

## MUST READ BOOKS

- **My Personal Best** – John Wooden
- **Winning Is A Habit**- Vince Lombardi
- **Wins, Losses and Lessons**- Lou Holtz
- **Hockey Tough** (a winning mental game)- Saul Miller
- **Herb Brooks** (The Inside Story Of A Hockey Mastermind)- John Gilbert
- **When Pride Still Mattered**- David Maraniss
- **Quiet Strength**- Tony Dungy
- **How Good Do you Want To Be**- Nick Saban

**“TRYING”**

**TO CHANGE THE  
CULTURE OF A  
FOOTBALL PROGRAM**

**WHAT IS A  
CULTURE?**

**THE OUTLOOK,  
ATTITUDES, VALUES,  
GOALS, AND CUSTOMS  
SHARED BY A SOCIETY.**

# WHAT TYPES of FOOTBALL CULTURES

- Football cultures are mostly defined by how much the leaders and team members value their football program.
- Success is measured both on and off the field of great programs.
- Team concept is a mandatory trait of great programs.

# TEAM CULTURES

- **Corrosive-** Characterized by much conflict, negativity, frustration, cliques, gossiping, distrust and selfishness. Not conducive for success, not fun to be around. The turmoil and tension off and on the field, affects the team during competition. Rather than battling your opponents, your athletes spend more time battling themselves and the coaching staff because there is little trust
- **Country Club-** is one of entitlement, appearances and leisure. Trying to look good and have a good time rather than win championships. Soft culture, where little accountability is expected, so people are allowed to coast. Playing time and leadership positions are based on politics, popularity and payoffs, not on merit. Results are secondary and relationships are superficial at best.
- **Congenial-** focus is on getting along and preserving relationships. Team is more of a support group and social club rather than a high performance team focused on winning. The team wants everyone to play, everyone to start, players are not honest with each other, because they don't want to hurt feelings. This is good for social groups, but not for competitive teams that want to win.
- **Comfortable-** results and relationships are of moderate importance. Teams set reasonable standards and is interested in doing well, as long as it is not pushed out of its comfort zone. Players train to a certain level, but once it gets tough or uncomfortable they back off. Usually get average results unless players are extremely talented.

- **Competitive-** strong focus on results and moderate to minimal focus on relationships. Players compete with both opponents and teammates (playing time, coaches' attention, and leadership roles). It can destroy relationships and team chemistry. We want a competitive team, but want them to bond together and positively push each other.
- **Cut-throat-** results are the end all. Talent and performance are the sole criteria of success, whereas character and off field behavior are often neglected. Winning is all that matters, if you are good and get the job done we will overlook your extreme character flaws, selfishness, off/on field antics and poor attitude. Relationships are not valued. Sometimes more prevalent at the college and pro level.
- **Constructive-** solid focus on results and a satisfying focus on relationships. Team members are committed on being successful and usually willing to put in the hard work necessary to achieve at high levels. Teammates strive to get along and develop a solid bond with each other. It's positive and productive on and off the playing, sometimes falls short of a championship culture in levels of commitment and accountability.

# CHAMPIONSHIP

Places a premium on results and relationships. This culture has a strong sense of mission and purpose. They know what they want to achieve and have a burning desire to achieve it. They are focused on their willingness to be successful. They have high standards for their team and teammates. They hold their team accountable and treat each other with respect.

Everyone takes pride in their roles and is valued for their contributions to their team. Leaders are strong and intentional about



# **HARD WORK HABITS**

- RAISING THE BAR
- WORK ETHIC (off and on field)
- SETTING AND STATING EXPECTATIONS
- HOLD THEM ACCOUNTABLE
- YEAR-ROUND PHILOSOPHY
- WEIGHT TRAINING
- COMPETING IN MULTIPLE SPORTS

# IT'S NOT ALL ABOUT WINNING

- I DON'T LIKE TO LOSE, BUT CAN ACCEPT GETTING BEAT
- YOU HAVE A CHANCE TO SHAPE LIVES.
- DEVELOP AND ENHANCE RELATIONSHIPS.
- BEING and DOING THE BEST YOU CAN BE.
- WORKING AT YOUR HIGHEST LEVEL.
- THE PROCESS IS AS IMPORTANT AS THE RESULT.
- 2 THINGS YOU CONTROL ATTITUDE/EFFORT

# **STAY THE COURSE: YOUR PHILOSOPHY**

- PROGRAM MISSION STATEMENT  
on/off field
- DOES NOT HAPPEN OVER NIGHT
- YOUR SCHEMES, BUT DON'T BE AFRAID TO  
ADJUST
- WHAT IS YOUR "FINGERPRINT" DOES THE  
TEAM KNOW IT?/HAVE IT?

# COACH THE INDIVIDUAL

- MAKE SURE KIDS KNOW YOU CARE ABOUT THEM.
- BUILD RELATIONSHIPS.
- PUTTING THE PERSON BEFORE THE PLAYER.
- COACHING YOUR PLAYERS NOT JUST ON FRIDAY NIGHT
- INVESTING IN THEM OFF THE FIELD WILL PAY ON THE FIELD

# LEADERSHIP

- Understand the importance of leadership
- Develop leaders
- Leadership classes
- Bring people in to talk
- Put your leaders in charge and hold them accountable (even more than others)
- “I WANT THE RIGHT PLAYERS, NOT THE BEST”
- Age don't matter

# MENTAL TOUGHNESS

- TEACH IT, DEFINE IT
- Incorporate it in everything you do
- NOT JUST A GAME DAY THING, KEEPING FOCUSED
- It is just as important to develop mental toughness as well physical skills.
- DEALING WITH ADVERSITY
- Confidence breeds mental toughness
- MENTAL TOUGHNESS IS MORE IMPORTANT THAN PHYSICAL TOUGHNESS

- **1) HAVING A POSITIVE ATTITUDE IS A DAILY CHOICE**

## **7 CONCEPTS IN DEVELOPING A WINNING MENTALITY**

- **Attitude is crucial in how we deal with unavoidable adversity and challenges in life.**

- **2) EDUCATION STOPS WHEN THE HEART DOES**

- **Pursuit of knowledge, of advanced skill and wisdom never ends for those with a winning mentality.**

- **3) TENACITY IS NOT A OPTION**

- **Tenacity is required to be a true winner in football and life. Give players the opportunity to display their tenacity every day.**

- **4) THE PURSUIT OF EXCELLENCE IS NEVER ENDING**

- **Understanding there is usually a way to improve what you are doing, is part of a winning mentality.**

- **5) BEING COMFORTABLE IS UNCOMFORTABLE**

- **You are either getting better or getting worse. Winners are always exceeding limits of what is expected.**

- **6) FUN IS EARNED**

- **A winner understands that in order to have fun and truly appreciate the riches of**

# PHYSICAL TOUGHNESS

- BEING PHYSICALLY STRONG ENOUGH TO MAKE IT THROUGH A FOOTBALL SEASON
- WE WILL NEVER HAVE THE SKILLS OF OTHER TEAMS IN OUR CONFERENCE
- BOTH OUR OFFENSE AND DEFENSE ARE PHYSICALLY BASED
- “EVERYBODY HAS A PLAN, UNTIL THEY GET PUNCHED IN THE MOUTH”



# PREPARATION

- STAFF, PLAYERS
- “THE WILL TO PREPARE, MUST BE GREATER THAN THE WILL TO WIN”
- ORGANIZATION OF PRACTICES, DRILLS
- GREAT TECHNIQUE THRU DRILLS
- INDY/GROUP/TEAM
- PACE OF PRACTICE
- MEETINGS (coaches,players)
- FILM

# **BUILDING TRUST AND CONFIDENCE**

- TIME MUST BE INVESTED
- YOU MUST SHOW YOU CARE
- **“WHAT YOU DO SPEAKS SO LOUDLY, I CAN’T HEAR WHAT YOU ARE SAYING”**
- LISTEN YOUR LEADERS (if good they have the pulse of the team)

## **MUST READ BOOKS**

- **My Personal Best** – John Wooden
- **Winning Is A Habit**- Vince Lombardi
- **Wins, Losses and Lessons**- Lou Holtz
- **Hockey Tough** (a winning mental game)- Saul Miller
- **Herb Brooks** (The Inside Story Of A Hockey Mastermind)- John Gilbert
- **When Pride Still Mattered**- David Maraniss
- **Quiet Strength**- Tony Dungy
- **How Good Do you Want To Be**- Nick Saban
- **A Game Plan for Life** (The Power of Mentoring)- John Wooden
- **Season of Life** (A Football Star, a Boy, a Journey to Manhood)  
Jeffrey Marx