

BUILDING A PROGRAM



WSSAAA Conference

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THE ROAD TO SUCCESS

- Clearly define expectations
- Build from the ground up
- Recruit
- Teach
- Honor Programs & Athletes

These require **ZERO** talent:

1. Being at practice before time.
2. Work Ethic.
3. Effort.
4. Body language.
5. Energy.
6. Attitude.
7. Passion.
8. Being coachable.
9. Doing extra.
10. Being prepared.

CLEARLY DEFINE EXPECTATIONS

Determine where your program is and align your expectations:

- Build a program
 - Varsity
 - JV
 - C Team/Freshman Team
- Build upon success
 - Conference
 - District
 - State
 - National



CLEARLY DEFINE EXPECTATIONS

**Do your goals
match your behavior?**

**You can't have JV habits
and D1 aspirations.**

CLEARLY DEFINE EXPECTATIONS

Hiring Coaches/Teachers

- Building Administration Vision
- School District Vision
- Community Vision



BUILD FROM THE GROUND UP

You can't install the trophy case first

Manage impatience

- "Fly By" coaches
- No sure things

Plan for hard work

- Hard work before success
- Foundation of youth programs
- Coaches earn their way



RECRUIT YOUR OWN KIDS...OR SOMEONE ELSE WILL

Don't be too proud to recruit your kids

- They need us more than we need them
- Create the expectation early on

Be involved with feeder programs

- Community
- Middle School



TEACH WHEN THEY ARRIVE

“These Kids Don’t Have the Fundamentals!” is not an excuse

Develop the philosophy:
“They’re our kids!”

- Youth Clinics
- Coaches Clinics
- Middle School Programs



HONOR ATHLETES

End of year banquets

- Require for all teams
- Expectation of celebration

Hall of Fame

- Clear criteria
- Communication
- Record keeping



HONOR ATHLETES

Community Fundraisers

- Fun Run
- Golf Tournament
- Dinner Auction



CONCLUSION: A LOT OF HARD WORK

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