

MASCOUTAH ATHLETICS



BUILDING A DYNAMIC ATHLETIC PROGRAM
THROUGH CULTURE AND LEADERSHIP



UNDER ARMOUR

DEFINE YOUR CULTURE



When Student-Athletes Leave your Athletic Program, what part of your culture will they remember?

ENERGY – ATTITUDE - TOUGHNESS

- *Become Actively Involved in The Culture of your Program*
- *Give Coaches and Athletes a Guide to Incorporate your Philosophy on a daily basis within their programs*

ENERGY – ATTITUDE – AND TOUGHNESS

When it comes to being great, there are 3 factors that determine just how great we can be!

Energy - *Life is 100% about how we use our energy regardless of circumstance.*

Energy should be used to benefit our lives, not create excuses or negativity. Positive energy motivates those around us, while negative energy can deflate an entire process.

Attitude – *Simply put, our attitude defines us! It determines our ability to affect positive change and create an environment others want to be in. If you are always finding something wrong with others, you are a bigger problem than you are a solution. Attitude is a choice, choose wisely!*

Toughness – *One of the most important elements of successful people, and we aren't just talking about physical strength. It's mental toughness and body language toughness that separate the Elite from the average. Your body language equates to your will, and if you are a tough individual, that will cannot be broken.*

8/10	ENERGY	
8/17	ATTITUDE	
8/24	TOUGHNESS	
8/31	PROGRAM	
9/7	ENERGY	
9/14	ATTITUDE	
9/21	TOUGHNESS	
9/28	PROGRAM	
10/5	ENERGY	
10/12	ATTITUDE	
10/19	TOUGHNESS	
10/26	PROGRAM	
11/2	ENERGY	
11/9	ATTITUDE	
11/16	TOUGHNESS	
11/23	PROGRAM	
11/30	ENERGY	
12/7	ATTITUDE	
12/14	TOUGHNESS	
12/21	PROGRAM	
12/28	ENERGY	

TWO ESSENTIAL SKILLS DETERMINE SUCCESS IN OUR PROFESSION

#1 – communication

- Body language Sets the Tone and must line up with message
- effective communication enables trust and gives validity
- he or she with the most information always wins

#2 – Building Relationships

- better relationships, better production
- Trust, respect, and mindfulness are essential
- Others work much harder for someone they appreciate

THE PRIVILEGE OF PRESSURE

You are the face of your Athletic Program, and in many cases, the School District.

- *You can hide from the pressure of criticism and significance, or you can embrace it and use it to fuel a fire within you.*
- *Pressure reveals the details of your preparation. Prepare to be successful every single day!*
- *We can't experience the thrill of high achievement without putting ourselves in situations where we may experience devastating failure.*

USE EMOTION TO YOUR ADVANTAGE

ENERGY IS POWERFUL ENOUGH TO CREATE YOUR SUCCESS OR PROMOTE YOUR DEMISE

Positive energy

- * Fires people up and can hide minor flaws

Negative energy

- * Fires people up and exposes all of your flaws, and actually creates more

WHAT IS YOUR ENERGY TYPE?

**YOUR ENERGY
INTRODUCES YOU
BEFORE YOU
EVEN SPEAK.**

#MOODQUOTES4U

PASSION IS POWERFUL

It MUST be clear: Nobody cares more about your athletic program, and school community, than you do!

Replace “ I have to ” **with** “ I get to ”

** Passion will open doors for many of our opportunities as a leader in our schools and our communities.*

** Passion translates to care, care translates to trust, and trust translates to opportunities!*

MAXIMIZING WORK DAY OPPORTUNITIES

- * *Make a list of mandatory daily items, and goals for the day/week*
- * *Make yourself promises!*
 - * *We all get upset when people break promises. Why are we ok with breaking promises to yourself?*
- * *What do you do to make your programs better daily?*
- * *Do people embrace your presence?*
- * *Do you thank people for making your life easier?*



DO YOUR COACHES /ATHLETES KNOW YOU SUPPORT THEM ?

- *Meet with coaches regularly*
 - *Let them know you care ! Often!*
 - *Support their needs*
 - *Ask them where they need advice or help (Don't ask if they need advice or help)*
 - *Back them Publicly!*
 - *Have them outline plans, philosophies, and schemes so you are not surprised.*
- *Recognize kids and programs that don't typically get recognized*
 - *Let them know you care*
 - *Support their needs*
 - *Reward them for uncommon things*



LEADERSHIP STYLE

Styles may differ, but the influence is
.profound

- ***Willingness to make unpopular decisions that keep the vision of your entire program on track***
- ***Push envelopes, take risks, and maximize resources***
- ***Leadership is Action! Not Position!***



DEFINITIVE DECISIONS

You must be willing to make tough decisions!

BE HONEST WITH PARENTS

- * *Must have kids involved in conversations with parents.*
- * *Playing Time.... It's ALWAYS the issue!*
- * *This is the role we have determined for your child. We welcome you to embrace this role. If it is not an option, the only option is for us to part ways.*

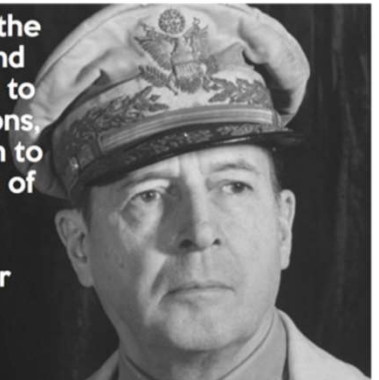
BE HONEST WITH STAFF

- * *If your expectation is that they practice a certain way, govern a certain way, or that they dress a certain way, follow your own rules.*
- * *Big Picture is what matters... Don't get caught up*
- * *People operate best when they are being watched.. Human nature*

"A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others."

Douglas MacArthur

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GET COMFORT WITH DISCOMFORT

You cannot maximize a person in any profession if you don't make them uncomfortable some of the time!

- * **Stop By Practice Regularly**

- * If you don't stop by, how can you evaluate them fairly?
- * Opens lines of communication, shows you care, but also is best way to maximize their potential as a coach

- * **Evaluate Coaches with a Comprehensive Tool**

- * Allow them to help construct a fair model
- * Turn the tides and have them evaluate you anonymously

- * **Hold Frequent Mandatory Meetings**

- * If they don't show up, they don't care enough

- * **Elevate Expectations as a Program**

- * What is Success? Wins, Conference, Regional, Sectional? Etc



PROGRAMS SUPPORTING PROGRAMS

Success breeds success

- * *Successful programs put pressure on other programs. If they embrace that pressure, success will come.*
- * *Use the strengths of your staff to help influence all of your programs...*
 - *Weight Room*
 - *Fundraising*
 - *Program initiatives*

Get kids from all programs involved with each other

- * *Leadership Council or group*
- * *Find ways to encourage attendance at less popular sporting events*
- * *Find unique ways to recognize kids by having kids from other programs involved*

CREATING A DYNAMIC ENVIRONMENT

Your efforts, or lack thereof, on creating a great environment, are often noticed..... Good or bad!

- Keep a master plan of facility improvements, and set goals that meet that plans needs!
- Take advantage of opportunities to put on great events and atmospheres!
- Involve community groups in your gameday atmosphere, and make them a priority!



THIS PROFESSION ISN'T FOR EVERYONE

- * Honesty and Integrity will allow you in the door (Don't beat around the bush)*
- * Energy and Passion will keep people's attention*
- * Create Competition within your mind... Compare yourself to similar programs!*
- * The word AVERAGE, and the definition of it, have limited society.*
- * Shooting for the stars leaves a big enough gap that some great things can still happen even if you don't get your wish.... The word "But" is important! (Can't do this but.....)*
- * Lead with your Vision Every Day.... You will be recognized by your passion and trusted by your achievement!*
- * DO NOT let circumstances dictate your behavior!!!!*

Thank you for listening! If you ever need anything, please don't hesitate to ask!

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