

New Coaches Philosophy and Organization - MCA

Slide 1: Title

-Create a "Championship" Program? Discuss "championship"...successful, excellence

-Life is all about **Perspective - Attitude of Gratitude** - I'm the most blessed man in the world

-Every coach says it's an honor and privilege to speak but here's why it is for me.

1. State of MT football: UM/MSU/Frontier Conference, Mon-Dak All-Star game, when we go compete against Spokane and C'da schools every summer – great stuff and we are a fraternity. We're in this "calling", this "mission" together. America NEEDS football!
2. 33 years of time, effort, hard work (2 as soph OC, 11 as OC at Flathead under Bob Applegate, 3 as head Flathead establishing a blueprint I'd developed over those 13 seasons of learning, 17 at a brand new class AA high school. In 31 varsity seasons: 22 quarterfinals, 15 semifinals, 5 championship games...= 1 state championship. It's special!

My Goal Today

-How many head coaches here today? How many young head coaches years 2-5? How many brand new 1st year coaches? How many aspiring, hoping to someday be head coaches?

-I remember sitting in the audience for 13 years hoping I'd get my shot one day and taking notes and writing down things I would do and believe in if my chance ever came.

-We all beg, borrow, copy, use, etc. but the key is creating our own Philosophy and Beliefs that become who we are and what we do.

-Much of what we do and what I'll share might be crazy or silly to you but maybe you can find even 1 thing that might help you or you think is a good idea and you can use....good!

CLICK

Slide 2: 3 Steps **CLICK**

Slide 3: #1: Purpose and Passion quotes

-Read quote....I look at it every day!

-If you're not living your life, doing what you're doing (coaching) for a purpose, you will NOT be passionate, you will not find true meaning and joy in it all **CLICK**

Slide 4: #1: Start with WHY **CLICK**

-Ask yourself the question "Why am I coaching? What is my Purpose?" -We all have a **true** purpose

-JJ Redick interview... Why would you take the Lakers job. His answer was very revealing.

-**Be honest about your true motivation. What would you say publicly? What do you say to yourself? CLICK**

-Personal: achievement, status, notoriety, winning **CLICK**

-Enjoyment: love the game, strategy, camaraderie **CLICK**

-Mission and Ministry: ...**CLICK**

-Premise: Bank account of Losses vs Wins

-Once you are honest with your motivation for coaching, discover your ministry: That Purpose that brings Passion! **CLICK**

*Def: "Meeting people where they are at and taking them to where God wants them to be."

Developing their talents fully. Helping them maximize their ability and potential. **There is no greater passion for me and it is my purpose! CLICK**

***Perspective:** Helping them become great men someday, leaders in their communities, faithful and committed husbands, fathers, great employees, employers, etc. **CLICK**

Slide 5: #1: Start with WHY

-Read quotes...Your How and your What flows from your Why thus Why we must start with Why **CLICK**

Slide 6: #2: Build Philosophies and Core Beliefs

We are all a product of our influences from our parents, our upbringing, our beliefs

-I started journaling and am still constantly journaling and taking notes

Influences in building my philosophies and beliefs:

1. My faith
2. My parents
3. My high school coaches, college coaches **Don Read** and Tommy Lee, my CFL Coach Joe PauPau
4. Leadership styles and philosophies of bosses, head coaches, colleagues (**Callie Langohr**)
5. All the clinics - **Mark Speckman** Willamette University
6. The beginning: Joe Ehrmann "Season of Life" and "Inside Out Coaching" and Bob Ladouceur "When the Game Stands Tall"
7. **Life is all about Perspective:** Always learn, get better, find the nuggets
 - a. Positive Coaching Alliance - We are ALL in this fraternity together.
So....I want to ask you to consider today your perspective on coaching. Why are you truly coaching? Why do you do what you do in coaching? CLICK

Slide 7: #2: In loving memory

-When this happens, it truly makes you question your WHY all over again, it sharpens your focus on your WHAT and your HOW **CLICK**

Slide 8: #2: Teaching life lessons and character

1. **CLICK** Do sports teach life lessons? **CLICK** Do sports teach character?
Yes BUT more often sports REVEAL our character and the lessons we've either already learned or are learning and observing!! **CLICK**
2. So...what lessons and character traits are being taught, both negative and positive?
 - a. We assume the lessons they should learn will be picked up inherently or automatically
 - b. Natural law of human nature: Always easier to pull down than pull up
 - c. Unfortunately in today's day and age, it more often teaches the WRONG lessons:
 - i. Selfishness (Me, Me, Me), Pride/Arrogance
 - ii. Cultural problems: hazing (superiority), lack of Empathy
 - iii. Handling adversity with anger (swearing?)
 - iv. Abuse/Mistreatment of women
 - v. Lies about Manhood
 - d. Look at the role models at the pro level and the culture of our country towards sports – understand our little MICROCOSM **CLICK**
 - e. **#Real Manhood CLICK**
3. So many reasons why America NEEDS football
4. Things NEVER just happen so.... **CLICK**
5. Teaching "Real" life lessons has to be intentional **CLICK**

Slide 9: #2: Intentionality

-Intentionality - It's NOT a buzzword, a cliché or a hashtag. There are so many clichés and buzzwords floating around right now. Understanding things will NEVER just happen is the key. You have to be INTENTIONAL!

-Defined: Being purposeful in word and action. Living your life with passion through purpose. Making thoughtful choices and actively interacting and engaging.

-Synonyms: deliberate, calculated, conscious, done on purpose, intended, planned, meant, considered, studied, knowing, willful, premeditated, preplanned, thought out in advance, prearranged, preconceived, predetermined **CLICK**

Slide 10: #3: Create Blueprint for Success

As you build your program philosophies and the core beliefs that will guide you...

1. Be yourself. You can't be someone else. You can copy, be influenced by, use, borrow, etc. everyone else's stuff but you have to be you and who God made you and called you to be. (Ganon Baker ex of enthusiasm and passion) I can't be nor ever will be Ganon Baker, but I can understand that I need to be passionate, energetic and coach with enthusiasm, "elite joy", and with love for what I do. **CLICK**

3 KEYS!

1. Build Consistency in your Standards and Expectations of Excellence players know and expect. **CLICK**
2. Comes with building the ENTIRE program year after year. Good...Better...Best philosophy always asking the questions: **CLICK**
 1. Is it necessary? Can I do without it? What am I really gaining by doing it? What would happen if I didn't do it? Efficiency!!! **CLICK**
 2. How can we improve? Always ask and evaluate....How can we improve EVERY single item or aspect of our program. Is your AD evaluating you every season? Your coaches two-way? Your players two-way? **CLICK**
3. Walk your talk: Don't make edicts or demands you don't live out, follow up on or execute yourself: Example.....**Handling Adversity**, managing mistakes, admitting wrong and apologizing
-Manage mistakes well: Football is a game of managing mistakes and the team who manages them best usually wins. **CLICK**

Slide 11: Next 3 Steps **CLICK**

Slide 12: #1: Personal Mission Statement **CLICK**

Slide 13: #1: Program Mission Statement **CLICK**

Slide 14: #2: Create Culture

-Ask about Buy-In? discussion...

1. Define it: Belief in S&E and then Aligned action with those S&E
2. Offer something worth buying into, sacrificing their time, other activities, etc. Our culture, the experience, the life lessons, life mentoring/friendship, etc. Create something they are interested in and something valuable to them.
3. Capture their self interest first: they won't overcome human nature and just become selfless buying in to what WE want and are asking forsaking what THEY want, we must understand them, their life goals, dreams, interests
4. Demand vs Ask? NO - Earn it - It WILL happen when we...
 - a. Build great relationships
 - b. Point players towards goals they are interested in
 - c. Call out the best version of themselves
 - d. Help them belong to something they are interested in belonging to **CLICK**

Slide 15: #2: Create Culture

-Discuss season long analogy of building a beautiful cathedral (3 bricklayers story of perspective).

Foundation, Cornerstones, Covenants and ROLES

-**CLICK** on Wolfpackese and explain

-**CLICK** on Core Covenants and explain briefly

-**CLICK** on S&E and explain briefly **CLICK**

Slide 16: #2: Pack Strength

Slide 17: #2: Core Covenants **CLICK**

Covenant = 1) a binding agreement 2) where action is physically visible **CLICK**

1 – an agreement made in advance that holds you together in good times and in bad. Preset standards that create and define the vision that keeps us together. **CLICK**

2 – the power of the agreement which actually takes the vision beyond mere words and puts it into action. It says, “This is what we believe so this is what you will see.” **CLICK**

-Click on Core Covenants Sheet **CLICK**

Slide 18: #2: Team Building and Tradition

Slide 19: #2: Parent Support

Slide 20: #2: Discipline Plan

-Football coaches have to teach discipline as the game demands it.

-How do you teach it?

-How do you get it from your players consistently?

-How can you use it to not only help you on the field but help them in their personal lives now and long term?

Discipline outline/plan: **CLICK** on Plan link --- **How will you handle....**

Academics / any school issues

All off-field issues

Lateness, tardies, missed practices of every kind

Dress / travel

Game situations (penalties, personal fouls)

Those little things.....Our plan from Coach B Loves You to Dice

Has to be on paper, clear, communicated and then consistent **CLICK**

Slide 21: #3: Organization

*I may not be a very good football coach but one thing I can do, one thing I owe to my staff is to be GREAT at organizing, planning, detailing

Slide 22: #3: Staff Development

Slide 23: #3: Staff Development

Slide 24: #3: Communication

“Never let a phone or email (any communication) go unreturned” – Mike Shanahan

Slide 25: #3: Planning **CLICK**

1. Efficiency to maximize reps in your plan. “A bad rep is better than a good stand”
 - a. Practice things under pressure and stress. Grizzly bear in the woods! Make Friday nights EASY!!
CLICK
2. Creates cooperation, input, ownership from all staff **CLICK**
3. Bulletin board for players: **CLICK**
 - a. Practice plan (daily dress, meeting times, thoughts/quotes, front line)
 - b. Depth charts – special teams
 - c. Important announcements
 - d. Goals, charts, stats, POW’s/awards, community service

Slide 26: #3: Detailing