

## HOW TO BUILD YOUR FORTRESS AND DEFEND IT WITH ARROWS

### CHALLENGES

1. There are always challenges – always will be  
You can call them headaches, pain in the butt, etc  
How we view them affects our psyche – negative thinking damaging  
Positive thinking is important for our mental health
2. Each generation has its own challenges, from even before the  
Great Depression,  
The Hippies & counter- culture, questioning authority  
The war in Viet Nam  
Racial Integration  
Equality for Girls & Women in Sports  
Technology & Social Media  
Of course, dealing with acts of terrorism  
And as you all know too well, difficult & aggressive parents!
3. We survive our challenges, because we stand up to them and test ourselves.
4. We discover who we really are, both collectively & ourselves as individuals.
5. We stand and fight, for those things which are important & precious to us be it -  
Our families  
Our country  
Control of the TV Remote  
Or Promoting and Defending the Purpose & Values of Interscholastic  
Programs
6. Each generation counts on the next generation to fight the battles & to carry on for  
  
One thing – the benefit of the next generation to hopefully make it better  
  
We will NOT fall short!
7. The challenges are not a one-sided thing.
8. Those challenges present us with so many opportunities & benefits
9. The most important of all are the preservation of interscholastic programs & the  
opportunities to compete – to grow as a person
10. The opportunity to share with Grandma & Grandpa, that amazing play you made  
at second base!

11. We would not willingly deprive a kid the opportunity to share those stories, have those experiences, but we must fight to preserve it.
12. There are also opportunities for ourselves for self-discovery.
13. We learn our strengths & weaknesses
14. We learn to stand our ground & fight the battles
15. We learn our tolerances and limitations
16. We discover our own abilities, many of them unknown until challenged
17. We test our beliefs, and in short order:
18. WE LEARN & MOLD WHO WE ARE AND THE STUDENTS WE SERVE – THIS IS ALSO PART OF OUR FORTRESS
19. I can't imagine dying without knowing who I really am – to learn that mystery  
Through career & life experiences

We learn to survive – in 16, 18, even 20' of water. I think I spent most of my career under 18' of water...

20. The great challenge of your generation – you already know  
Difficult Parents  
Difficult People  
And many more

AND THEN THERE'S THIS:

### **CARTOON REPORT CARDS**

21. There is no question, there has been a shift OVER THE LAST 50 YEARS IN THE ASSUMPTION OF PERSONAL RESPONSIBILITY
22. NO ONE ELSE KNOWS BETTER THAN YOU, SO MANY PEOPLE BLAME SOMEONE ELSE FOR FAILING TO PERFORM

THIS IS WHERE ONE OF THE GREATEST VALUES LIES IN INTERSCHOLASTIC PROGRAMS

23. We used to have a generation of HELICOPTER parents, who hovered over Their child's every move, rather than letting the child explore for themselves

24. Today, we have a generation of LAWNMOWER parents, who mow down every obstacle in front of their child, instead of the child learning to solve their own problems, and

Handle defeat & failure, while learning to succeed & recover

Learning consequences of their own actions and being responsible for them

THERE IS STILL ONE PLACE WHERE KIDS CAN FALL DOWN & FAIL, &  
LEARN TO PICK THEMSELVES UP & MOVE FORWARD –

ON THE BASKETBALL COURTS & FIELDS OF OUR PROGRAMS

IT'S THE ONE PLACE, INSIDE THOSE BOUNDARIES OF THE GAME, WHERE PARENTS CANNOT CROSS, LEAVING THE PLAYERS TO ADJUST & FIGURE IT OUT FOR THEMSELVES WITH HELP FROM THEIR COACH.

BESIDES THE VALUES FOR YOUNG PEOPLE, THIS IS ONE PRIME REASON WE MUST CONTINUE THE FIGHT, OR WE FAIL TO GIVE KIDS THE EXPERIENCES TO LEARN TO SUCCEED IN SPITE OF FAILURES....

TO LEARN TO MOVE FORWARD

IT IS SAID WE SHOULD STAND UP FOR OUR BELIEFS, BUT

ARE YOU WILLING TO WALK FOR THEM?

25. The Values of the Professional Level have become Expectations of the Interscholastic Level

26. We're all in this together – by ourselves!

STAY TOGETHER, FIGHT TOGETHER, LET PARENTS KNOW,  
SCHOOL BY SCHOOL, TEAM BY TEAM, PLAYER BY PLAYER, THE PURPOSE  
OF OUR PROGRAMS

WHAT IS EXPECTED OF THEM

WHAT IS ALLOWABLE & WHAT IS NOT

MAE IT CLEAR WE EXIST NOT FOR THE TOP ONE OR TWO PLAYERS, BUT  
EVERY PARTICIPANT IN OUR PROGRAM.

PEOPLE NEED TO KNOW THIS IN NO UNCERTAIN TERMS

BE PROACTIVE – NOT REACTIVE – ON ISSUES OF PLAYING TIME & APPROPRIATE PARENTAL BEHAVIOR.

\*\*\*REMEMBER, WE HAVE A GENERATION OF PARENTS WHO NEED GUIDANCE TOO\*\*\*

27. Margaret Mead tells us:

“Never doubt a small group can change the world. Indeed, it is the only thing that ever has”.

28. You have strength in numbers and MUST stand together.

29. MLK basically said:

“The ultimate measure of a person is not where he/she stands in moments of comfort & convenience – but where he/she stands at times of challenge & controversy.

30. We don't do this because it's easy – anyone can do that. We do it because it IS Difficult. That is the real achievement.

31. We learn to survive in 20' of water

I CHALLENGE YOU TO STAND STRONG & FACE YOUR CHALLENGES

I CHALLENGE YOU TO DISCOVER YOUR ABILITIES, & YOURSELVES IN THE PROCESS

## WSSAAA SPEECH PART 2

### HOW TO BUILD YOUR FORTRESS & DEFEND IT WITH ARROWS

1. How can we survive & thrive in a challenging environment?
2. We build our fortress & defend it with arrows.
3. So, what is your fortress?
4. Your fortress is YOU & how you build & construct yourself as a person & as an Athletic Administrator.
5. As examples, there are many stones in my fortress – some are cornerstones
6. Like, “honesty & integrity”  
    “Be fair & go 1 more step”  
    “Be Professional”  
    & many more.
7. Why are our fortress stones so important?
8. They help give us direction, define who we are, help us to be consistent in our Actions.
8. They help keep us out of trouble
9. They give us a course of action to follow, especially under stress (it’s the little Voice which says “Don’t Do It!”
10. Our stones don’t break or melt away – once we put them there, they are there to Help us in our fortress – IF WE BUILD IT!
11. To give you more examples, there are countless stones in my fortress, like:  
    Do The Right Thing  
    Take The High Road  
    Seek The Truth, not Rumor  
    Help Others

Be Kind

Be Prepared

Say “NO” Softly

Stay Strong

Ethics & Integrity Above All

- 12 . By saying Yes & saying No on a consistent basis, people learn what to expect From you.
13. They learn who you are & YOU set the standard, because your stones told you How to do that
14. I count on my stones every day in day to day situations
15. All of you already have a foundation for your own fortress.
16. It's the values you choose to hold
17. It's also the purpose of interscholastic programs – the driver of what we do
18. BUT, you need to build your fortress & use it thinking about the tools you have.
19. Not only do YOU need a fortress, your coaches do too!
20. Be sure you share & have common stones in your common fortress
21. Identify the common stones, then lay the foundation carefully. WHY?
22. A fortress is a key component of your own support system. There to fall on.

## WSSAAA SPEECH PART 3

### WHAT ARE YOUR ARROWS?

1. Arrows are pointed – they provide a direction – “THIS WAY!”
2. They can reduce our workload
3. We have arrows all around us at home, at work & play, but,
4. We need to learn how to use them
5. What are they? They are our:
  - Our policies
  - Our Rules
  - Our Procedures
  - Our goals
  - Our missions
  - Our values, & so on
6. They are things which already exist, & if they don't, they should
7. If they don't exist, that's an arrow itself. It tells us what needs to be done.
8. One day sitting in a Board meeting, I was sitting there realizing that all we Were doing was putting out fires – problem after problem
9. We were so immersed in putting out the fires, we lost sight of what we were SUPPOSED to be doing
10. It occurred to me, maybe if we were doing what we should be doing, we wouldn't Have so many problems
11. If we spent more time on our mission & goals, we could stop problems before they started.
12. If we spent time cleaning up & implementing our procedures, we could eliminate Some of our problems
13. We needed to get back on track

14. So, think about the big picture
15. A good example is if you're not thorough & clear with the orientation of new Coaches, & following up, you'll be fighting fire after fire.
16. SO, Your Fortress is your own support, and your Arrows show you the way to Success.