

Coach Leadership Development

Jenny Carpenter, Activities Director

Where it all began...

- Welcome to the life of an AD...changing of the guard
 - Parent complaints vs. reality
 - CONSUMED emotionally & physically
 - Needed a proactive approach
 - “By focusing on the care of the individuals...by focusing on the process in stead of the results, I control the pace here, instead of letting it control me.” –The Legacy Builder
- It’s about the kids!
 - Why we do what we do.
 - The best way I could serve the athletes was to invest in those that are leading them...

Where do I start?

- You're not alone
 - Gather a support team
 - Talk with the experts
- Refocus the why and the how
 - [Cotter Athletics](#)
- Coach Development Program
 - Focus on training of new coaches—revolving door
 - Strengthen the primary leadership—head coaches

The Why: A simple case study...

- Season 1—torches & pitchforks
 - Upset parents, poor evaluations...much unrest
 - Good coach who lost his way
 - 2 day evaluation
 - Reviewed results; sent home to process and answer the 4 questions.
 - Why do you coach?
 - Why do you coach the way you do?
 - What does it feel like to be coached by you?
 - How do you define success?
 - Personal Improvement Plan
 - Positive, caring and competitive environment, staff development and realignment, and overall communication
 - Meetings to discuss and implement—resources: InSideOut Coaching

Example...the power of investment

- **A real summary comparing season evaluations...scale of 1-5**
 - **BOLD** =mid-season average in 2012-13; *(Italics)* =2011-12 end-of-season average
- Do you find your sports season enjoyable so far? **4** (2.6)
- How would you rate the overall atmosphere at practices? **3.9** (NA)
- Do you believe you are treated fairly by the coaching staff? **4.2** (2.6)
- Are the goals of the team clearly stated? **3.2** (3.8)
- Are the practices organized and worthwhile? **4.2** (2.5)
- As an athlete, are you pushed to realize your potential? **4** (2.2)
- Is there a good working relationship among your teammates? **4.3** (3.9)
- Do you feel comfortable talking with your head coach about problems or concerns? **4.2** (1.9)
- How would you rate the communication with your coach regarding your performance and progress as an athlete on this team? **4** (NA)
- Please rate the overall performance of Coach **4** (2.3)
- **OVERALL AVERAGE: 4** (2.7)

The Why: A simple case study...

- Season 2—checking the pulse
 - Pre-season meetings
 - Continuous conversation & processing
 - Mid-season evaluation
 - Mentor, mentor, mentor
- Season 3—am I missing something??
 - Player survey results...continue to improve
 - “cares for all his players...a very good coach”
 - Parent complaints to me = 0

The Who: Kids these days...

- 21st Century Athletes
 - No more blind obedience
 - Lack of mental toughness
 - The ability to be comfortable with being uncomfortable
 - Blame or quit
- Relationship driven
 - Step into their world
 - Motivation stems from the relationship established

SO...who's coaching our coaches to lead these kids?

WE ARE.

Step 1: Hire good people

- Process vs. Results
 - Care about people over productivity
 - They will work harder (both the coaches & the athletes)
- Interview & discussions
 - Example [Interview Questions](#)
- F.A.T-C –Coach Rod Olson
 - Faithful: fully trust the organization, loyal
 - Available: make time for yourself, others & your community
 - Teachable: possess a teachable and coachable spirit
 - Courageous: the ability of mind or spirit that enables a person to face difficulty without fear; bravery

Step 2: INVEST in your Coaches

- Cotter's Coach Leadership Initiatives
 - New Coach Development Program
 - Prior to start of season [PACKET](#)
 - Head Coach Leadership Development
 - All-Head Coaches Meetings
 - Learning opportunities...not nuts 'n bolts
 - Book Study & Leadership Discussions
- Coach Rod Olson—Coaches of Excellence *rodolson.org*
 - The Legacy Builder
 - Coach Presentation
 - Parent Presentation

Step 3: Empower Leaders

- Create a culture of continuous development
 - Encourage further learning opportunities
 - Talk about it—parents, administrators...LOVE THIS!
- Fill up their cups
 - The fuller their cup, the more they will pour it out not only on their athletes, but also in the development of their staff.
- Why We Play...

CRO—Chief Reminding Officer

- Define the culture; create culture keepers
- On every coaches' job description—regardless of level
 - Create a learning environment where each child feels valued and sees skill improvement for self and team.
 - Have FUN! Remind yourself each day why you love coaching and how important a great coach is in the character development of youth.

Is it worth it?

- Leadership development takes planning...time, energy and focus
- Dealing with issues HIJACKS your time, energy & focus
- WHICH SOUNDS MORE FUN...WHICH MAKES A GREATER IMPACT...WHICH WILL IMPACT KIDS MORE?!

“...whenever two or more people are gathered together for a purpose there is an opportunity for leadership... each of you must make personal decisions about applying these principles to your lives.” –The Servant

Recommended RESOURCES

- The Legacy Builder: Five Timeless Principles for 21st Century Leaders
 - Rod Olson
- The Servant: A Simple Story About the True Essence of Leadership
 - James C. Hunter
- InSideOut Coaching: How Sports Can Transform Lives
 - Joe Ehrmann

QUESTIONS?

Jenny Carpenter

COTTER SCHOOLS

jcarpenter@cotterschools.org

507.453.5004