

PROMOTING LEADERSHIP AMONG YOUR COACHES

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GOALS/OBJECTIVES FOR TODAY

Is there a Need to Develop Leaders

The Need to Lead Yourself First

Creating Leaders within YOUR Athletic Department

Developing Athletic Department Skill Sets

Hiring the Right Coaches

Understanding the Need to teach Life-Lessons through Sport

Identify YOUR Leadership Development Goals



WHAT IS LEADERSHIP?

Leadership is about **developing people and helping others reach their full potential** . It's about equipping others with the right tools and strategies not only to maximize the success of an organization but also the lives of individuals



THERE IS A NEED TO DEVELOP LEADERS...

**“A player-led team is always better than than a coach-led team.”
attributed to many people.**

As an athletic department...does this statement mean the same thing.

“A coach-led team is always better than an athletic director-led team.”



THERE IS A NEED TO DEVELOP LEADERS...

- **NUMBER OF COACHES (70 - 17 head coaches & 53 assistant coaches)**
 - **35% NO (very little) GUIDANCE NEEDED (trust)**
 - **45 % NEED SOME GUIDANCE (strengths & weaknesses)**
 - **20% NEED A LOT OF GUIDANCE (must help)**
 - **(New Coaches/Non Teacher Coaches)**



LEARNING TO LEAD YOURSELF

“If not me...then who?”

Set the Standard...Be the Standard

“You cannot give away what you, yourself, do not possess.”



LEARNING TO LEAD YOURSELF

- **You are here...clearly taking the lead on your own leadership journey!**
- **What are you reading? Who are you following?
Who are you surrounding yourself with?**
- **Does your staff know...do you share what you are learning with them on a regular basis?**



LEARNING TO LEAD YOURSELF

Intentional Leadership Development-SELF

- **The Legacy Question...How do you want your leadership journey to be remembered?**
- **What skill sets are required to make that happen?**
 - **Where are you strong? What needs development?**
 - **The next 90 days...how can you Be Better?**



FLIPPING THAT SCRIPT

Intentional Leadership Development-OTHERS

- **The Legacy Question...How do you want your leadership journey to be remembered?**
- **What skill sets are required to make that happen?**
 - **Where are you strong? What needs development?**
 - **The next 90 days...how can you Be Better?**



IDENTIFY YOUR DEPARTMENT PHILOSOPHY

EDUCATION-BASED ATHLETICS

USING SPORT TO TEACH LIFE-LESSONS

BUILDING RELATIONSHIPS

STUDENT & ATHLETE DEVELOPMENT



DEVELOPING LEADERSHIP IN OTHERS

EXEMPLIFY

EDUCATE

EQUIP

ENHANCE

EMPOWER

ENCOURAGE



HOW TO BUILD LEADERSHIP IN OTHERS

EXEMPLIFY (MODEL)

- **Be the standard of what you want in other people.**
 - **Servant Leadership (serve others)**
 - **Listen more to understand more**
 - **Patience/Calm/Collected**
 - **Follow your own rules/standards/guidelines**
 - **The “Golden Rule”**



HOW TO BUILD LEADERSHIP IN OTHERS

EDUCATE

- **Being Intentional!!! Have a plan!**
- **What are your department Core Values?**
 - **Do you coaches know them and do they believe in them?**
- **Rules/Guidelines/Expectations.**
- **Doing what you are supposed to do.**



HOW TO BUILD LEADERSHIP IN OTHERS

EQUIP

- **Don't assume that others know**
- **Provide resources to your coaches. (listed at end of presentation)**
- **COMMUNICATE with your coaches:**
 - **Department Meetings, Newsletter**
 - **Provide Opportunities to Learn (What to say, How to act, Decision-Making Skills)**



HOW TO BUILD LEADERSHIP IN OTHERS

ENHANCE

- **Continue to help your coaches GROW and be better!**
- **Meet with your coaches and debrief**
- **Promote discussions**
- **Coaches sharing sessions (teach each other)**



HOW TO BUILD LEADERSHIP IN OTHERS

EMPOWER

- **Give your coaches an opportunity to lead**
 - **Meeting Presentations**
 - **Community Speeches**
 - **Student Leadership Opportunities**
 - **Community Service Opportunities (represent the athletic department)**



HOW TO BUILD LEADERSHIP IN OTHERS

ENCOURAGE

- **Constant Communication**
- **Praise in Public....Coach in Private**
- **Celebrate with them**
- **Send them a personal “thank you” note or “catch them with a good moment”**
- **Bring POSITIVE energy**



SYSTEMIC LEADERSHIP DEVELOPMENT

- **What is the Vision / Mission of your athletic program?**
- **Your athletic program is a platform to build _____ in those it serves.**
- **Are your programs INTENTIONALLY doing this?**



COUGARS - SKILL SET

COURAGEOUS - DREAM BIG, TAKE RISKS, NO FEAR
OPTIMISTIC - SEE HOW THINGS CAN BE, NOT HOW THEY ARE
UNCOMFORTABLE - COMFORTABLE WITH THE UNCOMFORTABLE
GENEROUS - PUT OTHERS 1ST, PAY IT FORWARD
ACCOUNTABLE - BE RELIABLE, BE TRUSTWORTHY, GET IT DONE
RELENTLESS - GREAT ATTITUDE, BEST EFFORT...EVERYDAY!
STABLE - EMOTIONALLY STRONG, FLEXIBLE, + RESILIENT





KENNEDY COACHING STAFF - STANDARDS OF EXCELLENCE



BE RELENTLESS:

- Pursue your best, everyday...Bring your best, everyday
- Be committed...your kids, your sport, your school
- Attitude & Effort starts with me
- Experience the joy of coaching... have fun!

EASY TO PLEASE, HARD TO SATISFY:

- Challenge one another and grow together as a coaching community
- Growth Mindset - you, your staff, your players, your parents
- Measure what matters most - celebrate it when it happens

BE UNCOMMON

RELATIONSHIPS, RELATIONSHIPS, RELATIONSHIPS:

- Multi-sport/activity philosophy - support other coaches and their sports, fine arts
- Know your players...inside and outside of your sport
- Connect with parents...sell your vision and bring them on board
- Be where your feet are...focus on the people in your program
- Find balance...coaching AND home

IF NOT ME, THEN WHO?

- Take accountability & ownership of your program
- Set the Standard...Be the Standard
- Be an ambassador for your sport

BE MENTALLY TOUGH

BLUE VALLEY WEST FOUR CORNERSTONES

FAMILY

PRIDE

GRIT

EXCELLENCE



BLUE VALLEY WEST FOUR CORNERSTONES FAMILY

We have to take care of (being there for) each other

TEAMWORK / TEAMMATES

A family loves and serves one another

Supporting one another

A family GROWS together in many ways



BLUE VALLEY WEST FOUR CORNERSTONES

PRIDE

Being your BEST in everything you do!

High Self-Esteem

Confidence and Satisfaction in yourself



BLUE VALLEY WEST FOUR CORNERSTONES

GRIT

Perseverance

Courage

Mentally Tough

Being Resilient



BLUE VALLEY WEST FOUR CORNERSTONES EXCELLENCE

Striving to be your best EVERYDAY in EVERYTHING you do!

Setting a STANDARD of EXCELLENCE for yourself and others!

"Excellence is not being the best; it is doing your best."

GREATNESS - the very best!



CHESS vs CHECKERS

Tim Elmore - Habitudes

CHECKERS: All the game pieces move in the same way.

CHESS: You move each piece differently based on its ability.

STRATEGY: learn how to move to pieces due to their strength



CHESS vs CHECKERS

“Winning in this game (of chess) is all a matter of understanding how to capitalize on the strengths of pieces and timing their moves just right.”

Bobby Fisher, Great Chess Champion



CHESS vs CHECKERS

WISE LEADERS play chess, not checkers as they manage relationships.

They connect with individuals based on their unique personality and strengths

FOR EXAMPLE: (name a sport)

I can help with Organization

I can help with Relational

Depending on the sport: I may or may not be helpful with Technical or Tactical



HIRING THE RIGHT COACHES

Does your hiring process reflect...

- **A culture of leading and learning?**
- **Your Vision & Mission of your program? Your School?**

Do the coaches you hire possess or have potential to grow in...

- **The lifelong skill sets your programs aspire to develop in your athletes?**
- **The characteristics and values that match up with your Standards of Excellence?**



HIRING THE RIGHT COACHES

15 Traits of Natural Leaders

FIND THEM - HIRE THEM - TRAIN THEM - EMPOWER THEM

Look for people...

- **with strong character**
- **who have courage to stand up for what they believe**
- **who have a teachable spirit**
- **who are clear communicators**
- **who have a passion**



HIRING THE RIGHT COACHES

15 Traits of Natural Leaders

FIND THEM - HIRE THEM - TRAIN THEM - EMPOWER THEM

Look for people...

- **who are fearless in competition**
- **who are problem solvers**
- **who are in control of their emotions**
- **who place truth over popularity**
- **who have a sense of humor**



HIRING THE RIGHT COACHES

15 Traits of Natural Leaders

FIND THEM - HIRE THEM - TRAIN THEM - EMPOWER THEM

Look for people...

- **who won't give up**
- **with athletic assuredness**
- **who can follow as well as lead**
- **who are doers, not complainers**
- **who understand and appreciate all roles that help the team.**



RESOURCES

PRO-ACTIVE COACHING (BRUCE BROWN)

- **Life Lessons for Athletes**
- **Captains - 7 Ways to Lead Your Team**
- **Equipping and Empowering Team Leaders**
- **The Impact of Trust**
- **Captains and Coaches Workshop**
- **Proactive Leadership, Empowering Team Leaders**



RESOURCES

JANSSEN SPORTS LEADERSHIP

- **Leadership for Captains**
- **Leadership for Coaches**
- **Equipping and Empowering Team Leaders**



RESOURCES

OTHER RESOURCES

- ***The Captain*, Jamy Bechler**
- ***The Leadership Playbook*, Jamy Bechler**
- ***The Greatest Motivational Tool*, Rod Olson**



RESOURCES

OTHER RESOURCES

- *Developing a Player-Led Team* - Jason Mejeur - **MAXONE**
- **15 Traits of Natural Leaders (NIAAA)**



“Whose Job Is It, Anyway?”

This is a story about four people named Everybody, Somebody, Anybody and Nobody. There was an important job to be done and Everybody was sure that Somebody would do it. Anybody could have done it, but Nobody did it. Somebody got angry about that, because it was Everybody's job. Everybody thought Anybody could do it, but Nobody realized that Everybody wouldn't do it. It ended up that Everybody blamed Somebody when Nobody did what Anybody could have.



“Whose Job Is It, Anyway?”



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