



Coaching the Coaches

Developing a Culture of Excellence in Your Program

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COACHING THE COACHES

1. A clear **VISION!**
2. Creating your **CULTURE!**
3. Who is on your **TEAM?**
4. How do you **LEAD?**
5. What will be your program's **LEGACY?**





CLEAR VISION OF YOUR CULTURE

“When you spend time there, you just feel the culture. It’s palatable. There is no misunderstanding. I got it.”

~ Athletic Program Visitor



CLEAR VISION DEFINES YOUR CULTURE

"Culture is what gets you to your destination, vision determines the destination." ~ John Maxwell

Be able to clearly articulate your vision.

Live your vision. (Walk the Walk / Talk the Talk)

Tell a compelling story and actions speak louder than words

Create buy-in on all levels:

Coaches, athletes, administration, faculty/staff, community.

Mission. Vision. Culture. Lead. Execute.



VISION & CULTURE

1. Vision & Culture needs to fit into the School's Mission/Vision.
2. Vision & Culture needs to be Education Based.
3. Vision & Culture needs to be student centered.
 - We are ***not*** in it for the coaches (records/accolades)
 - We are providing opportunity for student growth.
 - While the **Goal** of Competition may be to win a game-
 - The **Purpose** of Competition is to learn, to gain insight, improve, mature, grow, develop. (Coaches *and* Students)

Successful athletic programs are coach driven, student-athlete centered and Administrator assisted.

~ Lee Reed, Athletic Director Georgetown University



VISION & CULTURE

4. Vision and Culture need to be consistent.
5. Vision and Culture need to be seen and/or felt everywhere.
6. Vision and Culture need to be owned by everyone.





LEADERSHIP

1. It starts with you
2. Sets the tone for the coaches
 - Trickles down to captains, the seniors, and the players
3. The story that you tell must exemplify the vision and the values that foster a positive environment





C.A.R.E

1. Communication

- Open and effective
- Everyone needs to be heard

2. Accountability

- Consistently reinforce team culture through daily routines
- Reinforce shared values
- Hold everyone accountable to their commitments & actions

3. Recognition

- Acknowledge & celebrate achievements

4. Encouragement

- Motivate & reinforce desired behavior



REFLECT

1. Evaluate

A. Emphasize the need the for continued improvement, learning & growth

2. Adapt

A. Be open to adjustments

B. Change as needed





WHO IS ON YOUR TEAM?

What was your “inheritance”?

Almost done or Just starting?

Servant Leaders or Dictators?

Open Minded or Close Minded?

For themselves or For the kids?

Resistant to change or Eager to get on board?

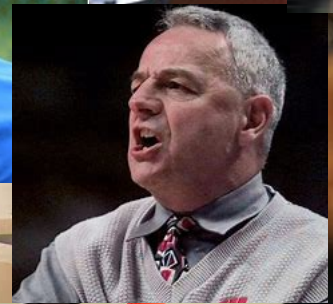
Understands Education Based Athletics or Club minded?

Friend or Foe?

Transactional or Transformational?



WHO DID YOU INHERIT?





COACHING EVALUATIONS

Evaluating your coaches begins with **building relationships**

- How will you walk into their world?
- How do you find out who they are?
- Who are they
 - Married, single, kids, experience, vocation, etc....
- Why are they coaching
 - What is their “why”
- How do they see the coaching role?
 - About them? About the kids experience?
- Do they understand Education Based Athletics?
- Do they want to grow in their profession?
- Can they trust you?



THIS IS *YOUR* TEAM!

- Get to know your coaches- **RELATIONSHIPS**
 - Listen Listen some more.
- How will their strengths fit into your vision? **CULTURE DEVELOPMENT**
- How can you redirect their efforts? **EVALUATION & GROWTH**
- How can you help strengthen their weaknesses? **YOU SERVE**
- How do you create buy-in with each? **OPPORTUNITY/THEY SERVE**
- Celebrate Significance over Success. **STUDENT FOCUSED PROGRAM**

“Anyone can steer the ship, but it takes a leader to chart the course.”

Maxwell

Your Team needs a leader, not a manager.





HOW DO YOU LEAD?

One of the great interview questions is:

“What is it like to be coached by you?”

Have you ever asked your coaching staff,

“What is it like to be led by me”?



SERVANT LEADERSHIP LEGACY

Your gifts are not about
Leadership is not about
Your purpose is not about

YOU

A life of significance is about

SERVING

those who need your gifts, your
leadership, your purpose.

SERVANT LEADERSHIP



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SERVANT LEADERSHIP

-Trust the Process-

- You are establishing a distinct culture in your program.
- Your coaching staff will grow that culture within their program.
- Fail *forward*! Do not be afraid to try. Let your coaches try!
- Your student athletes will reap the rewards as they grow and mature in your culture.



SERVANT LEADERSHIP

- The **Example** you give...
- The **Expectations** you set...
- The **Excuses** you allow...
- The **Experience** you create...
- The **Energy** you bring...

-Roy Turner

Executive Director, NCADA

TRUST

“They ain’t an X; They ain’t an O
THEY ARE A **PERSON**.

POUR YOUR SOUL INTO THEM.

It doesn’t matter where they are going
on your scribbles,

IF THEY DON’T TRUST YOU.”

BUZZ WILLIAMS, TEXAS A&M





LEGACY

As the Athletic Administrator-

What will your legacy be?

(You WILL leave a legacy)

- Will you leave it better than you found it?
- Did you put quality coaches in leadership for your students?
- Were you a student-centered builder?
- Was the culture unmistakable?
- Who got the credit?



LEGACY

Will Student Athletes say...

“I’m a better person, a better teammate, a better human being for having played here. I grew up.”

Will Coaches say...

“I’m a better person, my leadership skills grew, because I coached in this culture.”

Will Parents say...

“My kids grew under those coaches and their leadership. We are thankful for our kids’ experience in this program.”



McGuire



Wooden



LEGACY

BUILDING A STATUE

Lombardi



Yow



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