

PURPOSEFUL COACHING: STRUCTURE, PREPARATION, COMMUNICATION
Nor Cal All Sports Clinic, Burlingame, CA
Saturday, January 28th, 2012

The Challenge: Establish cohesive performance excellence with an ever-evolving, and sometimes scattered, array of organizational components.

Standard of Performance

Purposeful

- Market and promote your vision
 - Trademark
 - Distinct entities with character, personality, potential

1. Structure

- Auto assembly line:
 - First-rate line is primary over the product
 - Program welfare is foremost
 - Clearly defined roles: Staff, players, community
- Hypothetical goal:
 - Program values and mission advances in absentia of head coach
- Annual periodization performance calendar
- Planned and sporadic events

2. Preparation: The master key

- Program scripting:
 - Preventive measure
 - United adaptability
 - Resolute vision
 - Crisis-management team
 - Delegate with confidence
- **Contingency planning:**
 - Vital for effective program leadership
 - Manage inevitable issues, and success
 - Situational
- 20% out of your control

3. Communication

- Successful teaching is a two-way process:
 - Reception, retention, comprehension → application
 - Enthusiasm powers communication connection
 - Listen – Learn – Lead

- **Effective teachers:**
 - Passion, expertise, persistent
 - Clarity in direction and feedback
 - Enthusiasm and delivery motivates athletes to action
- **Kiss of death communication:**
 - *Are you ready?*
 - *We're not out of this yet.*
 - *We're only down by...*
 - *Don't ...*
- Stickiness factor
- Purposeful
- Clinic session activity

** Clinic-day attendees receive additional notes, inclusive of powerpoint and video.*