This film captures the real-life story of Michael Jordan, the world’s most spectacular athlete and most recognizable person. Michael’s career has spanned almost two decades, from his days in Wilmington, North Carolina playing Babe Ruth baseball; through college basketball with Dean Smith at Chapel Hill; two Olympic Gold Medals; rewriting the record books with the Chicago Bulls; and the courage of trying a second career in baseball.

Most famous for his gravity-defying acrobatics and athletic magnificence, what truly distinguishes Michael are his exceptional personal attributes – his unyielding work ethic, his fiery competitive spirit, his indomitable 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 adults and children worldwide.

*Michael Jordan to the Max* is a larger-than-life tribute to a larger-than-life hero.
HOW TO USE THIS GUIDE

This is an activity guide for Michael Jordan to the Max audiences. It is a book that you create yourself about heroes. 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 the hero’s formula that changes fear, disappointment and failure into success. And you will look in the mirror and see that you are 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

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

- www.michaeljordantothemax.com
- www.jordan.sportsline.com
- www.discoveryplace.org
- www.giantscreensports.com
- http://www.nba.com

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- Educators may download this guide on the internet from www.michaeljordantothemax.com -
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 about your hero:

__________________________(name above)

is my hero because

_________________________________________
_________________________________________
_________________________________________
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's tissues. Nitrogen is found in proteins (muscle). Calcium is found in bones. Other elements, although 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, blood cannot carry oxygen to the cells.

**TO DO:** To show what Michael is made of, use your crayons or colored pencils to create a bar graph.

1. Color Michael red from toes to waist. Label this area: 65% oxygen.
2. Color Michael blue from waist to mid-chest. Label this area: 18% carbon.
3. Color Michael purple from mid-chest to shoulders. Label this area: 3% nitrogen.
4. Color Michael green from top of shoulders to eyebrows. Label this area: 2% calcium.
5. Color the top of Michael's head black. Label this area: 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 these five jumbled answers, one letter to each box, to find five important parts of a healthy diet.

Proteins, fats, and carbohydrates in the steak and potato meal provide…

Milk provides this mineral needed for strong teeth and bones:

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

Vitamins and minerals are abundant in fresh fruits and …

Fruits and vegetables have more vitamins and minerals if they are eaten …

Now arrange the letters in the white boxes to answer question #6

The most important nutrient for athletic competition is …

Answers: 1-ENERGY  2-CALCIUM  3-CARBOHYDRATES  4-VEGETABLES  5-RAW  6-WATER

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.
Michael Jordan may look like he is flying during a spectacular slam-dunk, but he is subject to the same physical laws as everyone else.

**TO DO:**
Match the physical laws and forces acting on Michael and the ball with the words below:

- Gravity
- Friction
- Inertia
- Centripetal force
- Elastic force

---

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, James Jordan.

“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.”
TO DO:
Place your hand inside the life-size image of Michael Jordan’s hand.
Trace the outline with a pencil.

TO DO:
Name a person who has lent you a hand, by providing support guidance and encouragement.
“Step by step. I can’t see any other way of accomplishing anything.”

Use the basketball court on these two pages to play MAKING GOALS.

In the game of basketball, the goal is to put the ball in the basket. The other team tries to keep you from scoring. In the game of life, YOU must decide your own goals and plan how to get there.

TO DO: Use the basketball court on pages 8 and 9 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. In the order in which you need to accomplish them, write these steps on footprints A, B, C, and D.
3. What BARRIERS (problems) will you have to overcome to reach your long-term goal? Write those barriers in the boxes on the opposing players.

4. When you have reached your long-term goal, what is next?

______________________________

_______________________________________________________(maybe baseball or golf?)
“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.”

**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 successes you made in 10 attempts.

2. Write your percentage (%) 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 X 100% = 50%.

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

<table>
<thead>
<tr>
<th>FIRST TRIAL</th>
<th>SHOTS MADE</th>
<th>ATTEMPTS</th>
<th>PERCENTAGE</th>
</tr>
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<td>Example</td>
<td>5</td>
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<td>50%</td>
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<td>FTM =</td>
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<td>FT% =</td>
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<td>3PM =</td>
<td>3PA =10</td>
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<td>FGM =</td>
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<table>
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<tr>
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<td>3PA =10</td>
<td>3P% =</td>
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<tr>
<td>Field Goals</td>
<td>FGM =</td>
<td>FGA =10</td>
<td>FG% =</td>
</tr>
</tbody>
</table>

**KEY:**

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

Photo: Sam Forencich / NBA Photos
One basket at a time, Michael Jordan scored 30,387 points in his professional career.

### Career Statistics

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<thead>
<tr>
<th>Year</th>
<th>Games</th>
<th>FGM</th>
<th>FGA</th>
<th>FG %</th>
<th>FTM</th>
<th>FT %</th>
<th>3PM</th>
<th>3PA</th>
<th>3P %</th>
<th>PTS</th>
<th>PPG</th>
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#### Played Baseball for the Birmingham Barons

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<th>Year</th>
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<th>FG %</th>
<th>FTM</th>
<th>FT %</th>
<th>3PM</th>
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### TO DO:

1. **Using the “Totals” line in the Career Statistics chart below, calculate how many shots Michael made in his career.**

   \[ FGA \ (______) + FTA \ (______) + 3PA \ (______) = _______ \text{ Total shots attempted} \]

2. **How many shots did he miss?**

   \[ FGA \ (______) - FGM \ (______) = \text{Field Goals Missed} \]
   \[ FTA \ (______) - FTM \ (______) = \text{Free Throws Missed} \]
   \[ 3PA \ (______) - 3PM \ (______) = \text{Three Pointers Missed} \]

   \[ \text{Total shots missed} = \text{_______} \]

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 players still make a lot of mistakes.
“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.”

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 FAILURE

TO DO:

Do you recognize these other great failures?

Draw a line to the person described below.

1. The twentieth century physicist who gave the world the Theory of Relativity (E=mc²), did not speak until age 4 and was advised by a teacher to drop out of high school.

2. The discoverer of the law of gravity did poorly in school. His family only allowed him to continue because he failed at running the family farm.

3. This famous baseball player struck out 1,710 times.

4. This founder of the "Magic Kingdom" was fired by a newspaper editor because he had no good ideas.

5. His music teacher once said of him, “As a composer, he is hopeless.”

6. This author of “Little Women” was told by an editor that she could never write anything with popular appeal.

7. This great astronomer was threatened with torture and death for proposing that the Earth was not the center of the universe. He said he was mistaken.
“My girl friend got swept 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 undertow. 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. Explain Michael’s secret of success.

2. Remembering Michael’s secret, how do you think he would finish these sentences?

“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 ____________.”

3. What are you afraid of?

4. Thinking about what you are afraid of, how would you finish these sentences using Michael’s secret of success?

“If I’m ____________ (your fear), I’m thinking about _____________. I’m NOT thinking _____________. ”
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 athletes, dancers, and 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, and people who understand other people

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

ARTISTIC TALENT – includes engineers, artists, sculptors, and 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 – PHYSICAL TALENT
MAYA ANGELOU – WORD TALENT
MARTIN LUTHER KING – MUSICAL TALENT
STEPHEN SPIELBERG – LOGICAL TALENT
MOZART – SOCIAL TALENT
BILL GATES – SELF-AWARENESS TALENT
SHAKESPEARE – ARTISTIC TALENT

YOU

(Note: Most people have abilities in more than one area!)
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), THE MAKE A WISH FOUNDATION (WHICH GRANTS WISHES FOR TERMINALLY ILL CHILDREN) AND BOYS AND GIRLS CLUBS (WHICH CREATE FUTURE HEROES).

TO DO:

If you had 1.5 million dollars to give away, what would you do with the money?

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?
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 yourself) to a game of concentration.

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 they don’t match, turn them back face down. Then it is your partner’s turn. But, remember where you saw them! If both cards match, you may pick them up and take another turn. The player who has the most cards at the end of the game wins.

While you are playing, discuss with your best friend (or think to yourself)

1. **THE MEANING OF THE WORDS ON THE CARDS.**

2. **WHAT THAT VALUE HAS TO DO WITH MICHAEL JORDAN.**
Passion

strong emotion or desire; enthusiasm

Teamwork

cooperating among members of a group to reach a common goal

Respect

to treat as having value and worth; honor and esteem

Courage

meeting danger or opposition with fearlessness, calmness and firmness

Leadership

going ahead of to show the way; influencing the ideas, conduct or actions of others

Responsibility

having the ability to distinguish right and wrong and follow through with promises

Focus

to concentrate; to fix one’s mind on a task

Persistence

remaining on course in spite of difficulties; keeping on keeping on

Imagination

the ability to create original ideas using past experiences
“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.”
Why 45?

When Michael retired from basketball for the first time in 1993, his #23 was retired also. When he returned to basketball in 1994, he thought of it as a new beginning and selected his old baseball #45. He decided that was bad luck and soon brought #23 out of retirement.

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**Michael Jordan, I Can't Accept Not Trying:**
Michael Jordan on the Pursuit of Excellence,
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**Michael Jordan, For the Love of the Game:**
*My Story by Michael Jordan.*
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1993, Rare Air, Ltd.