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## **Why Culture Wins and Ideas for Your Program**

**“We are what we repeatedly do. Excellence, then is not an act, but a habit.” -Aristotle**

1. WHY do you coach?? Defining WHAT is YOUR WHY....
  
2. What is an ATHLETE’S WHY???
  
3. What is your coaching philosophy? And if you don’t have one, you should....
  
4. Standards of a Program: Attention to Detail  
What do you want your program to be known for?  
What do others say about your program now?
  - Within your school
  - Community
  - Other teams

Do these match up? Do you need to change anything?

What are your Standards for Practice? For Matches?

- Before, During and After them...

5. Team Handbook: Laying the Groundwork for Parents

- a. Contact Information
- b. Coaching Philosophy
- c. Participation Requirements – Physical, Compliance Forms, etc...
- d. Code of Behavior
- e. Cut Policy
- f. Lettering Criteria
- g. Playing Time
- h. Attendance
- i. Riding the Bus
- j. Parent Meeting Policy
  - i. Initiated by the Student:
    1. Student Athlete and Court Coach
    2. Add the Head Coach/Assistant Coach
    3. Add the Parent
  - ii. Initiated by the Student-Athlete/Parent/Head Coach
    1. Student Athlete, Parent, Head Coach, All pertinent assistant coaches, Athletic Director
    2. Add Principal
    3. Add Superintendent
    4. Add Board of Education
- Other notes on Parents Communication
  - We will NOT discuss your daughter on the phone.
  - We will NOT discuss your daughter without her being present.
  - We will NOT exchange e-mails or texts about your daughter.
  - We will NOT discuss your daughter on the day of a contest or after a match.
  - The pitfalls of email and social media....
- k. Academic Eligibility
- l. School Issues Uniforms/Replacement Costs
- m. Other Costs
- n. Team Roles: Player, Coach, Fan, Referee. You get to choose ONE!!! Do it WELL!!
- o. Signature Sheet!!!

6. Summer/Team Book Club – do you have one??
  - a. Chop Wood Carry Water – Joshua Medcalf
  - b. Mind Gym – Gary Mack
  - c. The Energy Bus – Jon Gordon

7. Season GOALS: Attention to Culture

- \*\* Our goal setting does NOT involve winning or beating a certain team. \*\*  
Isn't that always the underlying goal?? To win??  
Too many factors out of your control!!!

Define what a great season looks like through the eyes of your High School Athletes.  
“A great season would be when we...” And you cant say “win” anything!!

Things they will say to this....

8. My teams GOALS for 2018

- a. FUN/Energy: Energy Captains
- b. Trust
- c. Role Acceptance
- d. Next Play Mentality
- e. Confidence

- Goal Check on a scale of 1-10 after practices and matches
- When we accomplished our goals, we were highly successful
  - Except in the semi-finals at State....
  - We accomplished all goals at a high level, but Elkhorn South played almost perfect volleyball.

9. Accomplishing team GOALS leads to The 4 C's : Commitment, Confidence, Composure, Compete: ALL a part of the bigger “C”: CULTURE.

- COMMITMENT: Starts in the summer: weights and conditioning, open gyms, camps, etc... And YES I live in a farming community too!!
- CONFIDENCE: Skill, in Teammates, From You as the Coach
- COMPOSURE Handling Pressure – Do you put them in situations in practice that help them in matches? Breathing, Mindfulness/Meditation, Staying Calm
- COMPETE: Do YOU have a game plan? Scout? Have you prepared them well? Do they play for each other past the whistle?

10. An afterthought – My library:

- Visioneering – Andy Stanley
- Outliers – Malcom Gladwell
- How Full is Your Bucket? – Rath and Clifton
- The Power of Positive Leadership – Jon Gordon
- The Power of Positive Teams – GJon ordon
- Gender in Athletics – Kathi DeBoer
- Chop Wood Carry Water – Joshua Medcalf
- In a Pit with a Lion on a Snowy Day – Mark Batterson
- Wooden on Leadership – John Wooden
- A Fresh Season: Insights into Coaching, Leadership, Volleyball – Terry Pettit
- Dream Like a Champion – John Cook
- Team Captains Leadership Manual – Jeff Janssen