Mentoring Coaches for their Personal Growth

Thursday, May 21 2020
Missouri Athletic Directors
Thank you Jen Brooks, Josh Scott, and Mike McGurk for the opportunity to be a part of the Missouri Weekly AD Workshops!
Congratulations to Missouri's newest Certified Master Athletic Administrator (CMAA), Marty Marsh @officialSPS @martymmarsh! Marty becomes just the 10th active athletic administrator in MO with his CMAA designation. Really appreciate your pursuit of professional development!
Why Do We Do What We Do?

Transformational Purpose Statement: To serve and respect students, coaches, parents, officials, guests, and community members by demonstrating a genuine heart of care for everything that I do that touches the athletic program at Christ Presbyterian Academy.

Mike Ellson, CMAA
Nashville, Tennessee
What do we see in a Coach/Mentor?
20 TIPS TO DEVELOP AN EFFECTIVE COACH ATHLETE RELATIONSHIP

- Don't punish or criticise
- Develop open lines of communication
- Have clear expectations
- Respect each other
- Develop conflict management skills
- Develop psychological as well as physical skills
- Set realistic yet challenging goals
- Offer praise and constructive feedback
- Learn to problem solve together
- Understand individual differences
- Learn to reflect together as a team
- Develop your technical knowledge of your sport
- Ask the right questions at the right time
- Support and encourage your athletes
- Develop a good sense of trust
- Understand your athletes' feelings
- Be patient with athletes
- Learn to listen to your athletes

OR

X
Transational VS. Transformational

**Transactional**
- Focused on Actions
- Gauged by Performance
- No lasting impact
- Checking boxes
- Run through the wall for me!
- Purpose found in Winning
- Arrogant
- Other?

**Transformational**
- Focused on People
- Gauged by Relationships
- Impact immeasurable for generations to come
- Passion for teaching
- Others Centered
- Engage Hearts and Minds
- Humble & Empathetic
- Other?
Boiling Water affects all three:

1. A Carrot Softens & Weakens by the environment of Boiling Water
2. The Egg is hardened by the environment of Boiling Water
3. The Coffee Bean transforms the environment of Boiling Water
THE DEFINITE DOZEN

1. Respect yourself and others
2. Take full responsibility
3. Handle success like you handle failure
4. Change is a must
5. Be a competitor
6. Make winning an attitude
7. Put the team before yourself
8. Don't just work hard, work smart
9. Discipline yourself so no one else has to
10. Learn to be a great communicator
11. Develop and demonstrate loyalty
12. Make hard work your passion
4 Key Questions for Your Coaches

• 1. **WHY** do I coach?

• 2. Why do I coach the **WAY** I coach?

• 3. What does it **FEEL** like to be coached by me?

• 4. How do I define success?

*From *Inside Out Coaching* by Joe Ehrmann*
Keeping the Main Thing the Main Thing

Youth/School Sports

$15 billion industry

Parents willing to do anything

30 million participants
Keeping the Main Thing the Main Thing

Extreme Examples

Buffalo, NY – Bloody Nose

West, TN – Locker Room Speech

Coach Grabs Player by The Throat

Coach Blocks Player’s Shot
Courage changes culture (It’s all about culture)

• What kind of Culture tone are you establishing with your coaching staff?

• Idea/Good Exercise: Ask each head coach to write a one page report defining their team culture.

Coaches must comprehend and embrace (GOAL & PURPOSE):

• The **GOAL** of Education Based Athletics
  To win the contest—To perform at your best level possible.

• The **PURPOSE** of Education Based Athletics
  To train student-athletes to be good citizens, and to be good people!

*The legacy of a coach who leads with purpose may not be seen for years.*
Trust is earned in the smallest of moments.

“It is earned not through heroic deeds, or even highly visible actions, but through paying attention, listening, and gestures of genuine care and connection.”

Brene Brown
Servant Leadership

Honesty For Greatness
Servant Leadership: Putting others in front of you.

Team Circle Exercise: Positive to the Right.

Alabama Softball does not have a cleaning crew. The players and coaches care for their own facilities.

The sooner you realize it's not about you the better your life will be.

Handwritten Notes, Handwritten Notes, Handwritten Notes
Vertical Team Leadership
The Reformed Sports Parent
@ReformedSParent

The best coaches put the needs & wants of their players ahead of their own. And rather than focusing solely on wins & losses or X’s & O’s, great coaches see the big picture. They’re in it to help shape quality human beings. They know the player/coach bond goes well beyond sport.

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Ideas That Work

- Encourage your coaches to shadow another coach.
- Coaches can serve other sports teams by:
  - Picking Up The Trash
  - Working Concessions & Gates
  - Sending Team Community e-mails and asking for support of other teams
- Coaches Book Study (All-Sports)
- Hearts & Shields Exercise
- Outside Assistance/Examples:
  - Nashville Coaching Coalition
  - Positive Coaching Alliance
  - 3D Coaching
  - InsideOut Initiative
Helpful Websites for Athletic Administrators

- [https://healthysportindex.com/sports/](https://healthysportindex.com/sports/)
- [https://insideoutinitiative.org](https://insideoutinitiative.org)
- [https://www.positivecoach.org](https://www.positivecoach.org)
- [https://coachdungy.com](https://coachdungy.com)
- [https://www.simpletruths.com/movies.html](https://www.simpletruths.com/movies.html)
- [https://www.patwilliams.com](https://www.patwilliams.com)
- [http://www.jongordon.com](http://www.jongordon.com)
Female Athletes & Female Coaches

Early Childhood Event
Public Self

Recent Life Event
Private Self

Male Athletes & Male Coaches

Early Childhood Event
Public Self

Recent Life Event
Private Self
Purpose: This impactful individual and team exercise allows coaches and student-athletes an opportunity to share their stories in a unique and informative manner.

TOP LEFT: Early Childhood Event that has impacted your life and made you who you are today.

TOP RIGHT: Recent Impactful Event that has impacted your life and made you who you are today.

BOTTOM LEFT: Public Self (who people see) How you think others see you.

BOTTOM RIGHT: Private Self (the unseen) How you want to been seen by others. Things that motivates you.
Why do we Coach?

In 2015, in training camp, we asked
It’s Up To Us

• Players like Witten don’t just happen
• COACHES are the Catalyst
• So WHO is Coaching COACHES?

“Your organization can put you in a position of authority, but only you can put yourself into a position of leadership.”

Tim Kight
Questions to Ponder

Who is the best coach on your campus and why?
How do you know your coaches are successful?
Is your athletic department an integrated part of school life?
What does it feel like to be lead by me?
What does it feel like to be coached by the best coach ever?
Who do I see when I look in the mirror after a loss?
Who is the best coach on your staff and why?
How are you taking care of yourself?
What are you thinking about/reading?
Who is a phone call away--Your Mentor?
Are you present?
What action occurred on your campus this year that made you uncomfortable as a leader of athletics?
The IDEAL TEAM PLAYER

A LEADERSHIP FABLE ABOUT THE THREE ESSENTIAL VIRTUES

PATRICK LENCIONI

BESTSELLING AUTHOR OF THE FIVE DISFUNCTIONS OF A TEAM
The Mentor Leader

Engage
Educate
Equip
Encourage
Empower
Energize
Elevate

Tony Dungy
With Nathan Whitaker
Proven Principles and Practices That Make Great Teams Great

THE POWER OF A POSITIVE TEAM

JON GORDON

Bestselling Author of The Energy Bus and The Power of Positive Leadership

CULTURE

Continuously Improve

Shared Vision + Mission

COMMUNICATE

Staying Positive with Belief and Optimism

CARE

Build Trust and Great Relationships

COMMIT

Transform and Remove Negativity

CONNECT

NFHS

NFHS

NFHS
SEASON of LIFE
A Football Star, a Boy, a Journey to Manhood
JEFFREY MARX
Winner of the Pulitzer Prize

My Personal Best
Life Lessons from an All-American Journey
John Wooden with Steve Jamison

FOR THE GLORY
ERIC LIDDELL'S JOURNEY FROM OLYMPIC CHAMPION TO MODERN MARTYR
DUNCAN HAMILTON
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