
QR CODE – SCAN TO ANSWER OUR POLL QUESTION

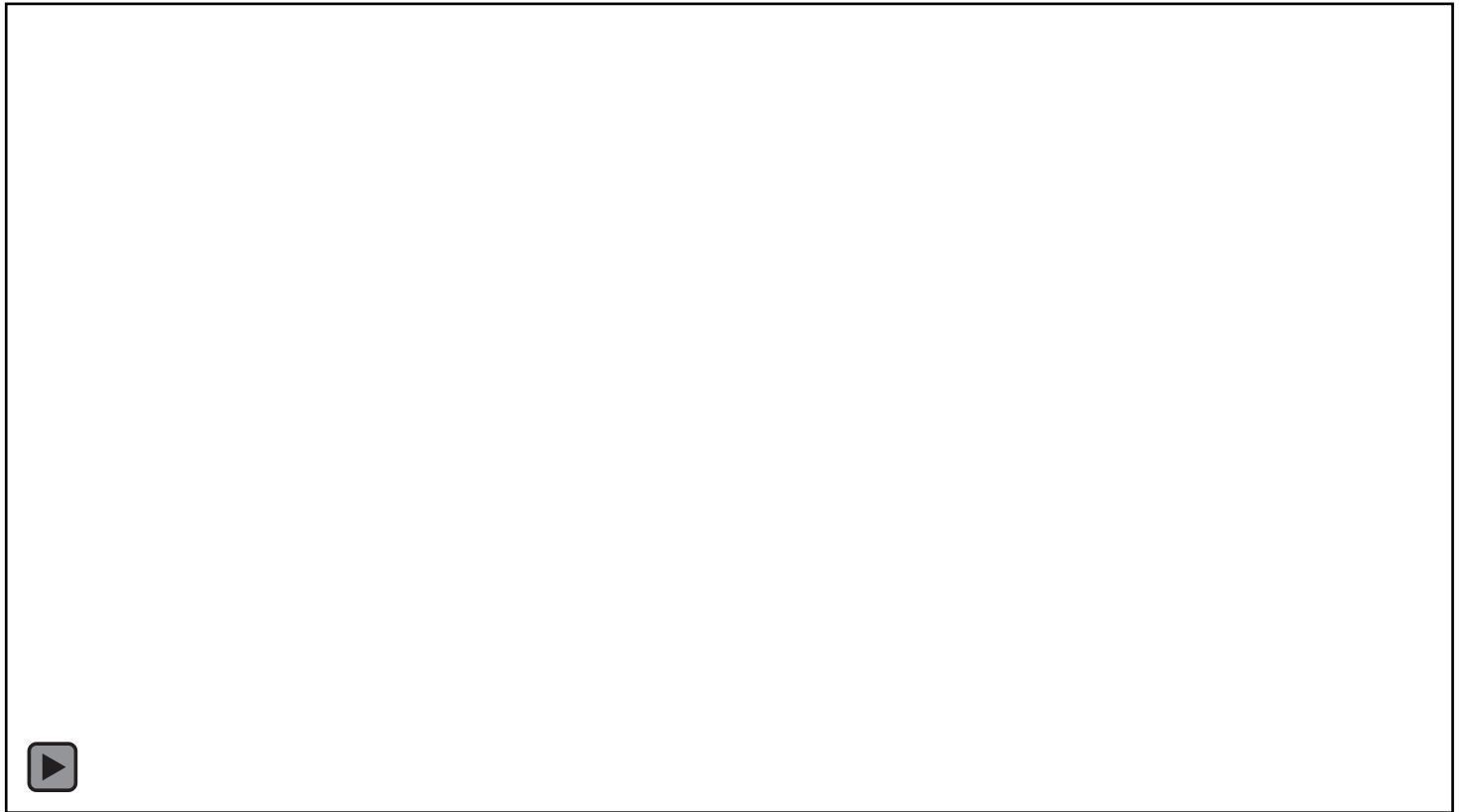


National Athletic Directors Conference

December 15, 2024

Austin, TX

Addressing Entitlement in your Athletic Program



Speakers

Kirk Call
Athletic Director
Johns Creek High School
callk@fultonschools.org



Chris Muskopf
Athletic Director
St. Louis University High
cmuskopf@sluh.org



Current State of Athletic Departments

- News flash: Varsity sports can bring challenges. Isn't that the purpose of high school athletics - to teach young people the fundamentals of life?
 - Being on time, being respectful, working hard, working with others, and certainly not giving up when things don't go your way.
 - In what adult scenario can a small group of people gripe about a boss or supervisor and have them removed so your cubicle can be placed by the window?
 - Have we stopped trying to develop people – which happens by overcoming adversity and being challenged in a caring and respectful environment – and concerned ourselves only with winning?
-

slido

Please download and install the Slido app on all computers you use



What word would you use to define/describe "entitlement"?

① Start presenting to display the poll results on this slide.

Entitlement

- the fact of having a right to something.
 - the **belief** that one is inherently deserving of privileges or special treatment.
 - **belief** that one is deserving of or entitled to certain privileges
 - the feeling or **belief** that you deserve to be given something (such as special privileges)
 - The **perceived right** to a service, good or treatment, whether one deserves it or not
-

Groups impacted by entitlement

- Parents
- Athletes
- Coaching Staff
 - Which of these groups is/should be your priority?
 - Do you treat them all the same?
 - What are you allowing to happen?



Real-Life Stories

- Tough season – how do you work with coaches during losing times? What impact does this have on entitlement? Do we appreciate success or persecute failure?
 - In what ways have you experienced entitlement in your career/department?
 - What stories do you have to share?
 - St Louis Youth Lacrosse Association
 - 2024 Saint Louis University Basketball
 - You can have a headache today, or everyday...
-

Entitlement in high school athletic programs can be a complex issue, often stemming from various factors such as parental influence, societal expectations, and the competitive nature of sports.

Parental Influence: Parents place high expectations on their children, believing they deserve special treatment or more playing time due to their perceived talent or investment in the sport. This can create a sense of entitlement in student-athletes.

Societal Expectations: Society often glorifies athletic success, which can lead to athletes feeling entitled to privileges both on and off the field. This can include preferential treatment in academics or social settings.

Competitive Nature: The competitive environment of high school sports can cause coaches and athletes to create an environment where winning is prioritized over personal development and teamwork. This can lead to athletes feeling entitled to certain outcomes or rewards.

Coaches and school administrators play a crucial role in either mitigating or exacerbating entitlement. Programs that emphasize character development, teamwork, and fair play can help reduce entitlement issues.

Entitlement can significantly disrupt department dynamics in several ways:

1

Breakdown of Cohesion: When individuals feel entitled, they often prioritize their own needs and desires over the team's goals. This self-centered behavior can lead to a lack of cooperation and collaboration, making it difficult for the department to function effectively.

2

Distrust and Resentment: Entitlement can create feelings of resentment among coaches who perceive the entitled individual as receiving unfair advantages or special treatment. This can erode trust and lead to a toxic environment.

3

Communication Issues: Entitled behavior can damage open communication. Coaches may become reluctant to share ideas or feedback, fearing that their contributions will be overshadowed or dismissed.

4

Reduced Morale and Motivation: When entitlement is present, it can demotivate others who feel their efforts are undervalued. This can lead to decreased overall morale and productivity.

5

Favoritism and Unequal Treatment: If leaders show favoritism towards entitled individuals, it can further exacerbate feelings of inequality and unfairness. This can undermine the authority of the leader and disrupt the department's purpose.

Strategies for a more positive and productive environment.



Set Clear Expectations: Clearly communicate goals, rules, and expectations from the start. Make sure all coaches understand that privileges are earned through hard work and dedication, not given based on perceived talent or status.



Promote Accountability: Hold all coaches accountable for their actions. Consistent accountability helps reduce feelings of entitlement and promotes a sense of responsibility.



Encourage Teamwork: Emphasize the importance of teamwork and collective success over individual achievements. Highlight how each coach's role contributes to the department's overall performance and success.



Provide Constructive Feedback: Offer regular, constructive feedback that focuses on effort and improvement rather than just outcomes. This helps coaches understand that growth and development are ongoing processes.

Coaching Strategies (cont'd)



Model Desired Behaviors: Coaches should lead by example, demonstrating the values and behaviors they expect from their athletes. This includes showing respect, working hard, and maintaining a positive attitude.



Foster a Growth Mindset: Encourage coaches to adopt a growth mindset, where they see challenges as opportunities to learn and improve. This can help shift their focus from entitlement to personal development.



Involve Parents: Engage with parents to ensure they understand and support the values and expectations. This can help mitigate external pressures that contribute to entitlement.

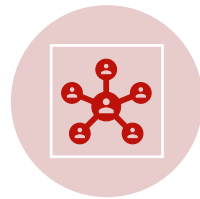


Recognize Effort and Improvement: Acknowledge and reward effort, improvement, and teamwork rather than just talent or results. This reinforces the idea that hard work and dedication are valued and rewarded.

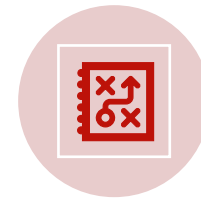
Individualized Coaching



Personalized Feedback:
Address specific behaviors.



Building Relationships:
Develop trust with coaches.



Setting Individual Goals:
Align personal, team and department objectives.



Encouraging Accountability:
Emphasize responsibility.



Promoting a Growth Mindset: Focus on personal development.

Group vs One-on-One Feedback



Group Feedback: Promotes unity and peer learning.



One-on-One Feedback: Provides personalized attention and builds trust.



Combining Both Approaches: Balance between department and individual needs.

Conclusion

- **Demonstrate the behavior** you want to create - "Inspect what you expect"
 - Addressing entitlement involves **creating a balanced environment** where the focus is on personal growth, teamwork and the overall experience rather than just winning
 - Addressing entitlement involves **fostering a culture** of mutual respect, clear communication and consistent treatment
 - Emphasizing the **value of teamwork and collective success** over individual accolades can help mitigate these issues
 - By implementing these strategies, we can develop a more **team-oriented and growth-focused** mindset
-

Q & A

A blurred background image of a person presenting to an audience. The audience members in the foreground have their hands raised, indicating an interactive session or a Q&A period. The presenter is visible in the background, slightly out of focus, holding a device. The setting appears to be a modern office or meeting room with large windows in the background.

Resources

[Janssen Sports Leadership Center](#)

[The Negative Impact of Entitlement on Team Dynamics - Attorney Aaron Hall](#)

[5 Ways Entitlement Can Take Down a Team | SUCCESS](#)

[nfhs.org/articles/the-why-of-high-school-athletics-and-activities-programs/](#)

[nfhs.org/articles/participation-in-high-school-athletics-has-long-lasting-benefits/](#)

Speakers

Kirk Call
Athletic Director
Johns Creek High School
callk@fultonschools.org



Chris Muskopf
Athletic Director
St. Louis University High
cmuskopf@sluh.org

