



CULTIVATING STUDENT LEADERSHIP

**Kyle LeMieux, CAA
Waukesha West HS (WI)**



Hello!

Kyle LeMieux, CAA

Associate Principal/Athletic Director
Waukesha West High School



KYLE'S JOURNEY



STUDENT - ATHLETE

MUKWONAGO HIGH SCHOOL

FOOTBALL, BASKETBALL,
TRACK & FIELD, BASEBALL



TEACHER/COACH

WAUKESHA NORTH HIGH SCHOOL

YOUTH & HIGH SCHOOL COACH
PHYSICAL EDUCATION TEACHER



EDUCATION

UNIVERSITY OF WISCONSIN-MADISON

B.S. KINESIOLOGY

M.S. ED LEADERSHIP & POLICY ANALYSIS



ADMINISTRATOR

WAUKESHA WEST HIGH SCHOOL

ASSOCIATE PRINCIPAL/
ATHLETIC DIRECTOR



WAUKESHA WEST HIGH SCHOOL



- ◆ 1,175 Students
- ◆ 11% w/ IEP
- ◆ 2% ELL
- ◆ 13% F/R Lunch
- ◆ 3 HS District
- ◆ 30 min West of Milwaukee, WI
- ◆ Classic 8 Conference
- ◆ Significantly Exceeds Expectations on State Report Card



Our Game Plan

- 1) Knowing Your “Why”
- 2) Waukesha West Model
- 3) Impact Examples
- 4) Next Steps For You!



Room For Improvement:

- ❖ Poor sportsmanship
- ❖ Negative community reputation
- ❖ Childish attitude
- ❖ Sense of entitlement
- ❖ Lack of conflict resolution
- ❖ Inconsistent student leaders

So now what?....



Our Mission

*Transforming Aspiring
Adults Through Athletics*

What change could make the
biggest impact?

How do we most effectively
achieve our mission?

Leadership is intentional influence.

-Joseph Grenny

● KNOW YOUR WHY



If I were to start a program or athletic department from scratch...

Creating a plan to develop **more** and **better** leaders among student-athletes and coaches would be the top priority!

A swimmer wearing a white swim cap and goggles is captured in a dynamic pose, likely performing a butterfly stroke, in a swimming pool. The swimmer is moving from left to right, with their head above water and mouth open. The pool is divided by yellow and blue lane lines. The water is a vibrant blue, and there is a splash of white water around the swimmer's head.

**How do we raise up and
strengthen student-leaders?**



Annual Leadership Conferences

I Accept - Built For Others - You Have Been Chosen - Pass the Torch
Future Starts Today - Good Today, Better Tomorrow - Create the Culture

Student-Driven Themes Serve As Launch Points!



**REVIVE THE
CULTURE**



**WAUKESHA
WEST**

● OUR PROCESS

STUDENT PLANNING COMMITTEE

- ❖ 20-25 Students representing most sports (10th-12th Grade)
- ❖ Meet routinely to shape and guide the conference including:
 - Theme/Branding
 - Invite Process
 - Core Activities/Learning
 - Student-led Seminars
 - Lunch
 - Team Time
 - Traditions
 - Fun!

COACHING STAFF COMMUNICATION

- ❖ Asked to invite 8-10 per program, roughly two per grade level
- ❖ Thinking about student-athletes with current leadership skills and others with potential (NOT just “captains”)
- ❖ We want to be the primary influence for students - especially those on the fringe
- ❖ Coaches are strongly encouraged to attend when possible



LC19 – Create the Culture





CONFERENCE AGENDA

- 8:45am FUN & GAMES
- 9:15am WELCOME/MAIN SESSION #1
- 9:35am TEAM TIME #1 – COMMUNITY BUILDING
- 9:40am 9TH/10TH “ASPIRING WOLVERINES” – 11TH/12TH BREAKOUT SEMINARS
- 10:45am GENDER CONNECT
- 11:05am LUNCH
- 11:50am MAIN SESSION #2
- 12:00pm 11TH/12TH “LEADING A CHAMPIONSHIP CULTURE” – 9TH/10TH BREAKOUT SEMINARS
- 1:15pm TEAM TIME #2 – REFLECTION, CORE COVENANTS, PROGRAM SUMMARY TO GO PUBLIC
- 2:15pm CLOSING SESSION – PASS THE TORCH
- 2:45pm BACK TO SCHOOL



**Students Have the Power To
Raise the Bar For One Another**

Student-Led Seminars

- ❖ Super Fans/Sportsmanship
- ❖ Leading Without a Title
- ❖ Managing Adversity
- ❖ Ambassadors Off the Field
- ❖ Practice & Preparation
- ❖ What Coaches Wish You Knew
- ❖ Overcoming Fears of Leadership
- ❖ Leadership Styles
- ❖ Common Team Issues

Students build off of our theme to prepare and facilitate multiple breakout sessions for their peers.



Scenario #1: One teammate, who happens to be the best player, is consistently showing up late to practice. You are unsure if the coaches notice or care, but it is beginning to bother the team! What next?

Scenario #2: Lately your playing time has decreased drastically, and a younger player has taken your role. You feel like the coaches must be out to get you? What next?

Scenario #3: Over the weekend, you become aware that a group of teammates are having a party involving alcohol and vaping. You did not plan to attend, but now feel pressured to be a “good teammate”. What next?

Scenario #4: You notice a few teammates that consistently disrespect the teacher during your math class. They represent the program, but these teammates don't seem to care about the team reputation. What next?

Jeff Janssen is going to help you build the culture you want... the one that leads to *Championship*!

How to Build and Sustain a **CHAMPIONSHIP CULTURE**

Your 10-Step Blueprint to Build a Winning Culture
of Commitment, Accountability, and Ownership



JEFF JANSSEN, M.S.

Author of The Team Captain's Leadership Manual

FOREWORDS BY PAT SUMMITT AND GARY BARNETT

JEFF JANSSEN, M.S.

Author of Championship Team Building and The Secret Secrets of Uncoached Coaches

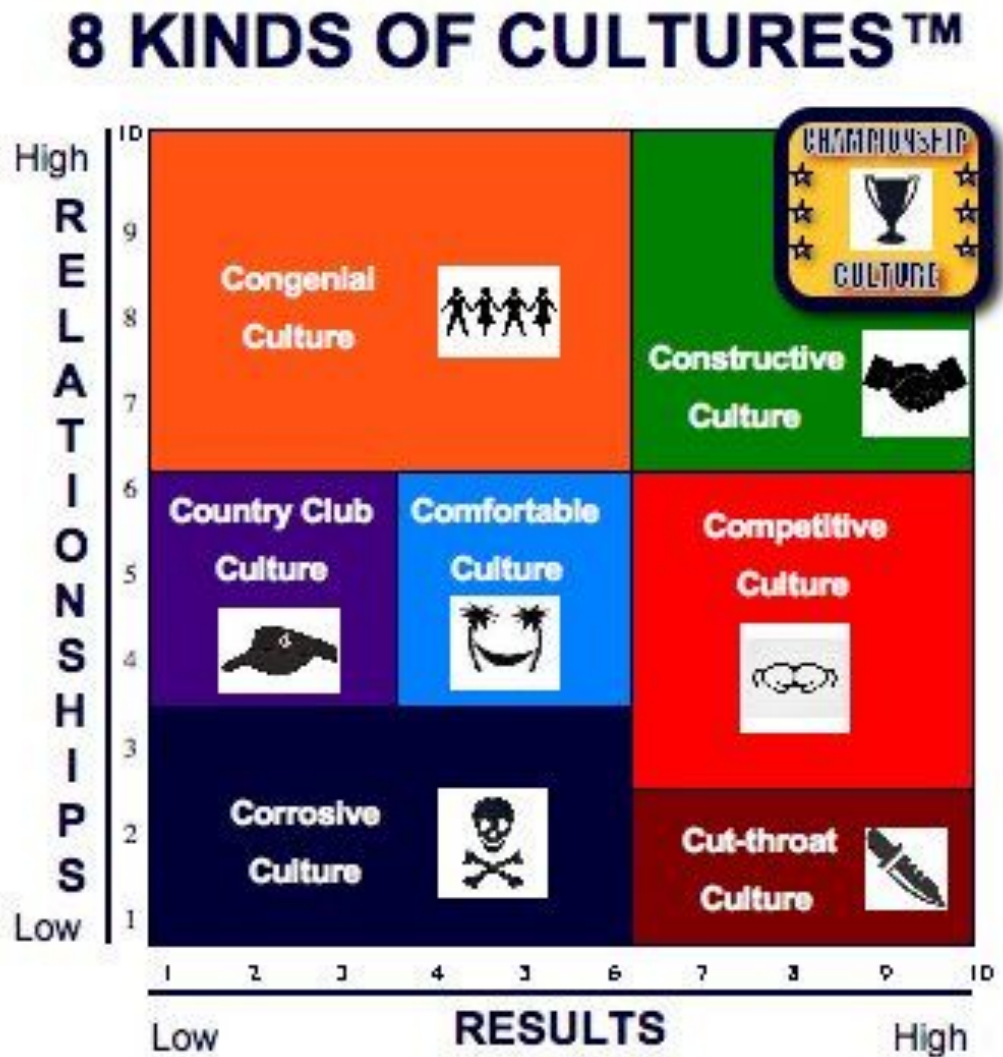
THE **TEAM CAPTAIN'S LEADERSHIP MANUAL**

*The Complete Guide to Developing
Team Leaders Whom Coaches Respect
and Teammates Trust*

A PROVEN 10-WEEK PROGRAM FOR BOTH ATHLETES AND COACHES

Highly
recommend
any and all
work from
Jeff Janssen!

janssensportsleadership.com





CULTURE SURVEY

RELATIONAL LEVELS

- ❖ 10 – Togetherness
- ❖ 6 – Enjoyment
- ❖ 3 – Cordial
- ❖ 1 – Conflict

- ❖ Sample True/Value Phrases
 - 10 – Deep trust present, coaches and team members willing to be vulnerable.
 - 3 – Team leaders may possess a title, but do not differentiate themselves through actions.

RESULTS MINDSET LEVELS

- ❖ 10 – Desire
- ❖ 7 – Commitment
- ❖ 2 – Mediocrity
- ❖ 1 – Divided Focus

- ❖ Sample True/Value Phrases
 - 10 – Team members fully engaged with team's mission and goals having co-authored.
 - 2 – Excuse making by athletes and/or coaches is regular.

16 Team Single Elimination

RELATIONSHIPS

UNITY

TRUST

LOYALTY

INTEGRITY

TEAMWORK

COMMUNITY

SELFLESSNESS

HUMILITY

RESULTS

COMPETITIVENESS

DEDICATION

PASSION

OPTIMISM

DISCIPLINE

PERSEVERANCE

RELENTLESSNESS

COACHABLE

Winner

LEADERS GO PUBLIC

“GOOD ENOUGH”
ON FULL DISPLAY

SOCCKER GIRLS

Teamwork

We are all together and united. We will be uplifting to everyone, no matter if we are winning or losing. We will play for each other and give each other equal opportunities to be successful. We stay positive and encouraging towards everyone, even when mistakes are made or the game isn't going our way.

If we are losing in a game, we keep playing like the game is tied, we won't give up. During a practice situation, if an individual isn't doing her best or is having a hard time completing a training session, we will be positive towards her. We need to encourage team members to keep working because practice is meant for improvement and mistakes are expected. You won't get better if you don't make mistakes and learn.

Perseverance

Dedication

We will always give 110% in every practice and game. Whether we are winning or losing, we have to keep going. We have to push each other in order to improve individually and as a team. If things don't go as planned throughout the season or during a game, we have to stay committed to the team and our team goals.

WE ARE WOLVERINES

We think that these three core covenants will help the team to reach our full potential. Without them, a successful team won't be possible. We can embody and emphasize these core covenants because of the team aspect of soccer and the importance of playing as one unit as opposed to eleven individual players. We believe that everyone has something to give to our team and that we cannot succeed without the contribution of everyone. We win and lose as a team.



WAUKESHA WEST WOLVERINES

TOP 5 REASONS TO IMPLEMENT LEADERSHIP DEVELOPMENT PROGRAMS WITH STUDENT-ATHLETES

5

4

3

2

1

TOP 5 REASONS TO IMPLEMENT LEADERSHIP DEVELOPMENT PROGRAMS WITH STUDENT-ATHLETES

INCREASE CREDIBILITY & PURPOSE OF
ATHLETIC DIRECTOR ROLE

4

3

2

1

CONFLICT RESOLUTION

- ❖ Student to Student
- ❖ Student to Coach
- ❖ Parent to Coach
- ❖ Coach to Coach
- ❖ All to AD!
- ❖ Consistent Communication!

MARKETING/PUBLICITY

- ❖ Our Brand -color/font
- ❖ Sponsorships
- ❖ Website/Social Media
- ❖ Wall of Fame

NCAA CONTACT

- ❖ Eligibility
- ❖ Recruitment
- ❖ NLI Signing Days

MEDIA RELATIONS

- ❖ Television
- ❖ Radio
- ❖ Journal Sentinel
- ❖ Waukesha Freeman
- ❖ ESPN 540
- ❖ WisSports.net

The World of the ATHLETIC DIRECTOR

FACILITIES

- ❖ Capital Improvement
- ❖ Maintenance/Safety
- ❖ Vision for the Future
- ❖ Scheduling

EVENT MANAGEMENT

- ❖ Game Workers
- ❖ Officials
- ❖ Hosting WIAA Events
- ❖ Law Enforcement

PROGRAM MANAGEMENT

- ❖ 28 Programs
- ❖ Growth/Development
- ❖ Scheduling
- ❖ Day to Day Operation

FUNDRAISER

- ❖ Booster Club
- ❖ Endowment Fund
- ❖ Capital Improvement

SCHOOL LIAISON

- ❖ Classic 8 Conference
- ❖ District 7 WADA
- ❖ WIAA

ACCOUNTANT

- ❖ Site Budget
- ❖ Appendix C
- ❖ \$750,000 total

ELIGIBILITY

- ❖ Forms & Fees
- ❖ Academics/Behavior
- ❖ Transfer Students

POLICY MANAGEMENT

- ❖ Code of Conduct
- ❖ Coach Education
- ❖ Accountability
- ❖ Supt, Bus. Off., HR

PROFESSIONAL DEVELOPMENT

- ❖ Coaches Book Study
- ❖ New Coach Orientation
- ❖ Alignment with Vision

MISSION/VISION

- ❖ TRANSFORMING
ASPIRING ADULTS
THROUGH ATHLETICS!
- ❖ Leadership Development
- ❖ 5 Year Plan

BUILDING RELATIONSHIPS

- ❖ Being Present
- ❖ Help People Feel
Valued
- ❖ Invest, Invest, Invest

HUMAN RESOURCES

- ❖ Recruitment/Hiring
- ❖ Annual Evaluations
- ❖ Termination
- ❖ 110+ Coaches

TOP 5 REASONS TO IMPLEMENT LEADERSHIP DEVELOPMENT PROGRAMS WITH STUDENT-ATHLETES

INCREASE CREDIBILITY & PURPOSE OF
ATHLETIC DIRECTOR ROLE

IDENTIFY & BUILD LEADERSHIP CAPACITY

3

2

1



CONNECT DATA TO YOUR SUCCESS OF BUILDING UP LEADERS

Are you motivated/inspired to lead your peers?

76%

Do you now have the skills necessary to lead your peers?

63%

Are you willing to put others first in order to lead well?

70%



TOP 5 REASONS TO IMPLEMENT LEADERSHIP DEVELOPMENT PROGRAMS WITH STUDENT-ATHLETES

INCREASE CREDIBILITY & PURPOSE OF
ATHLETIC DIRECTOR ROLE

IDENTIFY & BUILD LEADERSHIP CAPACITY

SUPPORTING COACHES & CONNECTING
WITH STUDENT-ATHLETES

2

1



“The most powerful leadership tool you have is your own personal example.”
-John Wooden

TOP 5 REASONS TO IMPLEMENT LEADERSHIP DEVELOPMENT PROGRAMS WITH STUDENT-ATHLETES

INCREASE CREDIBILITY & PURPOSE OF
ATHLETIC DIRECTOR ROLE

IDENTIFY & BUILD LEADERSHIP CAPACITY

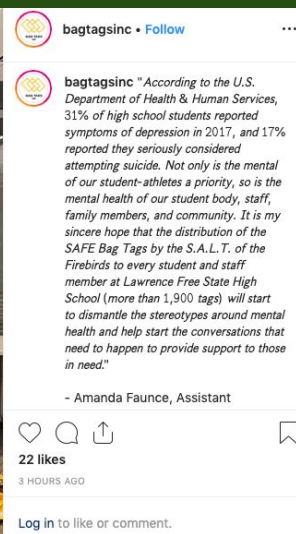
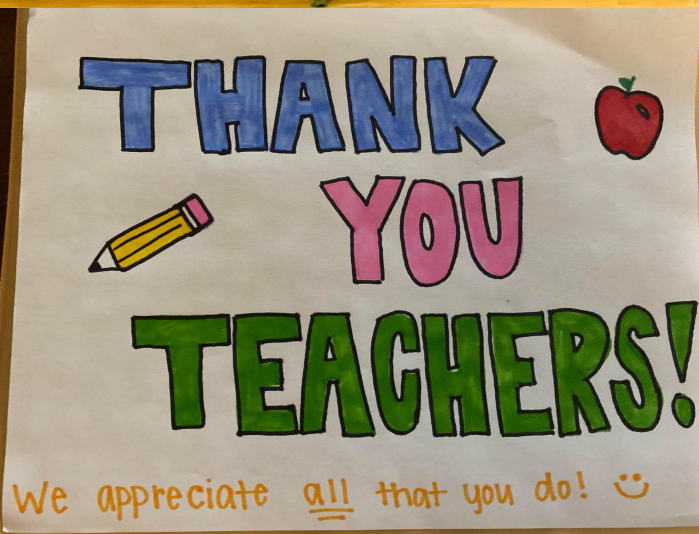
SUPPORTING COACHES & CONNECTING
WITH STUDENT-ATHLETES

WE vs. ME MINDSET

1



FREE STATE EXAMPLES



TOP 5 REASONS TO IMPLEMENT LEADERSHIP DEVELOPMENT PROGRAMS WITH STUDENT-ATHLETES

INCREASE CREDIBILITY & PURPOSE OF
THE ATHLETIC DIRECTOR ROLE

IDENTIFY & BUILD LEADERSHIP CAPACITY

SUPPORTING COACHES & CONNECTING
WITH STUDENT-ATHLETES

WE vs. ME MINDSET

STUDENT LEADERS WILL CHANGE
YOUR SCHOOL CULTURE!



**POSITIVE
SUPERFAN
EXAMPLE!**

The Cultivating Student Leadership Continuum

Base Camp

Phase 1

Phase 2

Phase 3

**No Leadership
Program**

Attempts Made

Finding Success

Expert Status

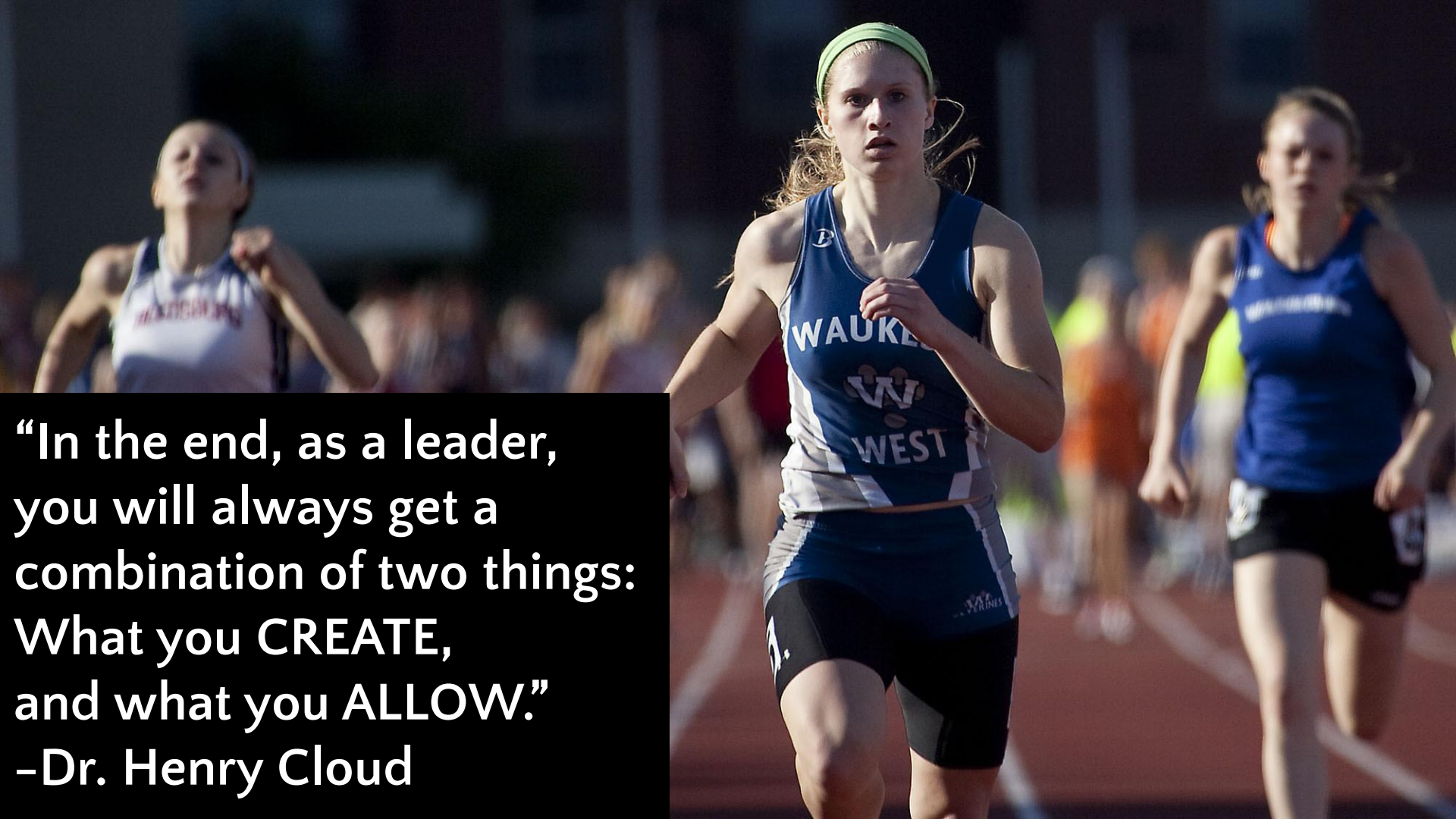
What now?

Seeking Growth

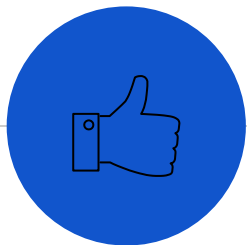
Refining Practices

Brand New Concept

**Quietly Criticizing
Kyle**



**“In the end, as a leader,
you will always get a
combination of two things:
What you CREATE,
and what you ALLOW.”
-Dr. Henry Cloud**



Thanks!

Any **questions?**

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