

# Powering Success:

## Dynamic AD-Coach Relationships



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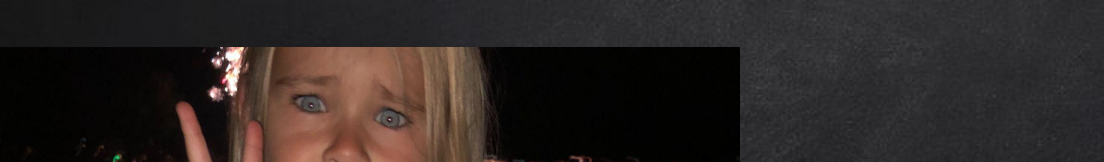
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# Today we hope to....



**Define:** The case for intentional and specific coach development



**Learn:** Best practices of how we help our coaches grow



**Provide:** Coach Leadership tool for you to use!

# Curb Appeal





**In a school, what is the most public aspect of your district?**

**Education?**

**(Teachers/classrooms/test scores)**

**or**

**Athletics?**

**(coaches/players/social media/records/championships)**

# Who are our coaches....



ol  
ive





**In a school, who has the biggest direct impact on students?**

- 1. Time/week**
- 2. Locked in**
- 3. Off-subject time**
- 4. Outside Community**



# Let's Summarize:



**Overall, coaches are the...**

**...most public representatives of our schools.**

**...most impactful people in our schools.**

**...least trained people in our schools.**

**Because these are true, we actually spend the majority of our time, putting out the fires of human behavior.**



Why  
(self)

If you don't have  
time to do it right,  
when will you have  
time to do it over?

John Wooden

we  
Ds)

“We all make time for  
what is **important.**”  
-John Woods

Instead of  
“I don't have time”  
try saying  
“it's not a priority”  
and see how that feels

**Menti.com (1766 2785)**



**How do you intentionally support  
the growth of your coaches?**


# Some Suggestions



Here are **five** suggestions to level up the Coach and AD relationships in your program.

# Time to Take Action!



	LEVEL 1	LEVEL 2	LEVEL 3
	CYA	LOOK THE PART	BE THE PART
PreSeason	Keys, Uniforms, Handbook & Schedule	In person agenda, nuts & bolts, procedures	Move the Needle
Walk Thrus	Casual, Random	Fairly Consistent, Mental Note	Schedule it, Google Doc
Connect Coach	Casual, Random	Text & Email Check-ins	Bi-weekly meetings, Google Documentation
Connect Kids	Friendly, Random	In-Person Conversations: 2-5 kids per team	System for student Check-ins
Postseason	Return Keys, Uniforms, Casual thanks	Do a meeting, check the box conversation	Grit Leadership

# 1. Preseason Meeting



Look the part



Be the part

- **Detailed Agenda, Handouts, Process, Tips**
- **Move the needle - guests, activities, enrichment, website for basics**



Thanks for |  
events safe  
this year.

The following is the "best practice" for structure of an email that 25+ years of experience has shown us. Please try to follow this format as often as possible for weekly parent communications.

**Use TeamSnap for e-mailing.**

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**Why do we do weekly emails?** Clear, concise, and consistent communication with parents is a huge step towards building rapport and trust with our community. By explaining "why" something is happening before parents have a chance to ask "why" will help you build confidence with those you are leading. Additionally, emailing helps us teach parents about the lens we want them to watch athletics through, and it opens the lines of communication between parents and coaches.

2. **T**  
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### **Basic Structure:**

#### **First (and second?) Paragraph - Summarize and preview.**

Parents are all doing these summaries on their own anyway and drawing conclusions about your coaching and what you do and do not know. Letting them into your mind will help them understand you and put their fears that you are not seeing things correctly at ease :) An example of this is when something doesn't go well, say that it didn't go well and talk about what you will do to correct that coming up.

When something is great, always talk about the process that occurred throughout the week/previous weeks/etc that led to the opportunity for that great moment. Praise the process not the result. For example, "We really worked on ball movement throughout the week and it is fun to see hard work paying with 24 assists total in our two games this week. We are looking forward to continuing that teaching and focusing this week on boxing out." Invite parents into helping the team develop by encouraging them to ask their kids what they are learning in practice about ball movement and boxing out, etc.

#### **Third paragraph - Schedule & miscellaneous details**

Include the practice days, times, locations and additional meeting times or lifting/video times. If there are games, put reminders about long travel times to watch out for, uniform details, making up class work, show up times for practice or games, who has snack duty, and any other team details like or team hang out events.

#### **Fourth paragraph - Invite them in (each week, in some way) to help.**

Be honest, you are overworked and you have needs, bring parents in to help you with those needs. Driving kids, pregame drinks/energy bars, lunch at an event, dinner before/after and event,



Coach Season 1  
File Edit View  
Menus  
A1 | ALL CO  
Libertyville

◆ AI Overview

"Sage on the stage"  
primary source of knowledge  
front of the classroom  
minimal student interaction  
approach to education  
knowledge to students

New Coach  
NFHE Manual

Impo

# M.V.P. MISSION VISION PRINCIPLES

ER

Teacher acts as the  
students from the  
them with  
teacher-centered  
re imparting



ic Important

Morning Announcements

[source](#)

[Google Form](#)



## 2. Walk Through - Observations



- Agenda w/ details

- Walk Thru

- Move the Needle

- Google Doc Walk Thru

## What are the biggest challenges we can prepare for, as well as those we can't?

Items listed above can be planned for in general with communication, daily SEL work, check-ins, and team bonding. Other issues that arise are tougher in a sport with low numbers, items such as illness, injury, eligibility with grades, in school discipline issues.

**Program Goals** - State title can be attainable with this group after finishing 3rd last year and returning most. Having 3rd coach for 1st time for full season can benefit us by allowing us to do more. Doing a better job with practice plans. 23-24 - Used the pyramid, youth program and competitive advantage. Had a successful youth event in fall that included boys and girls. Did it on Homecoming, so need to change that date moving forward. Did better job of having proper ball for each bowler that fit their hands well. Possible plan for better shoes for all in the future.

**Program Challenges** - Transportation is an issue with younger students getting where they need to be. Adding a 3rd coach will present some practice changes that we need to develop. Having all 3 coaches connecting with players.

**Staff Assessment** - Mike may be feeling lost with the addition of Brittany in terms of what his role is or how his style works in the new dynamic. Getting them both to be candid in difficult conversations. Keep focus on kids and set pride aside. Have them feel more ownership. 23-24 - Roles are more defined, Brittany gained knowledge and confidence and is more on varsity while Mike focuses on JV.

**Creativity Inc Starting Points** - Going to try a new idea of building a mission statement.

**Meeting Notes:** Team has a "swagger" this year. Schedule continues to be tough as we want to play high level. Trying to do some new things in practice to simulate pressure. Going to try a new idea of building a mission statement. Girls are playing very well with good success at all tournaments and in conference. Senior girl who is new, has missed a couple events with no communication. Parents notified and informed that one more and she will be removed. Girls

## Tools > notification settings



Notification settings

COMMENTS

- All comments  
You'll be notified about all new comment activity
- Comments for you  
You'll be notified about @mentions and threads involving you
- None  
We'll add a badge in this document but won't send you notifications

EDITS

- Added or removed content  
You'll be notified when anyone adds or removes content in this document
- None  
We won't notify you about edits by anyone in this document

Cancel OK

# 3. Connecting with Coach



Look the part



Be the part

- Agenda w/ Details
- Walk Thru
- **Email/Text**

- Move the Needle
- Google Doc Walk Thru
- **Bi-Weekly Check in**

# 4. Connecting with Students



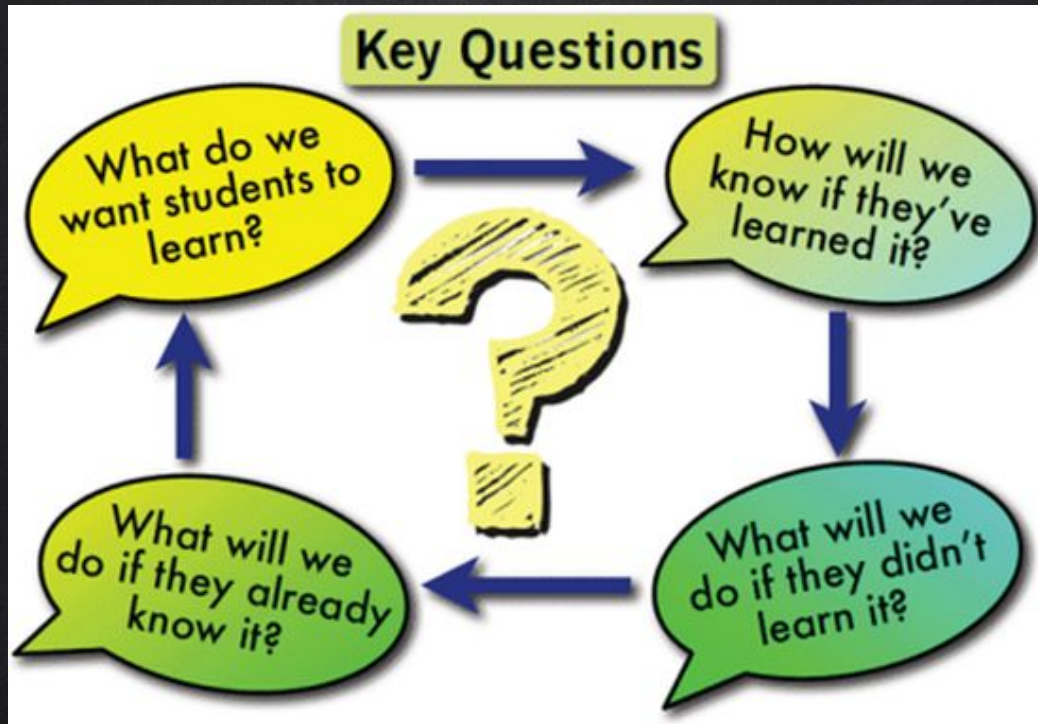
**Look the part**

- **Agenda w/ Details**
- **Walk Thru**
- **Email/Text**
- **Talk to students**



**Be the part**

- **Move the Needle**
- **Google Doc Walk Thru**
- **Bi-Weekly Check in**
- **Student Check-ins**



“We do not rise to the occasion. We sink to the level of our systems.”

- James Clear, Atomic Habits

# Athlete Comment Summaries

The 7 core principles are passion, respect, one, grit, reliable, accountable, mindful. Which two of these principles is your team best at exemplifying?

- Team excels in respect and accountability, showing passion and reliability in their work ethic.
- Strengths lie in grit and respect, while also being accountable and mindful in all tasks.

Our vision is to be better today than we were yesterday. How does your team do at exemplifying this vision? Explain.

- Team exemplifies vision through hard work at practice, setting goals, and maintaining positive attitudes.
- Consistent effort by each member to improve skills and performances leads to continual progress.

Our mission is to develop every student athlete to the best of their abilities and make sports the best part of their day. How does your team do at making this mission come to life? Explain.

- Team excels at making sports enjoyable through fun practices, activities, and positive environment
- Coaches provide support, positive atmosphere, and help balance school and sports commitments in team

Please take a few minutes to share your thoughts regarding what has gone WELL so far this year.

- Improvement in match performance, practice work ethic, golf average, putting, putting and confidence noticed.
- Growth in skills, learning, practice opportunities, and lower scores celebrated throughout the year.

Please take a few minutes to share your thoughts regarding what we need to do BETTER the rest of the season.

- Focus on inclusive team dynamics, reduce shots and improve consistency, maintain positive attitude.
- Encourage support and team solidarity, work on personal skills, stay positive and motivated.

Reflecting on what you wrote above, please share HOW we can do better the rest of the year.

- Participate in activities together, practice with purpose, stay positive, encourage each other.
- Keep practice light, have fun, be mindful and supportive, practice outside of scheduled times.

EDIT ATHLETE COMMENTS

GENERATE AI SUMMARIES

Grit Leadership

DASHBOARD

DATA CENTER

Liberty

Go Wildcats!

ALL SEASONS

ADVANCED FILTER

Cheerlead  
(Fall)

Options

EDIT

EDIT

CLOSE MENU

SURVEYS

SEASONS

ADMINISTRATORS

RESOURCES

SIGN OUT

Cross Cou

Options

EDIT



My coach appear

STOP EVALUATION

Nov/18/2024

No res

No res

EVALUATION

CONTINUE PAST EVALUATION

Sep/25/2024

VIEW

# 5. Postseason Meetings



**Look the part**


- **Agenda w/ Details**
- **Walk Thru**
- **Email/Text**
- **Talk to students**
- **Postseason Meeting**



**Be the part**

- **Guests, Activities**
- **Google Doc Walk Thru**
- **Bi-Weekly Check in**
- **Student Check-ins**
- **Grit Leadership**

# Time to Take Action!

	LEVEL 1	LEVEL 2	LEVEL 3
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Walk Thrus	Casual, Random	Daily Conversation Mental note	Schedule it, Google Doc
Connect Coach	Casual, Random	Extra (check-ins)	Bi-weekly meetings, Google Documentation
Connect Kids	Friendly, Random	In-Person Conversations: 2-5 kids per team	System for student Check-ins
Postseason	Return Keys, Uniforms, Casual thanks	Do a meeting, check the box conversation	Grit Leadership



**Create the culture  
you want, or deal  
with the one that  
you have.**



# Coaching Development Software



**“Greatness is not  
for the chosen few, it is  
for the few who  
choose.”**

**-Joshua Metcalf  
Chop Wood, Carry Water**

**“You do not rise to the  
occasion. You sink to  
the level of your  
systems.”**

**-James Clear, Atomic Habits**





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