

Coaching Your Coaches

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"One coach will impact more young people in one year than the average person does in a lifetime." - Dr. Billy Graham



THEY CALL ME COACH

What does that title mean to you?

What should it mean to any coach?

What responsibility do you feel comes with that title **COACH** ?



WHO, WHAT, WHY

This activity will involve you thinking about your past experiences well as actions you plan to take in the future

WHO

think of a coach that you had somewhere in your career who had the greatest impact on you as a person-

That influenced you both as a person and later as a coach

Write down that name

WHAT

As you think about that coach whose name you wrote down, I want you to list some of the characteristics you would use to describe him/her

WHAT were those qualities or aspects of that coach that influenced you?

At least 3 or 4 of those qualities or characteristics

WHY

I want you to think about this question for a minute

“WHY do you coach?”

Why did you first get into coaching?

What motivated you to want to be a coach?

Has that reason changed since your career first started?

The coach that you named earlier that one that greatly impacted or influenced you

Was he/she a **SUCCESSFUL** coach ?

WHY ? What made him/her successful ?

Think about what it means to be **SUCCESSFUL as a coach.**

Share what that means

**Take a moment and I want you to think about what it means to be
SIGNIFICANT as a coach.**

SUCCESSFUL or SIGNIFICANT

If you had to choose one or the other
would you rather be **successful** or **significant**?

If you, as a coach or administrator, have been **SIGNIFICANT** in
the lives of your players & fellow coaches,
doesn't that mean you have been **SUCCESSFUL**

THAT IS OUR CHALLENGE

As leaders of coaches

How do we get our coaches to make that shift in their own **WHY**

How do we get them to focus more on being **SIGNIFICANT** rather than worrying so much about being **SUCCESSFUL**

just a thought

Regardless of the number of games your teams have won,
the number of championship banners they may have hung,
the number of rings they may have won,
the number of Coach of the Year honors you may have won

O even if your teams have lost MANY more games than they have ever won

Does any of that truly matter if those players are not better people, better citizens, better parents because of the impact you had on their lives.

All coaches are competitors - obviously if they're gonna keep score we want to win

But is that the ultimate goal of why we do what we do?

Is that the most important thing players learn from our coaches -

how to win?

Hall of Fame Grambling football coach
Eddie Robinson once said:

*“ Coaching is a profession of love. You can't coach
people unless you love them”*

part of a poem John Wooden really liked

A bell isn't a bell until you ring it.

A song isn't a song until you sing it.

And the love that's within us wasn't put there to stay.

Love isn't love until you give it away.

The Coaching Legacy

No one ever thinks back at the end of their coaching career and says “*I did too much*” or thinks “*I gave too much of my time or my effort to others*”

Impacting the lives of others in a positive way should be the goal of coaches everywhere - that's the goal we should be pointing our coaches towards

Certainly we all want coaches who strive to get their athletes to compete at a high level and aim to win, but ALSO who understand that is not the true measure of their **SUCCESS.**

Here are 2 more activities you can do with
your coaches-

Either individually or at a group coaches meeting

1) DESCRIPTION of your PRACTICE

I want you to think of 4 words that would BEST describe your typical practice.

Think about it for a minute, then write those 4 words down

DESCRIPTION of your PRACTICE

Now ask if those would be the same 4 words players on their team would use to describe a typical practice?

If not the same, why do they suppose players might choose different descriptive words?

2) BEING A GREAT TEAMMATE

Ask each coach, what do you believe are the 3 or 4 MOST important characteristics of a great teammate?

Have them write down those characteristics and be prepared to explain why they believe those characteristics are MOST important in a great teammate

BEING A GREAT TEAMMATE

Then ask these 3 questions:

Are you **teaching** your players those attributes?

Are you **recognizing** those attributes when demonstrated by players?

Are you **rewarding** your players for those attributes?

What we Recognize & Reward gets REPEATED

BEING INTENTIONAL

As athletic leaders, we must intentional in our efforts to get our coaches to be individuals who are striving each season, each week & every day to make a positive impact on the lives of the players they have the privilege of coaching.

And our coaches must intentional in their efforts to develop leadership qualities and great character in their athletes.

Two Happys

All leaders make people happy in one of 2 ways:

They are happy to see you coming,

Or

They are happy to see you leave.

Commit to being an encourager they'll be more happy when you're around



COACHING THE COACHES

1. A clear vision of your **CULTURE**
2. Who is on your **TEAM**?
3. How do you **LEAD**?
4. What will be your program's **LEGACY**?





CLEAR VISION OF YOUR CULTURE

“When you spend time there, you just feel the culture. It’s palatable. There is no misunderstanding. I got it.”

-someone visiting your athletic program-



CLEAR VISION OF YOUR CULTURE

Be able to clearly articulate your vision!

Live your vision. (walk the talk)

Preach a sermon, use words if you have to.

Create buy-in on all levels:

Coaches, athletes, administration, faculty/staff, community.

Vision. Mission. Develop. Execute. Lead.



VISION/CULTURE

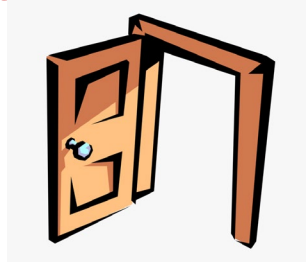
1. Vision/Culture needs to be Education Based.
2. Vision/Culture needs to fit into the School's Mission/Vision.
3. Vision/Culture needs to be student centered.
 - We are *not* in it for the coaches (records/accolades), we are providing opportunity for students-
 - While the **Goal** of Competition may be to win a game-
 - The **Purpose** of Competition is to learn, to gain insight, improve, mature, grow, develop.



VISION/CULTURE

4. Vision/Culture needs to be consistent.
5. Vision/Culture needs to be seen/felt everywhere.
6. Vision/Culture needs to be owned by everyone.

(Some coaches may need to enter the transfer portal...)





WHO IS ON YOUR TEAM? What was your “inheritance”?

Almost done or Just starting?

Servant Leaders or Dictators?

Open Minded or Close Minded?

For themselves or for the kids?

Resistant to change or Eager to get on board?

Club minded or Education Based Athletics minded?

Friend or Foe?



WHO DID YOU INHERIT?





THERE'RE ALL YOURS!





YOUR TEAM!

- Get to know your coaches- **RELATIONSHIPS**
 - Listen Listen some more. Really-Listen Then, talk.
- How will their strengths fit into your vision? **CULTURE DEVELOPMENT**
- How can you redirect their efforts? **GROWTH**
- How can you help strengthen their weaknesses? **YOU SERVE**
- How do you create buy-in with each? **OPPORTUNITY/THEY SERVE**
- Celebrate Significance over Success. **STUDENT FOCUS**

“Anyone can steer the ship, but it takes a leader to chart the course.” Maxwell

Your Team needs a leader, not a manager.



HOW DO YOU LEAD?

One of the great interview questions is:

“What is it like to be coached by you?”

Have you ever asked your coaching staff,

“What is it like to be lead by me”?



SERVANT LEADERSHIP

Your gifts are not about
Leadership is not about **YOU**
Your purpose is not about

A life of significance is about

SERVING

those who need your gifts, your
leadership, your purpose.

SERVANT LEADERSHIP



Why

“John was told that he would win a cup for every year that he coached.”

Every year that he coached.



What are you calling this, guess it's the influence of the cup. You

influence impact



SERVANT LEADERSHIP

-Trust the Process-

- You are establishing a distinct culture in your program.
- Your coaching staff will grow that culture within their program.
- Fail *forward!*
- Your student athletes will reap the rewards as they grow and mature in that culture.



SERVANT LEADERSHIP

- The **Example** you set...
- The **Expectations** you set...
- The **Excuses** you allow...
- The **Experience** you create ...
- The **Energy** you bring...



LEGACY

As the Athletic Administrator-

What will your legacy be?

- Will you leave it better than you found it?
- Did you put quality coaches in leadership for your students?
- Were you a student-centered builder?
- Was the culture unmistakable?
- Who got the credit?



LEGACY

Will Student Athletes say...

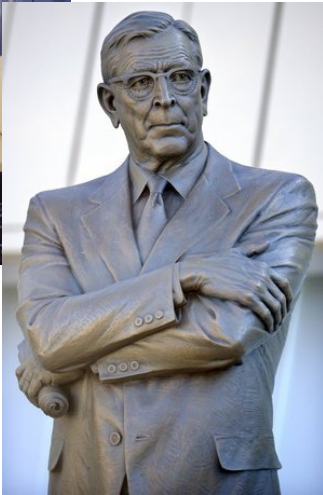
“I’m a better person, a better teammate, a better citizen for having played here.”

Will Coaches say...

“I’m a better person, a more productive person, a better leader, because I have coached in this culture.”

Will Parents say...

“My kids grew under those coaches and their leadership. We are thankful for our kids’ experience in this program.”



LEGACY

BUILDING A STATUE





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