

*This manual is dedicated to my beautiful wife Ashley. She is the love of my life and my rock in this journey. With every beat of her heart I am reminded of what grace, love, strength, and beauty that lies within her. Thank you for all you do, your passion, and the sacrifices you make every day for our family. You are my one and only... My best friend... I praise every part of you...*

*“Her children arise and call her blessed;  
her husband also, and he praises her:  
“Many women do noble things,  
but you surpass them all.”*

*Charm is deceptive, and beauty is fleeting;  
but a woman who fears the Lord is to be praised.”*

*Psalms 31:28-30 (NIV)*



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# **SPECIAL THANKS**

**MY LORD AND SAVIOR**

**MY FOUR FANTASTIC CHILDREN**

**THE GREAT MEN & COACHES IN MY LIFE**

**THE WONDERFUL PLAYERS IN MY CAREER**

**COACH RONNIE MCCLURG**

**COACH MILT TRAVIS**

**COACH MIKE DUFFIE**

**CHAPLAIN WAYNE DICKENS**

**ATTORNEY RICK DAVIDSON**

**CPA JOHN BOLES**

**BRUCE BROWN & PROACTIVE COACHING**

**JOHN WILD PHOTOGRAPHY**



# **INTRODUCTION**

*My name is Adam Winegarden, I have been an Assistant Coach, Head Coach, Director of Football, or Athletic Director for the past 20 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 manual 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 $\begin{smallmatrix} A \\ B \\ D \end{smallmatrix} + \begin{smallmatrix} B \\ C \end{smallmatrix} = \underline{10}$ Culture ?**

*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

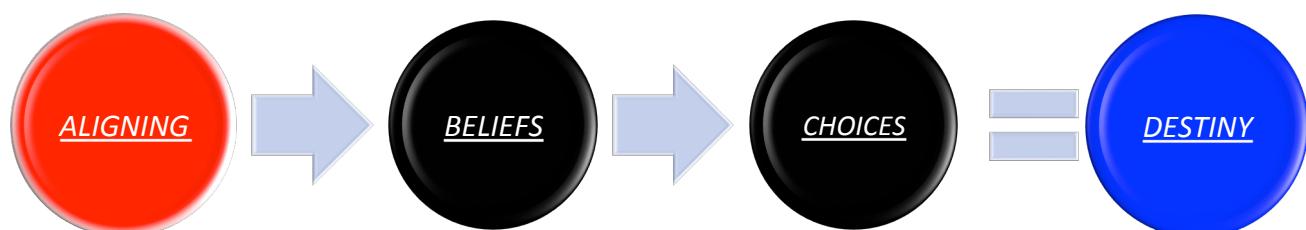
**+10Culture** ALIGNS YOUR PROGRAMS WITH SPECIFIC FOCUS  
TO ADD VALUE TO ALL INVOLVED

**+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.

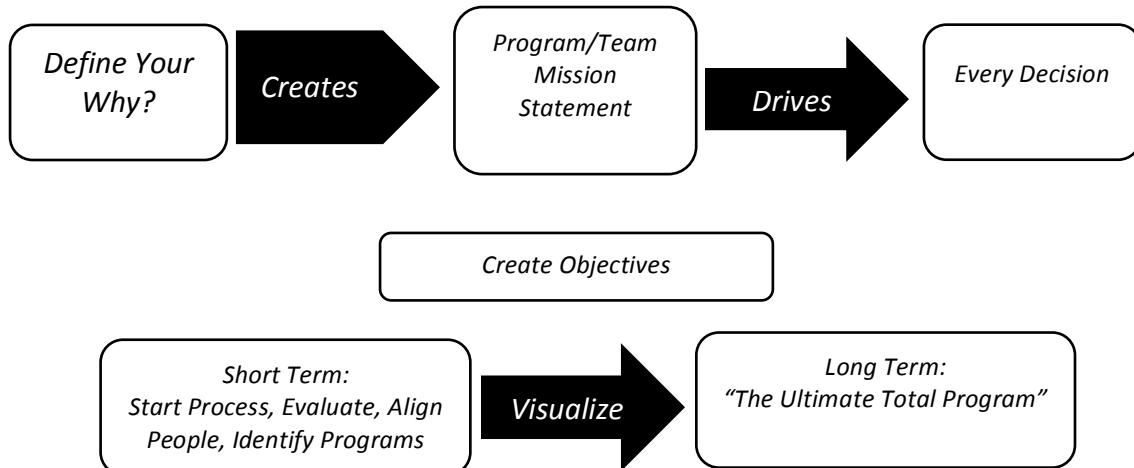
**+10Culture** ALIGNS YOUR RESOURCES WITH SPECIFIC FOCUS  
TO CREATE THE ULTIMATE PROGRAM EXPERIENCE

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

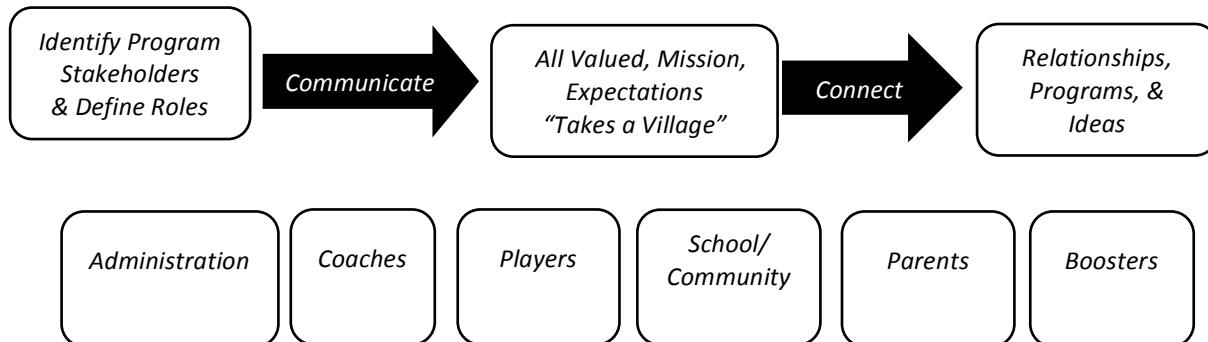


# **10Process** ON A YEARLY BASIS

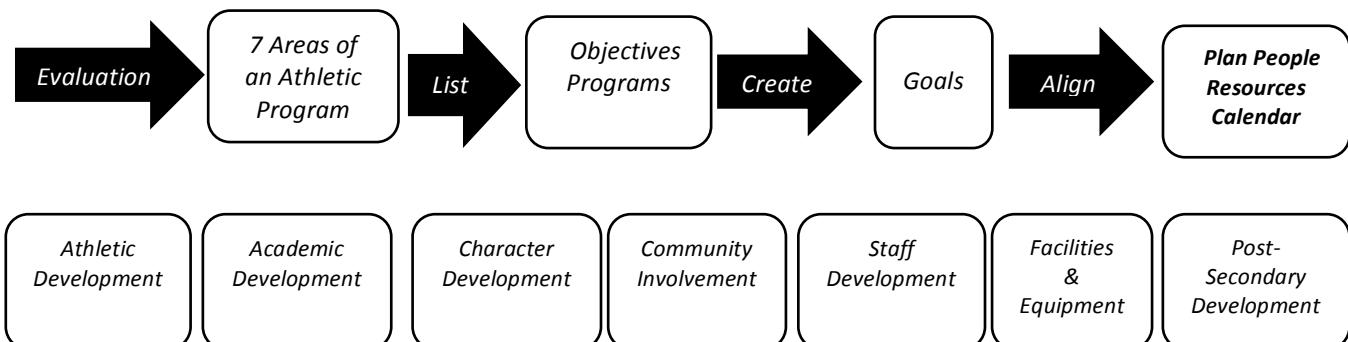
## **PURPOSE**



## **PEOPLE**



## **PROGRAMS**



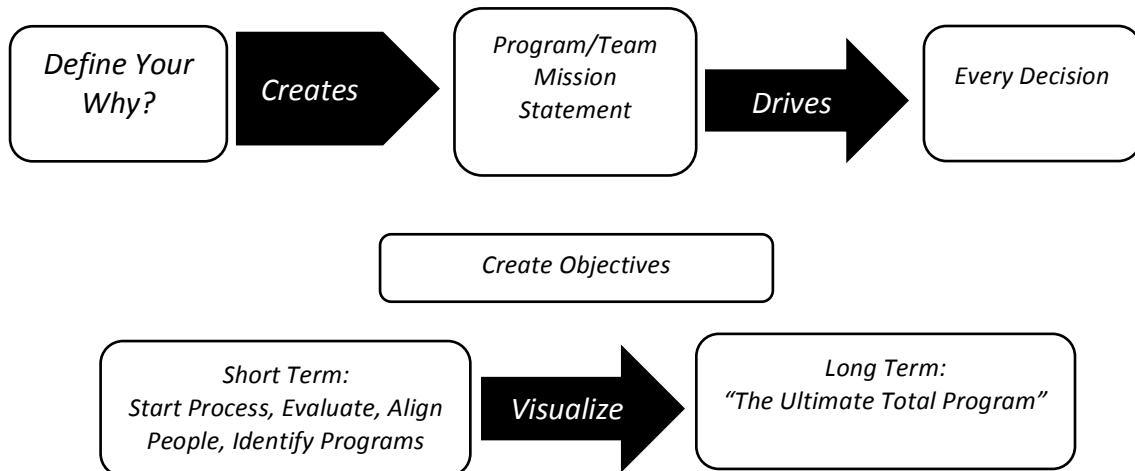




# **10Process**

## **SECTION I**

### **PURPOSE**



**\*After Each Section Please See & Fill In The Blank Template In The Back Of The Manual**





*IMPORTANCE OF VISUALIZATION FROM LESSONS FROM THE GOALPOST:*

***"PICTURE DAY"***

Picture day.... the day in the preseason that breaks up the routine of developing for the start of football season. I am like most coaches worrying that this day will bring lack of focus and unstructured time when building discipline is at the forefront. The process of getting so many new faces dressed, teaching them proper uniform etiquette, and ordering them appropriately can be tedious. Pictures at the stadium can bring more challenges as the heat, sun, and sweat can quickly lessen one's patience. When this day is over most coaches exhale a sigh of relief and are ready for the next step in the fall camp process. Coaches can look at this day as a necessary evil or the mark of the beginning. This time is like the picture a trainer takes beforehand to show the progress your body makes after months of workouts.

We realize that past success or failure doesn't equal future success or failure. This is the very beginning and each team has a fresh canvas to start the season. Every great artist starts with a vision so that every stroke of paint has purpose and intention. ***What is the picture you visualize of your players and team at the very end?*** Your leadership of habits, actions, and choices should match this on a daily basis. Each year it is important that we start with a frame of our finished product. *Think with the end in mind*, what do you visualize as a Coach, Player, and Team.

***"Finally, brothers and sisters, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable—if anything is excellent or praiseworthy—think about such things." -Philippians 4:8***

*As a Coach, how do you visualize your mission each season in this profession?*

Ultimately our product is our player's development and team performance. At the end of the season I want to know that we maximized our team's ability level and developed players that are better prepared for the real world. In the preseason meetings our staff defines, "What should a player should look like leaving our Program." This description should match our daily operation and basic system of player development. For example, if we say a player should leave respectful, accountable, hardworking, and a team player. Then our staff should make them say "yes sir and no sir", have a "Winner's" body language, define a self-standard, emphasize player appearance, do not overlook tardiness, don't accept almost meeting standards, design tough demanding practices, and show value to everyone's ability to help the team. I encourage a decision to coach with a vision of purpose and excellence. I promise seeking excellence everyday leads to winning on the field and *maximizing your team's ability level*. Those whose vision is only winning will eventually lead to compromising core values and ideals. Maximizing your team's ability can mean 6-4 or 15-0, many times the best coaching job is not the team most viewed in the media. Those that truly know this game identify these teams and know the coach will be a consistent success. How you paint your vision should not only equal your operation but will decide your final product.

***"I ran on the road long before I danced under the lights"- Muhammad Ali***

*As a Player, I hope you dream of great moments and being the star in the big game. I love watching videos of the "Greatest Moments In Sports." You get to relive Muhammad Ali beating Joe Frazier, Usain Bolt winning by daylight, Bo Jackson climbing the wall, Michael Jordan beating the Jazz, or Brady coming back in the Super Bowl. We picture ourselves doing the same things in our dreams and backyards. However, great moments do not happen by luck or a planned circumstance. How many times did Michael Jordan practice that jump shot? How many hours did Tom Brady throw precise routes to receivers? Every great moment equals an individual's intense physical and mental training. Every great moment equals intense focus and playing at one's highest level. As a player, realize *your preparation is the moment*. Your choices of mental and physical preparation must match your vision of performance. The consequence of great moments will be a repeat of your daily rehearsal. This season you are in complete control and understand time plays no favorites. Picture your dreams and be intentional every day to make them a reality.*

***"Maximize your relationships and you will maximize your opportunities"***

***-Coach Winegarden***

*As a Team, what will be your legacy? What will be the appearance of the final team picture? What will the lasting memory be with your teammates? Years from now your teammates will still be your teammates. You will receive a phone call bringing back the emotion and feeling of being 18 again. You will relive stories and catch up on your current status or family. However, it will be different because of changed circumstances and the process of life. Each team gets these seasons of opportunity to ride the bus, hang out in the locker room, walk the halls, train together, compete for the community, and strive together for something*

greater. Pause and picture that phone call years from now.... What stories and genuine relationships will you discuss?? You decide that visual everyday as you interact with your teammates. You decide that visual every night the lights cut on, the team name is across your chest, and the ball is kicked off. True joy is measured by the word "Completeness". Make sure that the final picture is complete with joy for your relationships, joy by exhausting all effort for your team, and by finishing the race for a worthy cause. The highest level of performance is driven by the purpose of people. Teams that maximize relationships, maximize their performance in each opportunity.

A good friend of mine will say, "*Playing sports is practicing life before you actually live it.*" Every face in the team picture is painting a story that shapes their future. These baby faces will become more mature, learning lessons good or bad for application. Right now! In this season! Whether a coach, player, team, or person you have an unbelievable opportunity. Realize that we all have a starting point that needs direction and vision. Be intentional in your visualized picture and match your action to a realized dream.

*You hold the brush and have a fresh canvas to paint....*

***"As a Coach, Player, Team, or Person....***

***Paint a Masterpiece"***



# **DISCOVER YOUR WHY?**

## ***Why is this important?***

*Because the leader's heart must be the core of the program. Everything must flow from the ultimate passion and be a direction that can be lived daily. The Culture starts here and is the pure foundation of the entire operation. This will be the guiding force behind the Program Mission and has to have a personal connection to the leader. This creates an authentic process that is connected naturally to a given mindset.*

### ***-My Example & Story:***

- \* Went to 4 Elementary Schools, 2 Middle Schools, 3 High Schools*
- \* Had Several Different Position Coaches In College*
- \* Had Severe Knee Injury At Critical Time In Playing Career*
- \* Family Issues*
- \* Felt Life Had Cheated Me To Some Degree*

### ***-My Why?***

- \* Realized That My Journey Had Prepared My Purpose*
- \* Wanted To Use My Experience And Downfalls To Give Player's The Ultimate Experience*
- \* Wanted To Run A Program That Was About The Whole Person*
- \* Wanted Their Life To Be Better Because Of Our Program*

### ***The "Why" In Our Program Mission Statement:***

*All stakeholders involved in our program are on a mission to develop the "Whole" Player. We will impact a young person's character, academics, and athletic development in a team atmosphere. We believe that all three components are essential to our Program. Players will leave better prepared for the real world, they will leave a "Champion for Life."*

***The "Whole Player" is my Why-*** if every part of a player is important, then every person and program that effects them is important. This drives the organization, focus, and intentionality of the process.

***"Champion For Life" is my Why-*** I want players better prepared for the real world by playing in our program. Otherwise we are wasting our time and impact. Our goal is to run a great program and great teams will follow.

## ***10Culture*** ***Points of Emphasis***

- 1. Think with the end in mind.*
- 2. Has to be the leader's heart, soul, and core belief.*
- 3. Has to be what you will live and prove not what you will write.*
- 4. This statement is not to win an interview but to drive your purpose.*
- 5. Driving force behind all decisions*

## ***NOTES:***

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# **CREATING YOUR MISSION**

## ICEBREAKER QUESTIONS

*What is your past? How did sports affect you? What gives you passion?*

*Why do you still coach? What will you not compromise?*

*How would you briefly describe your why? Why do you have your coaching style?*

*What are some key terms that would describe your end mission?*

## ***STATEMENT LEADING QUESTIONS***

### 1) WHAT IS OUR PURPOSE? 2) WHAT IS OUR PROCESS? 3) DESCRIBE OUR ENVIRONMENT?

#### 4) DESCRIBE OUR PEOPLE? 5) WHAT IS VISUALIZED END PRODUCT?

*Use these leading questions to formulate or redefine your mission statement. A mission statement should not be long but a concise statement that gives all involved an executable daily direction. Too much information will be confusing to others, hard to follow, and will not be remembered. Put your mission into a statement that others can repeat or summarize easily. Try to keep your statement in 2-4 Sentences.*

## ***EXAMPLE DEVELOPMENT OF MISSION STATEMENT***

*Sentence 1: WHAT IS OUR PURPOSE? = ALL INVOLVED DEVELOP THE "WHOLE PLAYER"*

## **Sentence 2: WHAT IS OUR PROCESS? = DEVELOP CHARACTER, ACADEMICS, & ATHLETICS**

### *Sentence 3: DESCRIBE OUR ENVIRONMENT? = TEAM ATMOSPHERE*

Sentence 4: **WHAT IS VISUALIZED END PRODUCT? = CHAMPION FOR LIFE**



1. Ask: *Is this statement my reflection?*
2. Ask: *Can I truly live this every day?*
3. Ask: *Can I prove this to others in how I operate our program?*
4. You can't create you, be you.....
5. Write in 3-4 Sentences
6. Put your mission into a statement that others can repeat or summarize easily

## ***MY MISSION STATEMENT:***

# **CREATING SHORT & LONG RANGE OBJECTIVES**

*\*Must be able to present and communicate a short and long range vision of the program to all stakeholders. Overall buy-in starts with a big picture vision accompanied by an immediate plan of action and accomplishment.*

## ***Short Range Goals: Start Process, Evaluate, Align People, Identify Programs***

### *Example:*

**Surround the program with character & motivated people willing to create a program for the future by cultivating, organizing, & implementing a plan for young people.** A plan that gives opportunities in all aspects of a young person's life; to mold a successful student-athlete who will leave our Program a CHAMPION on & off the field.

**Long Range Goals:** This should be the ultimate vision of your program.

### *Example:*

**To be the next standard as a complete high school football program.** To have an active, positive, character driven atmosphere conducive to building up young men in all facets of their lives. To have an ongoing organized plan for each area of our student-athlete's football career conducive to their changing environment. Our players will graduate as hardworking students, great citizens, and CHAMPIONS.



1. *Short range gives people a **realistic immediate picture** of process for the vision you are communicating. How will people see our program in Years 1 & 2?*
2. *Long range goals should give a picture of the **greater vision of the program**. How will this program be picture in 5-10 Years?*
3. *Be able to present & communicate this message to your stakeholders.*

## **NOTES:-**

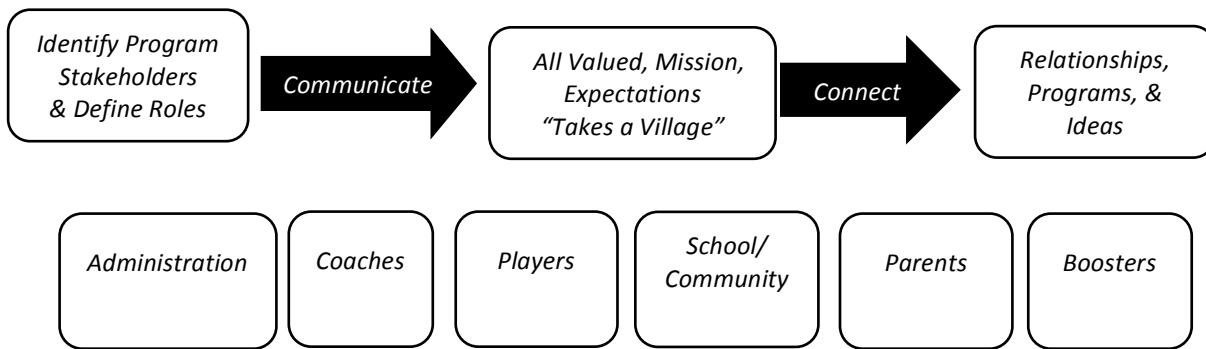




# **10Process**

## **SECTION II**

### **PEOPLE**



***\*After Each Section Please See & Fill In The Blank Template In The Back Of The Manual***





*(PHOTO COURTESY OF JOHN WILD)*

#### *THE IMPORTANCE OF STRUCTURE*

### ***“4 LANGUAGES OF WINNING TEAMS”***

Over my career I have been a part of 4 Programs & each has presented different challenges & resources available for success. However, no matter the differences, the internal needs for successful people have been the same. I have found these ingredients to be true for coaches, co-workers, & anyone in a "Relationship Business." The 1st Three Languages for player needs are **Structure, Discipline, & Love**. Each Language is dependent upon another needed Language. Structure doesn't exist without Discipline & Discipline is not effective without Love.

**Structure** just like the walls & roof of your house, give others a sense of security, safety, & boundaries. When one feels secure they are more likely to be authentic and maximize performance within their boundaries. Non-structured programs or lots of activity without purpose produce chaos & have the reverse effect on most people. They are often confused and underachieve not knowing what to expect consistently. Having a purpose driven organization with daily matching structure & planning is a key language for stakeholders.

However, you can be a tremendous organizer with great vision & the program will underachieve without **Discipline**. An example would be having 5 kids in a beautiful home with a security system, but you hide in a locked room all day. All the measures may be in place but without expectations, accountability, and consistent communication the security system will get hacked, walls may fall, or the roof may catch fire. All people want "Discipline", the kind that

is used in conviction for improvement and helping you reach a standard of excellence. There is also the "Discipline" used to make one fear losing privileges, punishment, or constant threatening. Although this can be effective short term, it eventually leads to the feeling of abandonment, lessened personal drive, and players disengaging from their coach- es. Discipline is Non-Negotiable and carries a fine line but is also why it cannot survive without Love.

Every human being on the planet is in search for a **Loving** Relationship. Every person is also "Born Special", searching for Self-Worth, & carrying a unique gift for impact burning inside. Sometimes we can Discipline with a whole bucket of water, putting their fire out completely. We could also never Discipline and let one's fire rage out of control. Too much Love and there is no Discipline, too much Discipline and there is no Love. You will have players that need their fire ignited with Motivation and others that just need the kindling of Encouragement & Love. Love fuels our fire of purpose and it needs to burn brightly for all to see. So Be "Demanding" and "Not De-meaning", "Coach them Hard" and "Love them Hard." But when in doubt, always default to Love.

No, I didn't forget about the 4th Language...**WINNING**. The saying that "Winning Cures All" is always true for the moment. No matter the day, Success and Winning will make you forget issues quickly. People are also more likely to buy into your methods if experiencing success. However, Winning is not the ultimate answer & the program will crumble if Non-Success is combined with the absence of Structure, Discipline, & Love.

**SO EVERYDAY SPEAK THE 4 LANGUAGES:**

**COMPETE TO WIN, PROVIDE STRUCTURE & DISCIPLINE,**

**& ALWAYS REMEMBER ----LOVE NEVER FAILS---1 Corinthians 13:4-8**

## ***DEFINING PROGRAM STAKEHOLDERS & ROLES***

## STAKEHOLDERS

## *Keys With Stakeholders*

- Who directly effects your players, coaches, & overall program?
- Ask why each are in the program?
- What is the motive of each group?
- What are critical expectations that must be discussed?
- The player experience will not be maximized if any one group is not maximized.
- Takes everyone to run a successful program as it takes a “Village to Raise a Child.”
- All Stakeholders have a role which that can build up or tear down the program.
- Some become frustrated because they assume the role of others. When in reality, expectations have not been communicated effectively nor has real development occurred.... Some people tend to write stakeholders off like it is their fault.
- Maximize the mission and minds of all in your program.
- You won't believe what can be built with all on board with an intentional mindset.

## **WHO ARE THEY**

- *ADMINISTRATION*
- *COACHES*
- *PLAYERS*
- *PARENTS*
- *BOOSTERS*
- *SCHOOL & COMMUNITY*



1. *Defines roles for all or they will define them for you.*
2. *Communicate at the beginning.*
3. *Re-discuss these expectations at least once a year.*
4. *Clearly defined standards.*
5. *Consistently communicate vision.*
6. *Give them value.*

## **NOTES:-**

## **DEFINING PROGRAM STAKEHOLDERS & ROLES**

### **STAKEHOLDERS**

#### **KEY THOUGHTS WHEN DEFINING ANY STAKEHOLDER ROLE**

***WHAT ARE THE EXPECTATIONS OF OUR RELATIONSHIP?***

***WHAT ARE THE EXPECTATIONS OF THEIR PERFORMANCE?***

***WHAT ARE THE EXPECTATIONS FOR POSITIVE INTERACTION?***

## **DEFINING PROGRAM STAKEHOLDERS & ROLES**

## **ADMINISTRATION**

## *Keys With Administration*

- *Clearly Communicate The Program Mission.*
- *Strive for a professional, positive, supportive, and productive working environment.*
- *You are not hired to be served but to serve the school.*
- *Ask and do not demand for your program.*
- *Have a difference maker mindset. Be creative and make things happen instead of waiting on others to accomplish your goals.*
- *Offer to help and serve the school outside of your title.*
- *Be an asset in situations for the administrative team.*
- *Understand the structure and schedule of the school.*
- *The administration sets the perimeter for the program operation.*
- *Understand these boundaries and work within them with passion.*

### ***Example of Communicated Expectations***

- *Our program will support and uphold the expectations of our School System.*
- *Our program mission is in line with developing and graduating student-athletes. We want our players to leave a positive impact on our school.*
- *Our administration is on board and supports our mission as a program throughout this process and as we change in the future.*
- *We will help implement improvement goals that are feasible in accordance with the means of our School Procedures.*



1. *Understand your boundaries and plan your program accordingly.*
2. *Consistently communicate.*
3. *Remember that you are hired to be a servant.*
4. *Be a difference maker.*
5. *Ask do not demand.*
6. *Have vision meetings each year.*

### **NOTES:-**

## **DEFINING PROGRAM STAKEHOLDERS & ROLES**

### **COACHES- CORE VALUES**

#### *Keys With Coaches*

- *Clearly Communicate The Program Mission.*
- *Overall value system of coaches should be simple and to the point.*
- *These expectations should be memorable and applicable,*
- *Make sure they match traits that are vital to program operation.*
- *Make sure they match your personality and style.*
- *Make sure these expectations match the nature of your mission statement.*

***"WHEN YOU WERE BORN, YOU WERE GIVEN A NAME. WHEN YOU ENTERED THIS PROFESSION, YOU WERE GIVEN A NAME AS WELL... "COACH".. HONOR THE NAME."***

#### **EXAMPLE**

- *Character: We will have good moral character, be a positive example in our program and in the community. Our staff will make proper decisions in and outside of education. We will coach players like they are our sons. We will stand for our faith, family, and the morals that our great game teaches.*
- *Competency: Our staff members will be either knowledgeable or highly motivated to become skilled in their place in our program. Will be competent in following staff guidelines. Able to be a great teacher of the game and have a connection with various types of players. Have the ability to coach at a high tempo and be organized in each endeavor. We will have the passion to be the best at what we do. We demand the same out of our players.*
- *Commitment: We will be loyal and trustworthy to the Head Coach, staff, players, and Program mission. We are only as strong as our entire coaching staff, not one individual coach. We will take our responsibilities seriously, knowing that our commitment will better the experience for our players. We will be prompt, willing to improve, and have passion for our program.*



1. Must be memorable and applicable.
2. Communicate at the beginning.
3. Re-discuss every year in evaluations and vision meeting.
4. Do not ask coaches to be something that you are not.

#### **NOTES:**

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## **DEFINING PROGRAM STAKEHOLDERS & ROLES**

## **COACHES- BELIEF STATEMENT**

## *Keys With Coaches*

- *Create a statement that briefly describes your coaching belief.*
- *This mindset should be a reflection of the program mission.*
- *Writing helps organize your thought process.*
- *Communicate this with your coaches and make available to others.*
- *Make sure this is what you live and preach on a consistent basis.*
- *People need a reference point to the mindset of the leader.*

## EXAMPLE

**Coaching Belief:** Coaching is not a job, but a calling. We have the opportunity to influence young people differently than any other endeavor. We have been prepared for this journey through our own personal experiences or adversities. We all can affect players in our own unique way or personal style. Our mission is to make each season the best possible experience for our players. If you are not prepared to give your best effort and continually improve then you are in the wrong profession. We ask our players to train, improve, and play at a high level. If we do not match the same expectations, then we are cheating our players. "To be the greatest among, you must first be a servant." Matthew 28:11 If we have this daily approach, then our program's results will be a by-product of our efforts.



1. When read, others should see you reflected in this statement.
2. Organize your thoughts.
3. Send a clear message.
4. Consistently Communicated
5. People need to see your mindset.

## **NOTES-**

## **DEFINING PROGRAM STAKEHOLDERS & ROLES**

## PLAYERS

## *Keys With Players*

- *Clearly Communicate The Program Mission.*
- *These statements are not team rules but general everyday expectations.*
- *Team rules would be discussed or displayed in team and parent meetings.*
- *Give Players concise and simple expectations that are memorable.*
- *Consistently communicate these on a regular basis.*
- *These expectations also must be reinforceable within the program.*
- *These expectations lived consistently will be your team culture.*
- *Make sure these expectations match the nature of your mission statement.*

## EXAMPLE

- *Players are expected to give their “Best Effort” and compete in all areas of our program.*
- *Players will be accountable, respectful, disciplined, and passionate to be a Championship person.*
- *Players will “Do Right”*
- *Players will not do anything that is detrimental to our Team Culture*
- *Players will follow School and Board Policies*
- *Players will accept Teams Expectations and Team Discipline*
- *This Program is a Privilege And Must Be Earned*
- *Everyday Choice to be a Builder Upper*
- *Believe in “The Room” (Family)*
- *Out Work, Out Hit, Out Hustle*
- *Players have 4 jobs in our program:*

## ***Get an Education***

## *Be Coachable*

## *Be a Great Teammate*

## Play For A Larger Purpose



1. *These are not Team Rules, but expectations that are consistently discussed.*
2. *Concise and memorable*
3. *Match these expectations to the visualized team culture.*
4. *Heartbeat of the Team*
5. *Must be reinforceable.*
6. *Consistently Communicate*

### **NOTES:-**

## ***DEFINING PROGRAM STAKEHOLDERS & ROLES***

## PARENTS

## *Keys With Parents*

- *Clearly Communicate The Program Mission.*
- *Make a list of all potential issues and create expectations.*
- *Make a list of all ways of bringing positive value to the player.*
- *Make a list of ways to connect this experience with families.*
- *Encourage involvement, this is a short window of time.*
- *Be open, parents are your best source of valuable information to help players.*
- *Parents are key in a consistent program message.*
- *Understand that every player is someone's prized possession.*
- *Understand that a parent has a greater emotional & life investment into a player than we do as a coach. Respect and be mindful of this in all situations.*

## GENERAL AREAS TO DISCUSS

- *Mission Of The Program*
- *Coaching Belief and Coaching Expectations*
- *Communication Procedures*
- *Schedules/ Calendars/ Program Logistics*
- *Team Rules/ School Rules/ Eligibility Rules*
- *Keys To Being A Student-Athlete*
- *Financial Obligation or Fundraisers*
- *Equipment/ Safety/ Athletic Training*
- *Ways To Encourage and Impact Positively*
- *Ways To Get Involved*



1. *List all areas of possible conflict, positive value, & ways to get involved.*
2. *Clearly communicate the mission of the program and coaching expectations.*
3. *Understand that parents will have the greatest impact on the players within your program.*
4. *Be open, honest, mindful, and connect with positivity.*

## **NOTES:**