**WSSAAA 2016 Presentation: Building Community/Leadership Through Athletics**

**Jeff Baines: Sumner High School**

I Attention Getter

1. Sumner HS Video

II Introduction

1. Jeff (collage)
2. Lombardi quote
   1. “:…I firmly believe that any man’s finest hour – his greatest fulfillment of all he holds dear – is that moment when he has worked his heart out in good cause and lies exhausted on the field of battle – victorious”
3. Quick background
   1. 16th year at SHS (11+ as AD/16 with athletics)
   2. 27+ years in education (Math/PE)
   3. 29 + years as a coach (FB, Softball, Baseball, Fastpitch, Track, Soccer)

III Presentation Outlined

1. You and your Why Got to start there
   1. Eric Thomas – “When you find your why, you find a way to make it happen.”
   2. Simon Sinek – “People don’t buy what you do, they buy why you do it.”
2. Jeff’s Why
   1. One Word – Intentional
   2. Home-Work-AP-AD-Person Energy for the job)
3. Activity – Pick 3 words that best describe your why in the next 15 seconds
   1. Question: Do you operate with 1 or any of these in mind each day (something to think about)
4. From you to the foundation
   1. Servant Leadership Triangle
5. Why Athletics?
   1. My Passion – Something I love
   2. Easy to Identify with
   3. Great vehicle to teach character traits and 8 essentials \*
   4. Ambassador for school to community
   5. Potential to reach many (Young to old)
   6. Many athletes already possess leadership skills – draw it out
6. The Spartan Community: Groups to work with
   1. Athletes
      1. Sumner Athletic Alliance (GRIT) - Last
      2. Be There – Show them how important
      3. Motto each year
      4. Resources so they have all they need
   2. Coaches
      1. Be Role Model
   3. Parents
   4. Students Body
   5. Community
   6. Staff
      1. Be a part of the program
      2. Update – schedules/happenings (twitter)
      3. Recognition by athletes (by sport and Alliance)
      4. Invite to activities
      5. Involve in movement (Cancer month example)
      6. Baines Land
      7. https://twitter.com/YourESN/status/656137431310163968
7. Reaching out and reminding – Baines Challenge of the Week
8. Thank You collage
9. Pull it together = King 5 with Josh Riley
10. Eric Thomas video
11. Q & A

 

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