



ELEVATE YOUR COACHING THIS SEASON

Coach Kris Cinkovich
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ABOUT ME

Director, Las Vegas Nike Coach of the Year Clinic

- 2013–2021** University of Idaho, Offensive Coordinator, OL coach
- 2010–2012** University of Arkansas, WR Coach
- 2004–2009** UNLV, WR Coach
- 1995–2003** Las Vegas High School Head Coach
- 1987–1989** Carroll College (MT), Offensive Coordinator, WR/RB Coach



JOHN COOPER

ARIZONA STATE FOOTBALL HEAD COACH

Montana Coaches Association All-Sports Clinic | Great Falls, MT - 1987

This was the second clinic I ever attended. Coach Cooper used an icebreaker - it was the story about an old man, a young boy, and a donkey. The moral of the story was:

"If you listen to the critics you will lose your ass!"



TIPS TO IMPROVE AS A COACH

- Pre-Season Parent Meeting Tips
- Pre-Season Parent Meeting Agenda
- Handling Parent Complaints
- Using Social Media to your Advantage
- Managing Time Efficiently
- Serving as the Role Model
- Coaching Fundamentals on the Field/Court
- Doing the Little Things Right!
- Being a great Assistant Coach
- Growing as a Coach
- Running a Great Meeting Room
- Using Player Game Self Evaluation Sheet
- Dealing with Player Injuries
- Motivating Staff and Players



PRE-SEASON PARENT MEETING TIPS

- *Distribute a handout with the meeting agenda. Sample on next slide.*
- Inform parents that *playing time will not be discussed on the field, at practice, on the sidelines, or in the locker room.* You will be happy to privately discuss what their son can work on to get better.
- It is *not the coach's job to get players recruited to college.* It is the coach's job to help the athlete reach their full potential everyday, both on and off the field.
- Do everything in your power to run a program that *treats all players exactly the same;* be firm and fair.
- Invite an *alumnus athlete* from your program *currently competing in college* to stop by the Pre-Season Parent Meeting. Great opportunity for you to speak proudly about this athlete, and it gives the parents an idea of what a college student-athlete looks like.

**LAS VEGAS HIGH SCHOOL FOOTBALL
PARENT MEETING AGENDA
MONDAY AUGUST 4, 2003
6:00 PM**

Parent Responsibilities:

1. **Support and encourage your son**
2. Provide transportation to and from practice
3. Provide sufficient quality food for your son- demand he gets appropriate REST
4. Help your son study:
 - a) Football prior to school opening
 - b) Academics during school
5. Watch your son PLAY, talk to him after the game

Coaches Responsibilities:

1. **Provide a well organized, disciplined, and well-supervised program.**
2. Provide the best possible safety equipment. Show gear (Helmet, Shoulder Pads)
3. Coach your son in the most up to date football technique (clinics, college visits)
4. Let your son PLAY in games - Freshman, Junior Varsity, Varsity
 - a) Freshman, sophomores, and juniors will play at the sub-varsity levels
 - b) The best sophomores, juniors, and seniors will play varsity
5. Determine the amount of playing time by assessing:
 - o Athletic ability - Weight Room, 40, VJ, Pro Agility
 - o Character / GPA
 - o Attitude / Mental Toughness
 - o Commitment to the TEAM
6. Demonstrate, instruct, and demand the safe use of equipment with state of the art football techniques
7. Provide adequate treatment in case of injury- Steve Jaccobucci (ATC)

Player Responsibilities:

1. Establish a fun and competitive program
2. *LISTEN*, learn, and play hard on the field, to the best of their ability
3. Follow the expectations and policies set forth by the LVHS Football Coaches and school administration
4. **Turn in all gear checked out to him at the end of the season and attend the AWARDS NIGHT banquet. Varsity receive "FINISHER" shirt**
5. Attend all 6 classes to participate in practice/game. Doctor / Dentist appointment – must have a note.
6. Family crisis may be accepted but must be accepted and approved by the AD, principal, or assistant principal.
7. Lettering criteria:
Play in half of every football game / coach's discretion/ finisher
8. Must meet practice & school responsibilities / commitment daily
9. Consequences for missing practice(s); be accountable – we all make sacrifices – TEAM comes first
 - 1 missed practice - Out 1 quarter of next game
 - 2 missed practices – out ½ of the next game
 - 3 or more missed practices – out at least ½ next game to dismissal from team

HANDLING PARENT COMPLAINTS

Always start with:

Did you attend the parent meeting at the start of the season?

- If the problem persists, tell the parent to schedule a meeting with you through the athletic department's administrator.
- It is crucial that every member of the coaching staff follows the Coaches' Responsibilities outlined during the initial parent meeting.
- If you must have a private meeting to hear a parent complaint, require that the athlete also attend the meeting. This will often expose poor communication issues between the athlete and the parent.
- If the parent's complaint is about playing time, ask the parent and athlete who they believe their kid should be playing in front of & invite them to attend the private meeting. The threat of this confrontation stops most complaints.
- When the parent is voicing their complaint in the private meeting, sit quietly and don't react to anything they say. When it is your turn to speak, make your point quickly and concisely and do it without emotion.
- Track weight room attendance in the summer/off-season; check out gear based on number of workouts attended.



BRYCE HARPER

LAS VEGAS HS

Class of 2009

LEVERAGING SOCIAL MEDIA

**Good person to follow as
an example:**



@coachtoakridge

- Post program accomplishments on social media accounts, like:
 - Academics, community involvement, peer support, commitments, Signing Day, youth program/flag football league, Reading Week participation, etc.
- Post every time a college coach stops by your school on a recruiting visit. It's good for parents to see this.
- Share when you have a guest speaker come talk to your team. It demonstrates that you care about developing the complete student athlete.
- Share the date and time of your pre-season parents meeting to ensure you get the best turnout possible.

TIME MANAGEMENT

The best way to teach something valuable is to model the exact behavior you want.

- Always have your work done for the next day before you go home.
- *Organization and planning.* The HFC should produce a calendar at the start of each quarter (i.e., winter, spring) for everyone in the program to plan around. It is crucial to deliver information to families constantly.
- When at work, focus on work. When at home, focus on family.
- Teach your athletes the importance of always being early (ex., every activity in the program starts 5 minutes early).

YOU ARE A ROLE MODEL

“Attitude is not a trait or a gene. It is a muscle. It must be used every day.”

-Kevin Elko

- Model and display the exact behaviors you want to see from your team.
- Win with dignity, lose with dignity. This can be the hardest one.
- “Coaches set the tone and attitude for the program every day. Especially after a loss. Bad body language and bad attitude are easily read by our players. It’s hard to expect the players to be fired up if the coaches are down in the dumps.”
- Bruce Snyder
- Coaches and players are always ambassadors for the program-never forget this.

COACHING FUNDAMENTALS

*“Coach on every rep,
and coach on the run.”*

–Bob Petrino Sr.

- Run from drill to drill
- Organize your individual drills with great detail.
 - “Take the field before you take the field.” - Tremain Mack
- Coach each individual period every day like your head coach or mentor is standing there watching you.
- Transitioning from one practice period to the next must be fast, efficient, and well-organized. This is a reflection of every coach on the field, good or bad.
- Demand that your players do exactly what they are coached to do. Ultimately the video is the players’ resume. Just remember that it is the coaches’ resume, too!



BOB PETRINO SR. **CARROLL COLLEGE**

Head Coach | Helena, MT
1971 - 1998

COACHING FUNDAMENTALS

“Wisdom is what you get for a lifetime of listening when you would have preferred to talk.”

–Paul Petrino

- Encourage, get to know, and praise players from other position groups around the facility/school.
- Communicate well via phone, text, letters, emails, newsletter, social media, etc.
- Be a lifetime learner – ask questions and seek knowledge. You can do this by visiting clinics, colleges, professional organizations and seeking those opportunities consistently.
- Details are crucial.



BARRY AND JUNE GUNDERSON
MIDDLE SCHOOL
10150 MARNIE ST

BARRY GUNDERSON

LAS VEGAS HS

Principal | 1995 - 2002

DO THE LITTLE THINGS RIGHT

Shane Steichen (39 yo) is the head football coach for the Indianapolis Colts. A recent profile in The Athletic highlighted this about him:





SO SHANE AND I GO WAY BACK VIA EMAIL BECAUSE IN PROBABLY 2009 I WAS A GRAD ASSISTANT (GA) AT TEXAS A&M TRYING TO GET MY BROTHER, PRESS, A SCHOLARSHIP. AND SO, I WAS EMAILING OUT – EMAILING OUT, MIND YOU – HIS HIGHLIGHT TAPE FROM BUTLER COMMUNITY COLLEGE. THIS WAS BEFORE HUDL, AND I EMAILED PROBABLY 150 PEOPLE, AND THE GUY WHO RESPONDED THE QUICKEST WAS THE UNLV GA SHANE STEICHEN. I NEVER FORGOT THAT, ALWAYS STAYED IN TOUCH.

Zac Taylor, Cincinnati Bengals Head Coach



DOING THE LITTLE THINGS RIGHT

Once you establish this habit, challenge your athletes to do the same.

- I challenge you to pick up a piece of garbage off the floor of your facility/building every day. Take pride in where you work!
- Elements of a great high school:
 -  Visitors are greeted promptly and courteously at the front desk.
 -  Front office, hallways, bathrooms, classrooms, weight room, and locker room are clean and well-maintained. It is obvious that areas of the school receive fresh paint every summer.
 -  If it is not a passing period, there are few if any students in the hallways.
 -  Often times how the PE classes are conducted correlates to the success of the athletic programs. Is there a structured warmup and organized instruction, or is it just roll out the balls?

ASSISTANT COACHES




Be loyal to the head coach and the program. Bust your ass everyday to help him and the program to be successful.

- You are the “Head Coach” of your position. Take responsibility for your players’ actions on the field, off the field, and in the classroom.
- Return phone calls, answer texts and emails before or as you go home at the end of the work day.
- If you have a player who has a surgery, go to the hospital to see him that day, preferably while he’s in the recovery room.
- Do not send a text, email, or direct message unless you are comfortable having it appear on the front page of your local newspaper.

HOW TO GROW AS A COACH

To be effective, a coach must be able to confront and demand of players in a style that fits the coach's personality.









-Bobby Petrino

- Put your hands on players in a positive manner.
- After you have a conversation with a player, ask him to repeat back what he heard. This will ensure you conveyed what you needed to say. You may be surprised at what the player did or did not hear in the conversation.
- Treat your players as you would want a coach to treat your own kids.
- Be firm and fair in your dealings with all players.
- Do not be the “soft touch” on the staff.
- Know how to give constructive criticism to a player:
 -  Open the door with a compliment
 -  Insert the constructive criticism
 -  Close the door with a compliment
- Let your personality show through in your coaching style. Be yourself, not someone else.
- If there is tension with another coach at practice, defuse it with a simple gesture afterward.

RUNNING YOUR MEETING ROOM

*“1 walk through is
equal to 3 meetings.”*

–Jerry Glanville

- The meeting always begins early. The meeting room must always be clean and organized.
- Players will have a Learning Demeanor. Feet flat on the floor, sit up straight, eye contact with the coach, notebook/iPad, writing utensil.
 -  Positive body language always: No yawning, no arms folded, don't turn around if door opens.
- The lesson plan for each day's meeting written on the board before the players enter the meeting room.
- Every player has a unique style of learning. A great teacher delivers information with variety:
 -  Diagram on the board
 -  Handouts
 -  Demonstration
 -  Zoom Meeting with former standout players from your program
 -  Videotape
 -  Walk through
 -  Verbal Quiz

RUNNING YOUR MEETING ROOM

*It is more important to
know what they don't
know.*

- An effective teacher will move around the meeting room, pausing near players who may need a non-verbal reminder to increase their attention level.
- If you had a meeting that required note-taking, occasionally have the players show you a specific section of their notes as they exit the meeting room.
- *Missed Assignment research.* At the conclusion of the position meeting, each player writes a **One Minute Essay** – players write down the one thing that is most clear about the plan and one thing that is *not* clear. Do this at the end of position meeting.

WHEN INJURIES HAPPEN

*NEVER use injuries
as an excuse to
your team or to the
media.*

- “We want to give [athlete’s name] every reason to wear his [team name] gear around with pride. We feel bad for him, and will do everything we can to support him in their rehabilitation.”
- We live in a result-oriented society. No one is interested in hearing excuses.
- When a key player goes down, the other starters must find 5% more they can give to the team. The sub for the key player needs to step up for the team, but shouldn’t be expected to carry the same load. Everyone else steps forward and takes a piece of the load.
- Each team member has a role to fulfill and must perform it more effectively than their counterpart on the opposing team.

RICHARD ABAJIAN



Mr. Rich Abajian
CEO/General Manager
Findlay Automotive Group
Henderson, NV

December 29, 2015

Rich,

I know how important motivation and leadership are to you. Here are some themes/topics that we used in the past year with our players at Idaho. These are titled "The Friday Night Talks." We are changing attitudes/beliefs here, and it is exciting! I look forward to seeing you in Las Vegas on September 24, 2016, if not sooner. Best of luck to you always. You are a great one! Cink

1. "Steve Gleason and Pearl Jam on Sunday NFL Countdown" (Google or YouTube): a powerful story about overcoming true adversity and also great thoughts on being a better man/father (9 minutes 29 seconds).

2. Before playing Auburn University this past season, we spoke to our players about removing the self-imposed limits we are often guilty of doing to ourselves. "Remove the governor from your accelerator."

We talked about the distance runner Roger Bannister. When he broke the historic 4-minute mile barrier in 1954, the previous world record had been stuck at 4:01.4 for nine years. There was a mental block preventing runners from eclipsing this perceived barrier. In the 12 months after Bannister broke the record, 4 other runners went under 4 minutes. The mental block was removed!

Our offense scored 34 points and accumulated 479 yards vs. our SEC opponent that day, including a 71-yard completion on the first play of the game.

3. "Jace Malek: No Surrender" (Sports Illustrated) (Google): a young man we signed at Idaho in the 2015 recruiting class who was diagnosed with Osteosarcoma one week before signing day. A very inspirational person with great toughness and an amazing positive attitude.

4. We talked about John Robinson and how he so loved the game day experience. He was very meticulous each Saturday as he dressed for the game. He was energized by the challenge of the game, not nervous about it. He appreciated the opportunity to coach and compete-- something we are all occasionally guilty of taking for granted.

5. "Catching Kayla" E:60 (ESPN) - an uplifting story about a high school aged girl who is a distance runner. She suffers from multiple sclerosis, but it doesn't stop her from training and competing. She is amazing in her determination and dedication.

(Reminder to us all: Live everyday to its fullest. Rich, a very healthy and fit man, passed away on February 9, 2016. I never got to see him in Las Vegas on 9/24/16)

ENJOY THE JOURNEY COACH 'EM UP!



FOR MORE INFORMATION

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