

Building an Athletic Program

Build relationships & Trust

Create a culture (live it -- negotiables and non-negotiables)

- create a philosophy
- Hard work, compete
- No excuses
- Players like 99 & 1 principle
 - o How you treat 1 player affects 99

Public Relations --You get one chance to make a first impressions with public

- If you short cut this area, you will spend years trying to catch up. Get it right the first year.
- Players, parents, administration, media, community, school body, fellow coaches
- Feeder programs (MS, rec., AAU, Club)
- Transportation, custodians, secretaries
- Assistant coaches, MS coaches

Possible Core Values

- Trust and relationships
- Mental Toughness or Mental Process (Learn to compete -- individually and as a team)
- Learn to handle adversity
- Be able to adjust

Integrity

- Tell the truth & expect the truth
- Make no promises to athletes you can't keep
- Never promise a spot or playing time

Create positive environment

- coaches being positive in practice is powerful
- being negative is just as powerful
- ratio in business is 3-1 positive
- ratio personally is 5-1
- in coaching strive for 10-1.

Communication

- Ass't coaches, parents/players/community
- Face to face
- school announcements
- Technology (texting, emails -- phone chains)

Commitment

- Don't ask players to do something that you won't do
- If players are there, maybe coaches should be there to
- Be visible with MS and youth programs

Roles

- talk with players about them
- buying into role is key factor to success
- team is more important than individual
- team is better as players accept role
- star player no more important than non starter

Adversity

- Growth occurs when you handle adversity properly
- talk about it PLAYERS, OFFICIALS AND COACHES ARE GOING MAKE MISTAKES
 - DEAL WITH IT
- “spoiler alert”
- three ways players deal with adversity
 - quit
 - blame somebody else
 - use as opportunity to improve

Self evaluation – do this in pre-season

- work with players on evaluating themselves
- coaches thoughts are secondary
- you find out if coach/player are on same page

MS Program

- Give direction but let coaches coach
- Be visible at games and practice when possible
- Make sure athletes know who you are

Assistant Coaches

- Get them to buy-in
- Let them coach
- Communicate with them

Decision Making

- Develop rubric (School, Program, Team & Individual)
- Be consistent (year to year) situations will repeat themselves
- Be conscientious of setting a precedent

Identifying a situation/problem (CCP philosophy)

- Before trying solve a situation/problem, Identify it or you may create more problems
- Is it somebody Complaining? – I don’t have time for complaining
- Is it a Concern? – need to take care of this before it come a problem.
- Is it a Problem? Get the facts & take care of it quickly before it leads to more serious issues
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Learn/Teach giving a compliment – blue ribbons

- Coach and players
- Look team mates in eye
- “spot light” players

Definition of key words (have team definition for key components)

- success (do what your supposed to, do it to best of ability – do it every time)
- being positive
- Toughness (doing things the right right way even if it’s not the easiest way)

Buy In

- Players need to know roles and accept them
- Players need to be realistic with abilities (create a peace of mind)
- Team vs. Self (win consistently with team players) – have them rank self

Fundamentals (develop skills of sport)

- Get players to buy –in to specifics (pitching, defense etc)
- Playing defense/rebounding

Face of program

- Who will it be? Why
- What will you expect from face of program?

Always ask WHY you do something

- Have a reason, don't just fly by seat of pants
- Develop consistency

Mental aspect (this is huge for winning big ball games)

Develop leaders

Strengths vs. Weaknesses (know how to stay away from weaknesses)

Direction & why

Intrinsic motivation

Eliminate gray area (no excuses) -- it's either right or wrong

- 10 question/questionnaire

Key Words/terms

- Expect vs appreciate
- Easy way vs right way
- Strengths vs weakness
- Know your players
- Aggressive vs. Smart

Off season

- Don't prejudge players Let them show you- summer
- philosophy

Preparing for season

- Start from end of season/work back
- Last 4 minutes of contest most important – last two innings

"Eight to be great

- How to be successful !!!!!
- Common attributes of successful people: Passion, Work, Focus, Push, Idea's, Improve, Serve & Persist

Parents

- Parents are great, they need to know their role. If they cross the line....
- be careful, some parents want to help but may expect something in return
- don't give parents control that you can't get back – AAU programs etc.

Three ways people grow as a person

- a. physically
- b. intellectually
- c. spiritually – sensitive topic for some

Three key things in life

- a. family
- b. relationships
- c. spiritual

Mental Toughness

- a. Define key words – create a peace of mind
- b. Live it – emphasize
- c. Get buy-in - intrinsic motivation
- d. Let them fly

Handling Adversity

- a. It's going to happen – don't be surprised when it does
- b. Recognize when it starts
- c. Embrace it
- d. Have a counter (plan)

Eliminate most selfishness. Some selfishness is necessary

Essence of Empowerment (Beyond Success p. 26)

1. Build trust and relationships
2. Mental Toughness
3. Handle adversity
4. Know how to adjust
5. Know your strengths and weakness
6. Create a Peace of mind
7. Compete with confidence
8. Complement each other (80% of what people do is good -20% of actions can improve)
 - a. Bring out individual self-worth
9. Always ask "WHY" about what your doing – have purpose
10. Eliminate Interference
 - a. Believe in yourself
 - b. Know what your good at and use it
 - c. Eliminate negatives

Intrinsic Motivations Strategies

1. Self-evaluation
2. Identify strengths and weaknesses
3. Coach spending extra time with individuals
4. Little tests at various times – even in off season (help with track meets)
5. Teach seniors how to lead --No entitlement

Eliminate being personal (negative situations)

1. State what you like about athlete
2. Issue is not with them as a person but their choice(s), behavior, actions or words etc.
3. Distinguish between these two things (them as a person and their negative action).
4. Emphasize there are a good person but made a bad choice and that's the issue
5. Let them know you want/expect good people making good choices.
 - a. Put the ownership on athlete

KEY DEFINITIONS

Success:	do what your supposed, do it to the best of your ability, do it every time
Toughness:	(doing things the right way even if it's not the easiest way)
Discipline:	self-control to correct, improve and/or adjust in tough situations
Peace of mind:	satisfaction knowing you gave your best effort to be the best of which your capable
Honesty:	telling the truth to yourself and others
Integrity:	living that truth (walk the talk)

Explanation:	the reason something happened
Excuse:	an attempt to cover up and not be accountable
Compete:	The physical and mental determination (will) to be the last standing.
Evolve:	Somebody doesn't have to lose for you to win
Ownership	Eliminating excuses
99 situations:	key/critical moments in contest/event
SWOT:	Strengths-weakness-opportunities-threats
Repetition:	exercise of choice, not of will power
Loyal:	being true to our word, refusing to compromise values and beliefs for advancement

Reference Books

"Beyond Success"	Brian Biro
"The Carpenter"	Jon Gordon
"The Powers of Ted"	David Emerald
"Ho'oponopono"	Ulriche Dupree
"One Minute Manager"	Ken Blanchard
"Bulletproof Principles for Personal Success"	Mike Schlappi
"Stillness is the Key"	Ryan Holiday
"Extreme Ownership"	Jocko Willink & Leif Babin

Merle Olberding