



Clinic Manual

***"ON A MISSION TO SERVE ATHLETIC LEADERS
AND MAXIMIZE OUR VALUE OF LIFE IMPACT
THROUGH THE EXPERIENCE OF TEAM SPORTS."***

INTRODUCTION

My name is Adam Winegarden, I have been an Assistant Coach, Head Coach, Director of Football, or Athletic Director for the past 19 years. My coaching journey has placed me in several different school settings. I have learned that each program has different resources, factors, and circumstances. No matter the situation, the “+10 Culture” method has provided an operation of reaching goals, continual improvement, and a rewarding experience.

As a Coach, I know the battles and struggles we face each day. The challenges of working so hard to impact players, manage time, raise support, and to see what program strategy moves in a positive direction. We have great passion to see everyone experience success and gain the value of a team. I also understand the amount of investment and disappointment we sometimes experience in this constant pursuit and daily mission.

We want to give you a process of streamlining your mission to maximize resources, connect all involved, and develop the “whole player”. This will help give an intentional mindset to increase the value of all Stakeholders and the 7 Areas of an Athletic Program. The more we can help build our programs, the greater impact and experience for the young people we serve. The goal is to operate a program at its highest level with the belief that great teams will follow.

Many clinic sessions on program development overwhelm the audience with information that cannot be applied to one’s set of resources or given situation. This method is about maximizing who you are, your available resources, and your current program. This clinic is not specific to one sport but for athletic directors, head coaches or aspiring head coaches of any sport. I have a tremendous passion for program/ team development and want to share how this process has been successful throughout my career. We will also discuss many great ideas and key points in all areas of an athletic program. Whether you are in a department or team setting, this process will maximize your impact, influence, and leadership .

**“WE HOPE TO BRING YOUR ORGANIZATION GREAT VALUE
FOR AN EVEN GREATER PURPOSE”**

SO WHAT IS 10Culture ?

*Every great company is driven by a mission or one ultimate belief...
Every great athletic program is also driven by a mission or one ultimate belief...
Our mission needs a process that maximizes our value and impact...
A process that continually and intentionally builds our culture....*

+10Culture *ALIGNS YOUR WHY & BELIEFS WITH SPECIFIC FOCUS
FOR PROGRAM DEVELOPMENT*

+10Culture *ALIGNS YOUR PURPOSE WITH SPECIFIC FOCUS
WITH PEOPLE AND ALL PROGRAMS*

+10Culture *ALIGNS YOUR PEOPLE WITH SPECIFIC FOCUS
FOR ADDED VALUE AND PROGRAM DEVELOPMENT*

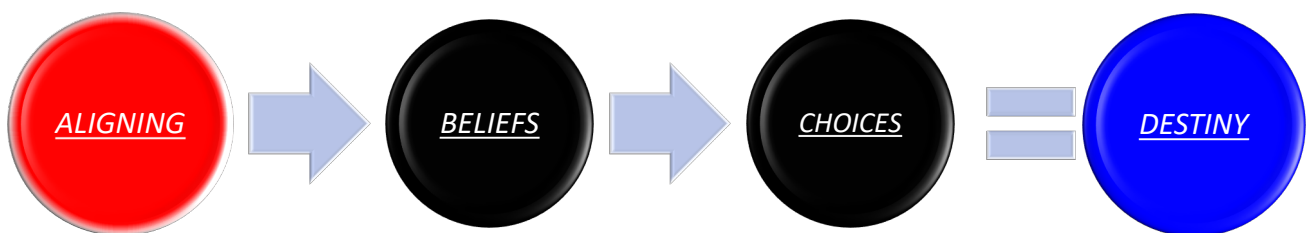
+10Culture *ALIGNS YOUR PROGRAMS WITH SPECIFIC FOCUS
TO ADD VALUE TO ALL INVOLVED*

+10Culture *ALIGNS YOUR CHOICES WITH SPECIFIC FOCUS
TO CONTINUALLY ADD VALUE ON A YEARLY BASIS.*

+10Culture *ALIGNS YOUR EVALUATION WITH SPECIFIC FOCUS
ON GOALS TO MEET PROGRAM NEEDS.*

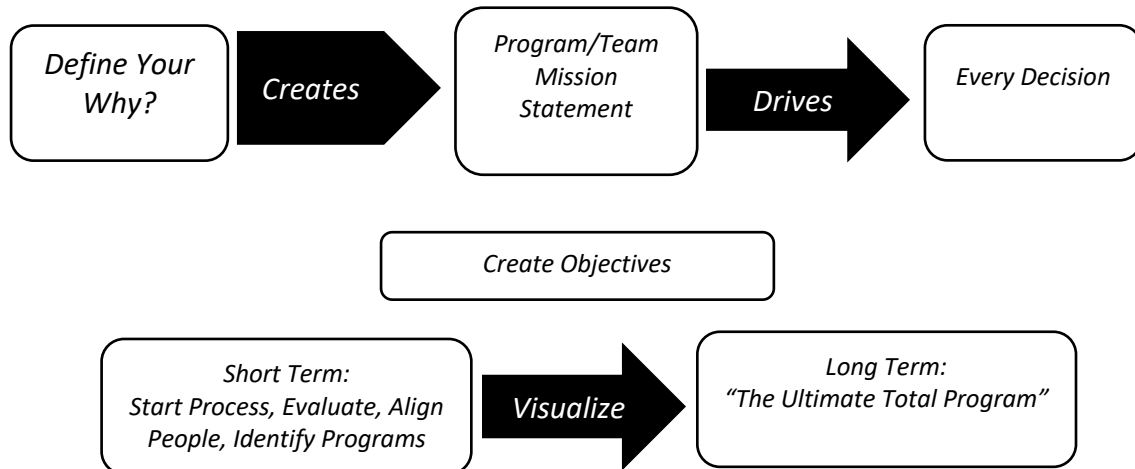
+10Culture *ALIGNS YOUR RESOURCES WITH SPECIFIC FOCUS
TO CREATE THE ULTIMATE PROGRAM EXPERIENCE*

+10Culture *ALIGNS YOUR VISION WITH SPECIFIC FOCUS
TO HAVE IMPACT FOR A GREATER PURPOSE*

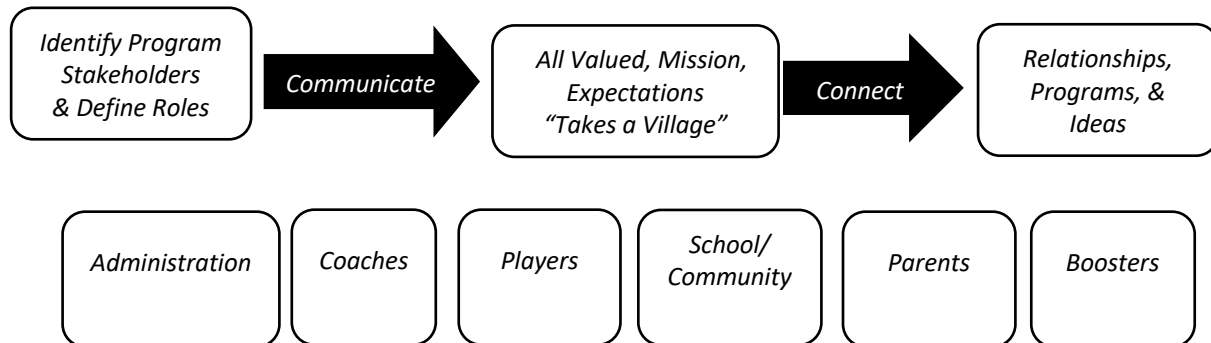


10Process ON A YEARLY BASIS

PURPOSE



PEOPLE



PROGRAMS

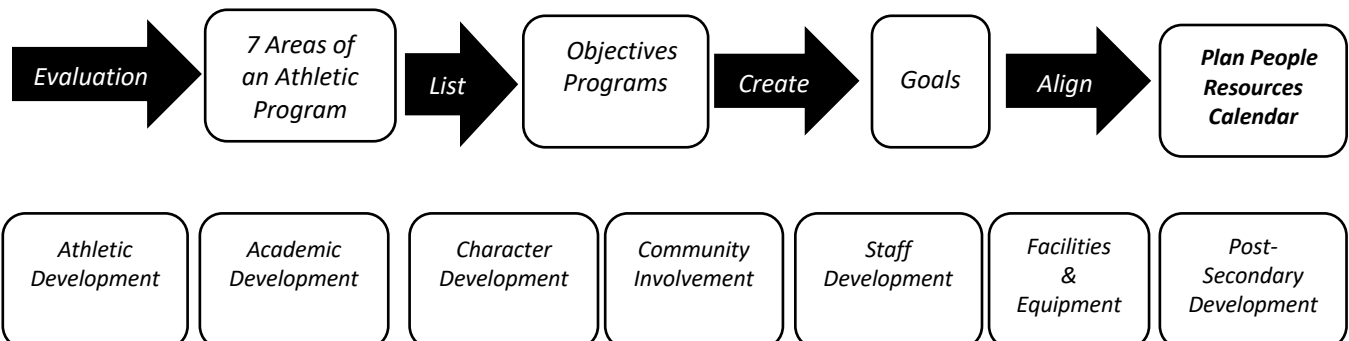


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