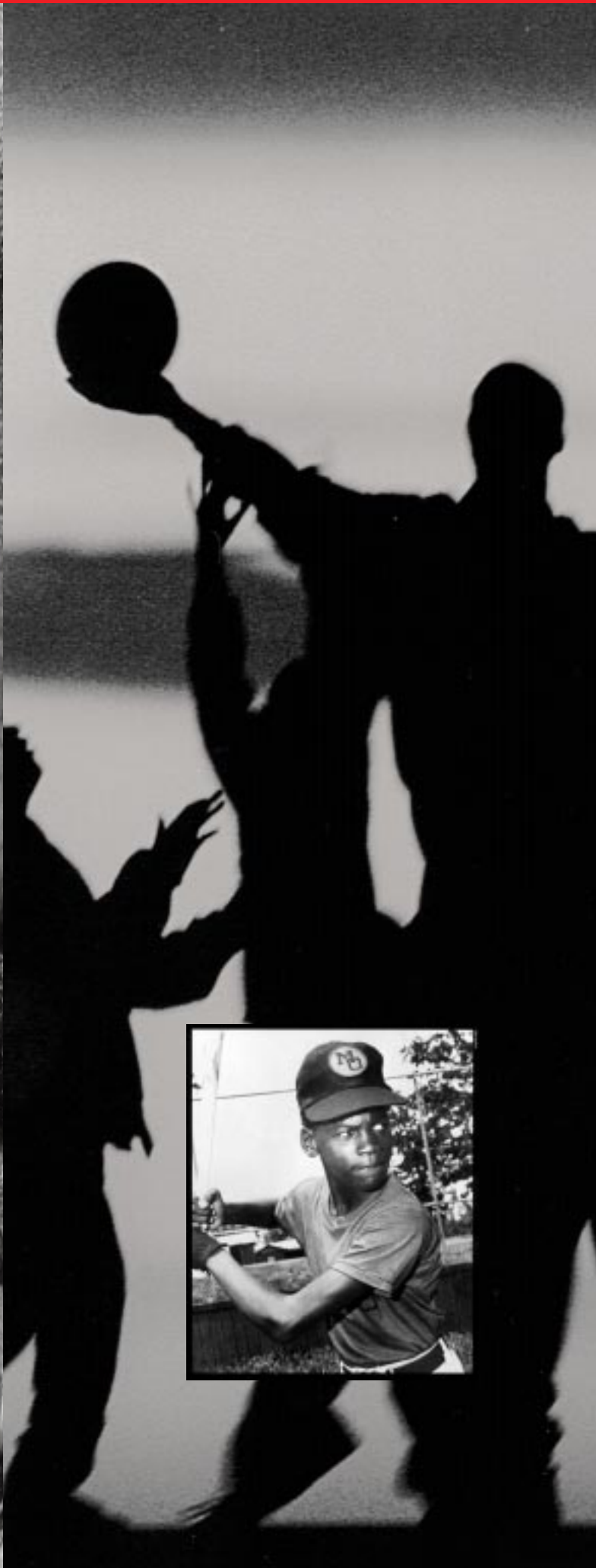
This film captures the real-life story of Michael Jordan, the world's most spectacular athlete and most recognizable person. Michael Jordan's story includes his formative years as a young boy in Wilmington, North Carolina, a National Championship at the University of North Carolina, two Olympic Gold Medals, six NBA Championships with the Chicago Bulls, and a particularly courageous effort as a baseball player with the Birmingham Barons.

Most famous for his gravity-defying acrobatics and athletic magnificence, what truly distinguishes Jordan are his exceptional personal attributes –

# MICHAEL JORDAN TO THE MAX

his work ethic, his competitive spirit, his will to win, and most importantly, the class and dignity with which he conducts himself both on and off the basketball court. Michael Jordan has set a shining example of personal excellence and, in the process, inspired the hopes and dreams of millions of children and adults worldwide.

Michael Jordan to the Max is a larger-than-life tribute to a larger-than-life hero.



## HERO IN THE MAKING

PASTE OR DRAW YOUR PICTURE HERE

---

WRITE YOUR NAME HERE

*“Somewhere there is a little kid working to enhance what we’ve done. It may take awhile, but someone will come along who approaches the game the way I did. He won’t skip steps, He won’t be afraid. He will learn from my example, just as I learned from others. He will master the fundamentals.*

THERE **WILL BE** PLAYER  
GREATER THAN ME.”  
**WHY NOT?**

# Concentration

A HERO'S SUCCESS DEPENDS ON THE ABILITY TO CONCENTRATE ON THE TASK AT HAND.

**TO DO:**

**TEST YOUR OWN CONCENTRATION.**

Detach the Michael Jordan Values Concentration cards and cut them out. Challenge your best friend (or your other self) to a game of concentration.

While you are playing, discuss with your best friend (or your other self)

- 1. THE MEANING OF THE WORDS ON THE CARDS AND**
- 2. WHAT THAT VALUE HAS TO DO WITH MICHAEL JORDAN.**

**The Rules of Concentration:**

Shuffle the cards. Without looking at the words on the cards, lay them face down in four rows of five cards. Turn over the cards two at a time. If both cards match, you may pick them up. If they don't match, turn them back over. But! Remember where you saw them! The player who has the most cards at the end of the game wins.



MICHAEL JORDAN TO THE MAX HEROES



HOW TO **USE** THIS GUIDE

This is the activity guide for **Michael Jordan to the Max**. It is a book about heroes that you create yourself. When it is completed, you will have a personal description of your own heroes, a game plan for making heroes, and a prediction about future heroes. You will discover that larger-than-life heroes are real people too, with hopes and fears and failures. You will contemplate the hero's formula that transforms fear and failure and disappointment into success. And you will recognize that the "face in the mirror" is not all that different from Michael.

**TOOLS:**

- Colored pencils or crayons
- Scissors
- Pencil
- Glue or double-stick tape
- A snapshot of yourself
- A snapshot of someone you admire
- Computer with internet access
- Basketball court and basketball
- Calculator

**About the film**  
*(inside front cover)*

1 **How to Use this Guide**

1 **Tools**

1 **Contents**

1 **Cyber One on One**

2 **What is a hero?**

3 **What is a hero made of?**

4 **More Than a Pregame Meal**

5 **Forces of Nature**

6, 7 **Hand in Hand**

8, 9 **Making Goals**

10 **FUNdamentals: Basketball Basics**

11 **A Question of Statistics**

12 **Facing Failure**

13 **Any Fear is an Illusion**

14 **Talent or Genius?**

15 **Giving Back**

16 **Concentration**

**Hero in the Making**  
*(inside back cover)*

**Credits**  
*(outside back cover)*

**CYBER ONE ON ONE**

Learn more by going one on one with the web sites below:

- [www.michaeljordantothemax.com](http://www.michaeljordantothemax.com)
- <http://jordan.sportsline.com>
- [www.giantscreensports.com](http://www.giantscreensports.com)
- [www.nba.com](http://www.nba.com)
- [www.discoveryplace.org](http://www.discoveryplace.org)
- [www.sbymath.com/gr5](http://www.sbymath.com/gr5)

# A HERO IS



**TO DO:**

WRITE YOUR OWN DEFINITION OF A HERO.

A HERO IS

---

---

PASTE OR DRAW PICTURE OF YOUR HERO HERE

WRITE NAME OF YOUR HERO HERE.

Complete this sentence: \_\_\_\_\_  
(name above) is my hero because

---

---

---



## WHAT WOULD YOU DO WITH 1.5 MILLION DOLLARS?

A HERO GIVES BACK TO THE COMMUNITY THAT MADE HIM (OR HER) A HERO. IN 1999, MICHAEL JORDAN SPONSORED A CELEBRITY GOLF TOURNAMENT THAT RAISED 1.5 MILLION DOLLARS. THAT MONEY WAS GIVEN TO RONALD MCDONALD HOUSES, PLACES THAT FAMILIES CAN STAY WHEN THEY HAVE TO TRAVEL A LONG WAY TO GET MEDICAL CARE FOR THEIR CHILDREN. SOME OF THE OTHER ORGANIZATIONS THAT MICHAEL HELPS INCLUDE THE MAKE A WISH FOUNDATION (THAT GRANTS WISHES FOR TERMINALLY ILL CHILDREN) AND BOYS AND GIRLS CLUBS (THAT CREATE FUTURE HEROES).

**TO DO:**

IF YOU HAD 1.5 MILLION DOLLARS TO GIVE AWAY, WHAT WOULD YOU GIVE IT TO?

WHY?

---

---

---

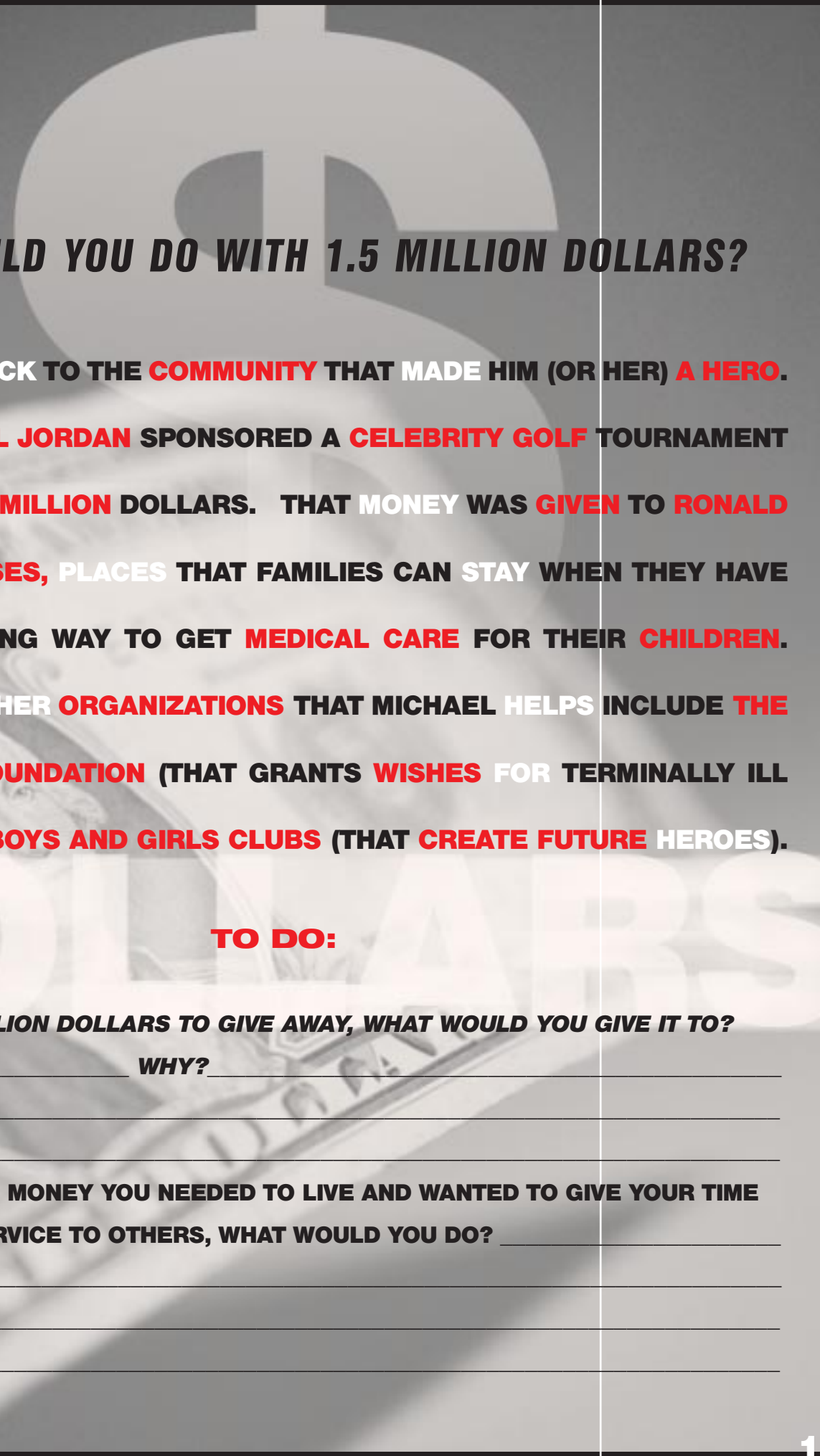
IF YOU HAD ALL THE MONEY YOU NEEDED TO LIVE AND WANTED TO GIVE YOUR TIME AND TALENTS IN SERVICE TO OTHERS, WHAT WOULD YOU DO?

WHY?

---

---

---



**MICHAEL JORDAN IS A GENIUS, BUT HIS TALENT IS NOT THE KIND MEASURED BY IQ TESTS. HIS GENIUS LIES IN HIS ABILITY TO SOLVE PROBLEMS USING HIS WHOLE BODY.**



**THERE ARE MANY KINDS OF TALENT:**

**PHYSICAL TALENT** – includes gifted athletes, dancers, gymnasts

**VERBAL TALENT** – includes writers, poets, and playwrights

**MUSICAL TALENT** – includes music performers and composers

**LOGICAL TALENT** – includes scientists and mathematicians

**SOCIAL TALENT** – includes politicians, religious leaders, people who understand other people

**SELF-AWARENESS TALENT** – includes essayists, philosophers, people who understand themselves

**ARTISTIC TALENT** – includes engineers, artists, sculptors, people who understand the world in three dimensions

**TO DO:**

**DRAW A LINE FROM EACH OF THE TALENTED PEOPLE BELOW TO THE ABILITY THEY ARE KNOWN FOR:**

- MICHAEL JORDAN
- MAYA ANGELOU
- MARTIN LUTHER KING
- STEPHEN SPEILBERG
- BEETHOVEN
- BILL GATES
- WILLIAM SHAKESPEARE

- PHYSICAL TALENT
- VERBAL TALENT
- MUSICAL TALENT
- LOGICAL TALENT
- SOCIAL TALENT
- SELF-AWARENESS TALENT
- ARTISTIC TALENT

YOU

*(Note: Keep in mind, most people have abilities in more than one area!)*

# What IS A HERO made of?



Oxygen, carbon, hydrogen, nitrogen, calcium, phosphorus, and trace elements!

Every human body is made up of chemical elements. 60% of an adult's body is water (hydrogen and oxygen.) Hydrogen, oxygen and carbon are found in the carbohydrates, fats and proteins that make up most of the body tissues. Nitrogen is found in proteins (muscle). Calcium is found in bones. Other elements, though found in tiny amounts, are essential for keeping the body healthy. For instance, iron makes up less than 1% of the body, but without it, your blood cannot carry oxygen to the cells.

**TO DO: GRAPH MICHAEL JORDAN**

1. Color Michael red from toes to waist. Label: 65% oxygen.
2. Color Michael blue from waist to mid-chest. Label: 18% carbon.
3. Color Michael purple from mid-chest to shoulders. Label: 3% nitrogen.
4. Color Michael green from top of shoulders to eyebrows. Label: 2% calcium.
5. Color the top of Michael's head black. Label: 2% trace elements.

**QUESTION: WHAT WOULD A GRAPH OF YOU LOOK LIKE?** \_\_\_\_\_

TO FIND OUT WHAT ELSE MICHAEL NEEDS TO REMAIN HEALTHY, SOLVE THE FOLLOWING SCRAMBLED WORD GAME.

**TO DO:**  
UNSCRAMBLE THE "WHITE BOX" LETTERS TO FIND THE MOST IMPORTANT NUTRIENT FOR ATHLETIC COMPETITION.

1 Proteins, fats, and carbohydrates in the steak and potato meal provide...

1

2 Milk provides this mineral needed for strong teeth and bones:

2

3 This group of foods, including pasta, rice, bread and potatoes, provides the most easily digested source of energy:

3

4 Vitamins and minerals are abundant in fresh fruits and .....

4

5 Fruits and vegetables have more vitamins and minerals if they are eaten ...

5

MORE THAN A PREGAME MEAL

TRANSFER THE LETTERS IN THE WHITE BOXES HERE

\_\_\_\_\_

UNSCRAMBLE THEM TO ANSWER THIS QUESTION:

6. THE MOST IMPORTANT NUTRIENT FOR ATHLETIC COMPETITION IS

\_\_\_\_\_

4 *Answer: 1-Energy 2-Calcium 3-Carbohydrates 4-Vegetables 5-Raw 6-Water For events lasting less than 90 minutes, the most important nutrient to consume is water. Drinking adequate water protects the athlete from the greatest health risks: dehydration and overheating.*



*MICHAEL'S ritual pregame meal is steak and potatoes, which he eats about three hours before a game. But it takes more than a pregame meal to keep a body going.*

"MY GIRL FRIEND GOT SWEEP AWAY IN A FLOOD AND DROWNED WHEN WE WERE IN COLLEGE. ANOTHER TIME, I WAS SWIMMING WITH A FRIEND WHEN BOTH OF US GOT PULLED INTO THE OCEAN BY A STRONG UNDER-TOW. I WAS ABLE TO GET FREE AND MAKE IT BACK TO LAND. HE NEVER MADE IT BACK."

IF THAT WASN'T ENOUGH, NORTH CAROLINA HAD THIS RULE WHERE YOU COULDN'T GRADUATE UNLESS YOU PASSED A SWIMMING TEST. SO, LIKE A FOOL, I'M THINKING I'M THE GREATEST ATHLETE AROUND AND DECIDE I'M GOING TO TRY TO PASS THE SWIMMING TEST, KNOWING I CAN'T SWIM... ON THE SECOND LAP, I WENT DOWN TWICE. THEY THREW ME THAT BIG OLE TIRE TO GRAB ONTO. I KNOW IT'S KIND OF EMBARRASSING, BUT... I HAVE A TERRIBLE PHOBIA ABOUT WATER. EVERYBODY'S AFRAID OF SOMETHING."

THE SECRET OF MICHAEL'S SUCCESS: FOCUS

"ONCE I'M IN THERE, I'M NOT THINKING ABOUT ANYTHING EXCEPT WHAT I'M TRYING TO ACCOMPLISH. ANY FEAR IS AN ILLUSION."

TO DO:

1. COMPLETE THE FOLLOWING STATEMENTS.

MICHAEL SAYS, "IF I'M GOING TO JUMP INTO A POOL OF WATER, EVEN THOUGH I CAN'T SWIM, I'M THINKING ABOUT

\_\_\_\_\_"

"I'M NOT JUMPING IN THINKING

\_\_\_\_\_"

2. WHAT ARE YOU AFRAID OF?

\_\_\_\_\_

3. USE MICHAEL JORDAN'S SECRET TO SUCCESS TO FINISH THE SENTENCES BELOW:

"IF I'M \_\_\_\_\_ (YOUR FEAR), I'M THINKING ABOUT

\_\_\_\_\_

I'M NOT THINKING \_\_\_\_\_"

FACING FAILURE



*"When I got cut from the varsity team as a sophomore in high school, I learned something. Failure always made me try harder the next time. The greatest inventions in the world had hundreds of failures before the answers were found." Michael Jordan*

**TO DO:**

1. Describe a failure you experienced.

---

2. What did you do after the failure?

---

3. Is Michael Jordan afraid of failure?  
How do you know?

---

FACING

**TO DO:**

**DO YOU RECOGNIZE THESE OTHER GREAT FAILURES?**

*Draw a line to the person described below.*

He didn't speak until age 4. His parents thought he was retarded. He was advised by a teacher to drop out of high school.

He did poorly in school. His family only allowed him to continue because he failed at running the family farm.

He struck out 1,710 times.

A newspaper editor fired him because he had "no good ideas."

His music teacher once said of him, "As a composer, he is hopeless."

She was told by an editor that she could never write anything that would have popular appeal.

He was threatened with torture and death for proposing that the earth was not the center of the universe. He said he was mistaken.

A vertical column of eight circular icons, each containing a name. From top to bottom: BEETHOVEN (red background), WALT DISNEY (black background), EINSTEIN (grey background), SIR ISAAC NEWTON (red background), LOUISA MAY ALCOTT (grey background), BABE RUTH (red background), GALILEO (grey background).

**TO DO:**  
MICHAEL JORDAN MAY LOOK LIKE HE IS FLYING DURING A SPECTACULAR SLAM-DUNK, BUT HE IS SUBJECT TO THE SAME PHYSICAL LAWS AS ANYONE ELSE.

**MATCH THE FORCES ACTING ON MICHAEL WITH THE NAMES BELOW:**

- \_\_\_\_\_ GRAVITY
- \_\_\_\_\_ FRICTION
- \_\_\_\_\_ MOMENTUM
- \_\_\_\_\_ INERTIA
- \_\_\_\_\_ CENTRIPETAL FORCE
- \_\_\_\_\_ ELASTIC FORCE

**THE TURNING FORCE WHICH MOVES THE BALL IN A CIRCLE** (Label D)

**THE TENDENCY OF UNMOVING THINGS TO STAY STILL** (Label E)

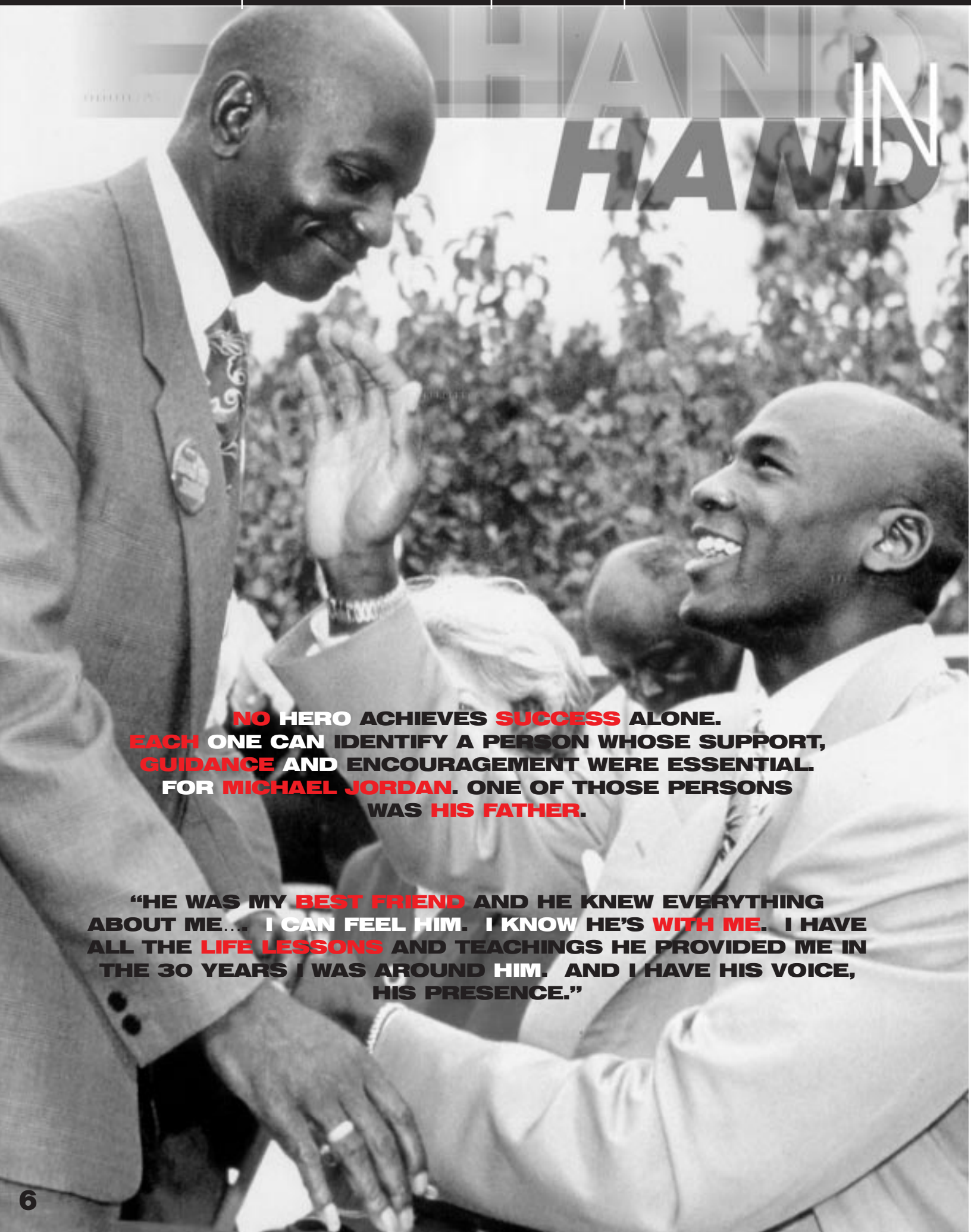
**THE FORCE WHICH KEEPS A MOVING OBJECT TRAVELING THE SAME SPEED IN THE SAME DIRECTION** (Label C)

**THE ATTRACTION BETWEEN MICHAEL AND EARTH** (Label A)

**THE FORCE WHICH RETURNS THE BALL TO ITS ROUND SHAPE AFTER A BOUNCE** (Label B)

**THE FORCE OF TWO SURFACES MOVING AGAINST EACH OTHER** (Label F)

# HAND IN HAND



**NO HERO ACHIEVES SUCCESS ALONE. EACH ONE CAN IDENTIFY A PERSON WHOSE SUPPORT, GUIDANCE AND ENCOURAGEMENT WERE ESSENTIAL FOR MICHAEL JORDAN. ONE OF THOSE PERSONS WAS HIS FATHER.**

**“HE WAS MY BEST FRIEND AND HE KNEW EVERYTHING ABOUT ME... I CAN FEEL HIM. I KNOW HE’S WITH ME. I HAVE ALL THE LIFE LESSONS AND TEACHINGS HE PROVIDED ME IN THE 30 YEARS I WAS AROUND HIM. AND I HAVE HIS VOICE, HIS PRESENCE.”**

**ONE BASKET AT A TIME, MICHAEL JORDAN SCORED 30,387 POINTS IN HIS PROFESSIONAL CAREER.**

Year	Games	FGM	FGA	FG %	FTM	FTA	FT %	3PM	3PA	3P %	PTS	PPG
84-85	82	837	1625	.515	630	746	.845	9	52	.173	2313	28.2
85-86	18	150	328	.457	105	125	.840	3	18	.167	408	22.7
86-87	82	1098	2279	.482	833	972	.857	12	66	.182	3041	37.1
87-88	82	1069	1998	.535	723	860	.841	7	53	.132	2868	35.0
88-89	81	966	1795	.538	674	793	.850	27	98	.276	2633	32.5
89-90	82	1034	1964	.526	593	699	.848	92	245	.376	2753	33.6
90-91	82	990	1837	.539	571	671	.851	29	93	.312	2580	31.5
91-92	80	943	1818	.519	491	590	.832	27	100	.270	2404	30.1
92-93	78	992	2003	.495	476	569	.837	81	230	.352	2541	32.6
93-94	Did	not	Play.	--	--	--	--	--	--	--	--	--
94-95	17	166	404	.411	109	136	.801	16	32	.500	457	26.9
95-96	82	916	1850	.495	548	657	.834	111	260	.427	2491	30.4
96-97	82	920	1892	.486	480	576	.833	111	297	.374	2431	29.6
97-98	82	881	1893	.465	565	721	.784	30	126	.238	2357	28.7
Totals	930	10962	21686	.505	6798	8115	.838	555	1670	.332	29277	31.5

**TO DO:**

1. USING THE CAREER STATISTICS CHART ABOVE, CALCULATE HOW MANY SHOTS HE MADE IN HIS CAREER. (ADD FGA+FTA+3PA) \_\_\_\_\_
2. HOW MANY SHOTS DID HE MISS?

**FGA** ( \_\_\_\_\_ ) - **FGM** ( \_\_\_\_\_ ) = \_\_\_\_\_ **FIELD GOALS MISSED**  
**FTA** ( \_\_\_\_\_ ) - **FTM** ( \_\_\_\_\_ ) = \_\_\_\_\_ **FREE THROWS MISSED**  
**3PA** ( \_\_\_\_\_ ) - **3PM** ( \_\_\_\_\_ ) = \_\_\_\_\_ **THREE POINTERS MISSED**  
**TOTAL SHOTS MISSED** = \_\_\_\_\_

**MICHAEL JORDAN IS CONSIDERED THE BEST EVER TO PLAY BASKETBALL, EVEN THOUGH HE MISSED ALL THOSE SHOTS YOU JUST CALCULATED. THIS SHOWS THAT EVEN THE BEST STILL MAKE A LOT OF MISTAKES.**

**KEY:** FGM: Field Goals Made FGA: Field Goals Attempted FG%: Field Goal Percentage  
 FTM: Free Throws Made FTA: Free Throws Attempted FT%: Free Throw Percentage  
 3PM: Three Pointers Made 3PA: Three Pointers Attempted 3P%: Three Point Percentage  
 PTS: Total Points PPG: Points Per Game



**“I DON’T CARE WHAT YOU’RE DOING OR WHAT YOU’RE TRYING TO ACCOMPLISH; YOU CAN’T SKIP THE FUNDAMENTALS IF YOU WANT TO BE THE BEST.” MJ**

# FUNDamentals:

MICHAEL JORDAN | FUNDAMENTALS | BASKETBALL BASICS

**TO DO: TAKE THE BASKETBALL TO THE COURT.**

1. Attempt 10 of each of the skills on the chart. On the chart, record how many you successfully made in 10 attempts
2. Write your percentage (PCT) on the chart. For example: If you sink 5 free throws out of 10 attempts, you have a free throw percentage of 50%. Do the math:  $5/10 \times 100\% = 50\%$ .

FIRST TRIAL	SHOTS MADE	ATTEMPTS	PERCENTAGE
Example	5	10	50%
Free throws	FTM=	FTA=10	FT%=
3-pointers	3PM=	3PA=10	3P%=
Field Goals	FGM=	GA=10	FG%=

3. Practice and try again. Can you improve your percentage?

AFTER PRACTICE	SHOTS MADE	ATTEMPTS	PERCENTAGE
Example	8	10	80%
Free throws	FTM=	FTA=10	FT%=
3-pointers	3PM=	3PA=10	3P%=
Field Goals	FGM=	GA=10	FG%=

**ARE YOU PREDICTABLE?**

If your free throw percentage is 50% and you have just made 4 free throws in a row, predict your chances of making the next shot.

Write your prediction here \_\_\_\_\_

Try that free throw and write your result here \_\_\_\_\_

Did you predict correctly?

*(A shooter with a 50% free throw percentage has a 50/50 chance of making a free throw with every try.)*



**TO DO:**  
 PLACE YOUR HAND INSIDE THE OUTLINE OF MICHAEL JORDAN'S HAND. TRACE THE OUTLINE WITH A PENCIL.



Name a person who has provided support, guidance and encouragement for you.

\_\_\_\_\_

**REMEMBER:**  
**HAND IN HAND MAKES HEROES**

**MICHAEL JORDAN MADE WHICH OF THE FOLLOWING STATEMENTS?**

- A. "Slow and steady wins the race."
- B. "A journey of a thousand miles begins with a single step."
- C. "Step by step. I can't see any other way of accomplishing anything."
- D. "How will you know if you are on the right road if you don't know where you are going?"

Answer: C, but Michael's philosophy includes A, B, C, and D.

**1**

---

---

---

---

---

**2**

---

---

---

---

---

**3**

---

---

---

---

---

**4**

---

---

---

---

---



---

---

---

---

---



---

---

---

---

---



---

---

---

---

---

**TO DO: USE THE BASKETBALL COURT ON THIS PAGE AND THE NEXT TO PLAY MAKING GOALS**

1. Write your LONG TERM GOAL in the basket.
2. Think about the steps you need to take to reach that long-term goal.
3. In the order in which you need to accomplish them, write you SHORT TERM GOALS on footprints 1, 2, 3 and 4.

4. The players on the opposing team are trying to stop you. What BARRIERS (problems) will you have to overcome to reach your long-term goal? Write those barriers on the opposing players.
5. When you have reached your long-term goal, what next?  
 \_\_\_\_\_ (Maybe baseball or golf?)