PRESEASON
Establishing Purpose and Culture

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Purpose

Building momentum for a successful launch to your season
# Coaching Better Every Season

A Year-Round System for Athlete Development and Program Success

**Wade Gilbert**

## Part 1: Preseason: Envision (How to prepare for the upcoming season)

### Chapter 1: Define Purpose and Core Values

- Coaching Purpose
- Core Values
- Coaching Core Ideology
- Coaching ‘Golden Circle’
- Problem Setting vs. Problem Solving
- Sustained Excellence
- Building Team Culture
- Coach as ‘People Builder’

### Chapter 2: Connect Values to a Philosophy

- Coaching Philosophy
- Coaching Effectiveness
- International Sport Coaching Framework
- Functional and Task-Related Competence
- Athlete-centered Coaching
- Pyramid of Teaching Success in Sport
- Cross-Generational Relationships
- Critical Incidents and Storytelling

### Chapter 3: Set Target Outcomes

- Targets Outcomes
- Target Conditions
- Sharing a Vision
- Pillars of Success
- Goal Setting
- S.M.A.R.T. Goals
- Goal Setting Paradox
- Performance Gap Charting
- Monitoring Goal Progress
- High Impact Performance Targets

### Chapter 4: Build Trust and Cohesion

- Mutual Trust
- Role Perceptions
- Coach-athlete Relationships
- Group and Team Dynamics
- Team Building
- Cohesion
- Task Cohesion
- Social Cohesion
- Collective Efficacy
- Leadership
- Transformational Leadership
- Servant Leadership
Preseason Coaching

-build Pride
-set Behavior Standards
-cultivate ‘We Leadership’
Preseason Coaching

鍵：Build Pride

鍵：Set Behavior Standards

鍵：Cultivate ‘We Leadership’
Build Pride
Europe's top talent is pride, which helped it upset Sweden and push on to the finals.
Build Pride

Goal is to inspire by **honoring** or **envisioning** tradition
Build Pride - Honor

• ‘Lore of the Jersey’
• 1-2 pages:
  – Who wore the jersey?
  – Achievements by those who wore the jersey?
  – What will you add to the jersey lore?
Build Pride - Envision

• Preseason role-playing activity
• Each athlete assume role of sports reporter
• In 1 page, complete the prompt:

“This team will always be remembered for...”
Build Pride

You cannot expect players to have pride in the program if they do not have pride in the coach. (Jim Young)
Build Pride - Coach Body Language

“Your body language shapes who you are.”

- Amy Cuddy
Coach Body Language

Show your pride:

- Smile
- Regular eye contact
- Lean in
- Arms relaxed at side
- Open stance (shoulder width)
Preseason Coaching

- Build Pride
- Set Behavior Standards
- Cultivate ‘We Leadership’
Set Behavior Standards

Describe what you think ‘right’ looks like. Also describe what you think ‘right’ does not look like.

(Dr. Ralph Pim)
Set Behavior Standards

Set Behavior Standards

“DO YOUR JOB.”
— BILL BELICHICK
Behavior Standards

• Remain positive no matter what
• Talk constructively at appropriate times
• Attend all trainings – physically, mentally, socially
• Always demonstrate positive winning posture
• Always be there for my teammates
Set Behavior Standards

Locker Room Culture
Set Behavior Standards

How you enter locker room
- With enthusiasm
- Greet each teammate
Set Behavior Standards

How you exit locker room

- Rituals, routines, PRIDE reminders
Set Behavior Standards

BECKY BURLEIGH
Head Women’s Soccer Coach, University of Florida

THE GREEN DOT

HUMAN KINETICS
Coach Education

COACHING
Better Every Season
WEBINAR SERIES
The Green Dot

One of the most common things that athletes struggle with is “playing free.” (Especially when the stakes are high.) See how Becky Burleigh used a green dot to help her players overcome that.

Becky Burleigh

3 National Championships
13 SEC Championships
.770 Winning Percentage

Go All In. #PlayGreen

http://whatdriveswinning.com/video/playing-green/
What is Your ‘Green Dot’?

- Revisit your coaching values
- Establish shared values and targets
- Identify behaviors for modeling values and achieving targets
Standards to Outcomes

• Explain how standards will lead to outcomes
• ‘Giving rationale’ (why) increases motivation
Preseason Coaching

- Build Pride
- Set Behavior Standards
- Cultivate ‘We Leadership’
Cultivate ‘We Leadership’

Goal is to build high levels of engagement across the program
Cultivate ‘We Leadership’

“One team, one dream”
Cultivate ‘We Leadership’

Program philosophy must be shared **BY**, not just **WITH**, others.
Cultivate ‘We Leadership’

Coach’s job is to create an environment in which people can and want to get better.  
(Jay Martin, Ohio Wesleyan soccer)
Cultivate ‘We Leadership’

• 24 hours pre-competition each player develops:
  – Own goals
  – Potential obstacles
  – Personal Action Plan

• Deposit plans morning of game day
  – Provides focus during the match
  – Review at half-time
  – Assess post-match
‘We Leadership’ and Trust
Show Vulnerability to Build Trust
Preseason Team Meetings

• Circles of sharing...
  – why he loved football, why he became a coach, why he was fired twice from NFL gigs, why he took a year off to hone his philosophy and why he promised himself he would adapt but never waver from his core principles
We Leadership

Fellow coaches, administrators, officials, parents
We Leadership - Coaches

• Daily staff bike rides during World Cup ‘preseason’
• Regular time set aside with staff and/or other coaches?
We Leadership - Parents

- Rules of engagement for parent participation?
- Purpose and value of sport participation?
- How to be a good sport parent?
Parent Program

One of the most common reasons coaches, managers, and officials, of all ages, cite for leaving sport is unacceptable parent behaviour. The Respect in Sport Parent Program, Canada’s only online training and certification program complements the Respect in Sport for Coaches/Activity Leaders. This program will help define a model of behaviour for all parents and create a more rewarding, safe and respectful environment for everyone involved.

PROGRAM ELEMENTS

<table>
<thead>
<tr>
<th>Using guilt on your child</th>
<th>Misplaced enthusiasm</th>
<th>Making the “bigs”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Losing perspective</td>
<td>Handling winning and losing</td>
<td>Balance not burnout</td>
</tr>
<tr>
<td>Making the team</td>
<td>Injury Management</td>
<td>Physical Development</td>
</tr>
<tr>
<td>Establishing positive relationships with referees, coaches, teammates, opponents &amp; other parents</td>
<td></td>
<td></td>
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<tr>
<td>Ensuring safe environments through better understanding of bullying, abuse and harassment</td>
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