



# Guiding Coaches Through Adversity NADC 2024 Austin, Texas Monday, December 16, 2024



#### **Presenters**

#### Don Newberry, CMAA

**Athletic Director** 

Shroder High School

Cincinnati, Ohio

newbedo@cps-k12.org



#### Lisa Gingras, CMAA

Athletic Director

Nashua School District

Nashua, New Hampshire

gingrasL@nashua.edu







### What is Adversity?





#### What is Adversity?

### "A state or instance of serious or continued difficulty or misfortune."

**Merriam-Webster** 





### What Types of Adversity Do Coaches Face?



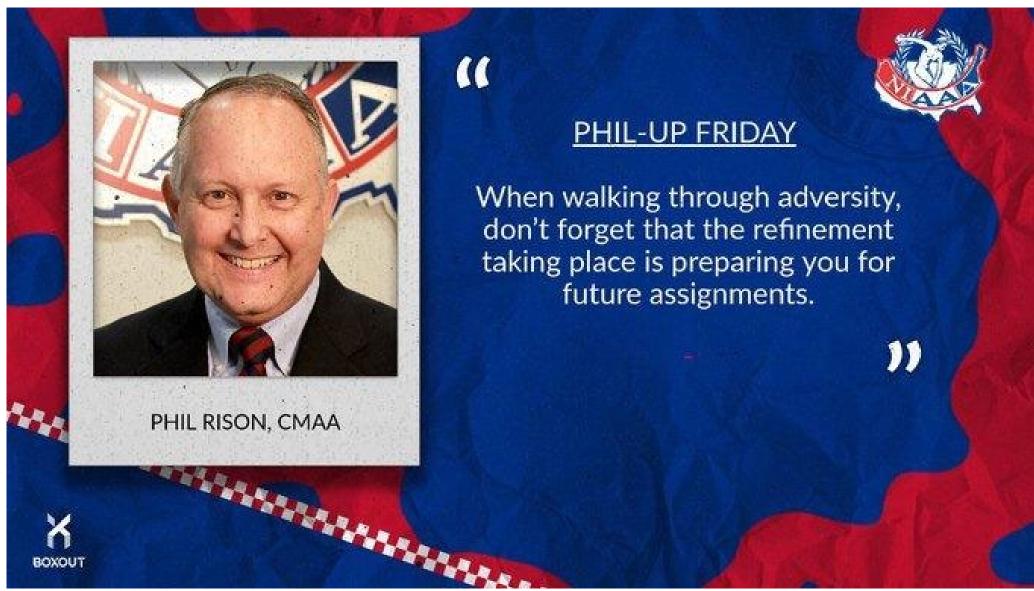


### What Types of Adversity Do Coaches Face?

- Students
- Parents
- Community
- Social Media
- Youth Programs
- Burnout
- Work/life/coaching balance











# Leading Coaches Through Adversity and Challenges





#### **Empathy vs Sympathy**







#### Facts About Adversity in Athletics

- Each season will come with a set of the same or new problems
- Expect the unexpected
- The only constant is change
- Be proactive not reactive
- Accept the current reality
- Uncertainty is unavoidable





#### **Athletic Department Culture**

- Establish and communicate a clear mission, vision, values Team and Dept <u>consistency</u>
- Model Behavior
- Be intentional
- Be supportive
- Be visible
- Be available
- Set and communicate clear expectations
- Create culture where students accept structure, routine, and discipline
- Build relationships



### Proactive Tools for Athletic Administrators

- Coaching Mentors (PCA and/or internally)
- Character Assessment (Strength Finders, VIA Strengths, etc)
- Coaches Retreat
- Realistic Goals
- Incremental Gains
- Delegate
- Plan Ahead
- Establish Boundaries





## Wrap - up and Questions





### Thank you for taking part in this professional development opportunity!!

Don Newberry, CMAA

Lisa Gingras, CMAA

newbedo@cps-k12.org

gingrasL@nashua.edu

