

# T.E.A.M.



# LEADERSHIP

## COACHES' MANUAL

NAME: \_\_\_\_\_

“LEARNING TO LIVE & LEAD A LIFE OF VICTORY”

## INTRODUCTION:

My name is Adam Winegarden, I have been an Assistant Coach, Head Coach, Director of Leadership, or Athletic Director for 25+ years. My coaching journey has placed me in several different school settings and has taught me many valuable lessons. Through these experiences, I want to give you guidance to build a successful team regardless of your circumstances.

“**T.E.A.M.** Leadership” is a program directed toward student-athletes of any age, gender, or athletic team. This is about creating a “oneness” on your team and preparing everyone to live a life of victory. On a team, an alignment of expectations, mindset, and player leadership is critical to success. How do we know if this is present within your team? The simple answer is: “Are the players modeling the behaviors and communicating the expectations without the coaches.” Whether the answer to this question is “Yes” or “No”, the response is the same... We have to get better! The best way to get better in this area is to have an intentional plan that creates ownership. They say we learn by our education, examples, and experiences. This program is going to give you all 3, along with an opportunity to become a player led team.

As you go through this program, we encourage each person to take “One Drop” from each lesson. That when a drop hits a pool of water it creates a ripple effect. That if we apply that as an individual, then it will positively affect all areas of our lives. If we do that as a team, then it can create a tidal wave of success. A team that reaches goals, continually improves, and leaves with a rewarding experience.

Ultimately, our mission is for “**T.E.A.M.** Leadership” to help build your legacy and create a cycle of life-long success. We have a great opportunity to impact our schools, communities, and future generations. We are “*Born to be Special*”, and this experience is going to help maximize your given potential.

Thank you for being a part of this program!

*lessonsfromthegoalpost.com*



*“You Are Born To Be Special”*



## PURPOSE:

### TEAM EXPECTATIONS AND MINDSET

*The greatest achieving teams have a direct correlation between expectations and mindset. These teams are known as the "overachievers", they have the "it" factor, they are referred to as being the "special group." These teams will perform at their highest level based on their ability level. They inspire your community by playing with unique hustle, attitude, and teamwork.*

*They display these characteristics:*

- 1) **STUDENT-ATHLETES:** There is a direct correlation between academic accountability and athletic performance. Great teams have responsible and respectful students.
- 2) **COMMITTED TO THE EXTRA:** The best teams are the best at doing the extra.... You can tell a lot about a team by how fast they leave the arena and leave the locker room. The best teams cannot get enough of the work and time together.
- 3) **COACHES CONCERNS:** Are tied to team execution, but never competitive spirit or effort. There is never a doubt that they will be ready to play with relentless effort.
- 4) **STANDARD OF BEHAVIOR:** Was taught by the staff but enforced through social acceptance within the team. Respect was earned by effort and commitment to standards.
- 5) **CREDIBLE LEADERS:** Top 10% are credible performers and teammates.
- 6) **COACHABLE NOT COMPLIANT:** Players apply instruction in front of coaches and away from coaches. There is a behavior change off the field and the players become an extension of the coaching staff.
- 7) **TEAM COHESION:** The team is made up of different friend groups rather than different clicks. They put aside differences and commit to a larger purpose. They have different personalities but are committed to one mindset.
- 8) **CONSISTENT IMPROVEMENT:** They can improve in success and failure. They can adapt in small (bad weather, etc.) to big change (injury, etc.). They respond with a spirit of improvement and toughness in adversity.
- 9) **ALL ARE VALUED:** A hierarchy is needed for decisions and responsibilities... But a hierarchy does not determine respect, caring, or worth of anyone. People feel valued at all levels regardless of their status on the team.
- 10) **HONEST AND CONSTRUCTIVE DIALOGUE:** It is about getting better... point blank

*"A coach is someone who tells you what you don't want to hear, who has you see what you don't want to see, so you can be who you have always known you could be. "*

*- Tom Landry*

# **T.E.A.M. LEADERSHIP COACHING STRUCTURE**

## **RATIONALE**

### **WE REMEMBER:**

- 10% of what we read
- 20% of what we hear
- 30% of what we see
- 50% of what we see and hear
- 70% of what we discuss with others
- 80% of what we personally experience
- 95% of what we teach others

## **PROCESS**

### **1) SPLIT TEAM INTO MANAGEABLE GROUPS**

- If possible, put groups in sizes allow for discussion.
- Lessons should last 20-30 Minutes

### **2) READ AND DISCUSS KEY THOUGHT**

- Please include personal thoughts, ideas, or experiences.
- Coaches' Guide includes suggestions to help lead discussion.
- This can be coach or player led, depending on situation.
- Any additional instruction, visuals, or correlating videos are encouraged.

### **3) HAVE ALL MEMBERS GIVE ANSWERS TO QUESTIONS.**

- It is key to make them verbalize within their group.
- This will increase and become more comfortable as lessons progress.
- The dialogue will build trust (to share), respect (knowledge of individuals), and ownership (verbalizing core values).

### **4) GIVE FEEDBACK ON THEIR RESPONSE**

- Helps reinforce that their thoughts are valued and encourages a comfortable sharing environment.

### **5) CONCLUSION**

- Suggest taking up Player Manuals until program is complete.
- Revisit their goals at end of program.
- Allow players to keep them at the end.
- Players could have multiple manuals as they go through your program. Will allow them to reflect on how their goals and thought processes change as they mature.

*"Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what others think you are."*

*- John Wooden*

# **T.E.A.M. LEADERSHIP CURRICULUM**

*"To Guide Each Player to Live & Lead a Life of Victory"*

## **T.E.A.M. EXPECTATIONS**

### LESSONS 1-4

- 1) **STUDENT ATHLETE**  
*Breeding Ground for Habits of Excellence*
- 2) **COACHABLE PLAYER**  
*Follow the Blueprint of Success*
- 3) **GREAT TEAMMATE**  
*The Most Valuable Asset & Experience*
- 4) **LARGER PURPOSE**  
*Commit to the Mission*

## **T.E.A.M. MINDSET**

### LESSONS 5-8

- 5) **SACRIFICE**  
*The Greatest do the Most*
- 6) **DISCIPLINE**  
*The Greatest are Consistent*
- 7) **TOUGHNESS**  
*The Greatest Face Adversity*
- 8) **RELENTLESS EFFORT**  
*The Greatest are Elite Competitors*

*“A journey of a thousand miles  
begins with a single step.”*

*- Chinese Proverb*

# EXAMPLE PLAYER GOALS

<b>STUDENT ATHLETE</b>	
ACADEMIC GOALS	ACTION STEPS
<ol style="list-style-type: none"> <li>1) Improve my math grade.</li> <li>2) Turn in all my work this year in all classes.</li> </ol>	<ol style="list-style-type: none"> <li>1) Ask the teacher for help if I do not understand the assignment.</li> <li>2) Do my homework as soon as I get home.</li> </ol>
<b>COACHABLE PLAYER</b>	
ATHLETIC GOALS	ACTION STEPS
<ol style="list-style-type: none"> <li>1) To have an on-field role on the team.</li> <li>2) To be known as the hardest working player on the team.</li> </ol>	<ol style="list-style-type: none"> <li>1) Accept wherever the coaches put me and have a good attitude about it.</li> <li>2) Go as hard as I can in everything we do. Never leave any doubt about my effort.</li> </ol>
<b>GREAT TEAMMATE</b>	
CHARACTER GOALS	ACTION STEPS
<ol style="list-style-type: none"> <li>1) I want to get to know more people on my team.</li> <li>2) To not let my emotions get the best of me and make poor decisions.</li> </ol>	<ol style="list-style-type: none"> <li>1) Talk to 2 people a day I normally do not talk to.</li> <li>2) Talk to someone or get away from the situation until I can do the right thing.</li> </ol>
<b>LARGER PURPOSE</b>	
TEAM GOALS	ACTION STEPS
<ol style="list-style-type: none"> <li>1) Want us to be a close group that acts like a family every day.</li> <li>2) Want us to be a team that nobody wants to play.</li> </ol>	<ol style="list-style-type: none"> <li>1) Do not allow negativity in our locker room. Hold people accountable.</li> <li>2) Be a leader that pushes everybody to play with unmatched effort. I must be the example of this every day.</li> </ol>

*“Education is the most powerful weapon which you can use to change the world.”*

*-Nelson Mandela*



## LESSON 1

# STUDENT ATHLETE

### KEY THOUGHT & DISCUSSION

Players are expected to give their “Best Effort” and compete in all areas of their daily lives. Attendance, Assignments, & Attitude are what you control every day as a student. This is a life skill; you will always have somewhere to be, something to do, and people to deal with. The school day is the breeding ground for habits of excellence. You reinforce great habits every time you show up, do the work, and treat people well. A great day in school helps you have a great day on the athletic field. There is a direct correlation between a responsible student and a trusted athlete.

### DISCUSSION QUESTIONS

- 1) What do you prove with attendance, turning in assignments, and having a great attitude?

*You are proving that you can be counted on and trusted. This happens with consistent choices to do the right thing in any environment. You are reinforcing this mindset every day in school. Coaches play players they trust.*

- 2) What education are you gaining from sports?

*Athletics is the greatest way to practice life before you live it. Accountability, responsibilities, relationships, and adversity are unavoidable in life. This will occur at home, at your job, and in the community. Nothing is given and everything is earned, just like in athletics.*

- 3) Go to the Player Goal Page and list 2 Academic Goals and an Action Step (what you can do consistently) for each goal.

*Players need to write down measurable goals and executable action steps.*

*“My best skill was that I was coachable, I was a sponge and aggressive to learn.”*

*-Michael Jordan*



## LESSON 2

# COACHABLE PLAYER

### KEY THOUGHT & DISCUSSION

A willing learner is the primary component to a great learning environment. We must be able to accept team expectations, discipline, and instruction. An athletic program has a blueprint for your success, is a privilege, and must be earned.

Your success and development will greatly depend on your ability to be coachable. A coach's primary purpose is to help you, and the team become its best version. The faster a player can learn a concept, the quicker they can be taught a new concept. Applying a coaches' instruction is the foundation of improvement. Not being coachable is the fastest way to not reach your goals.

### DISCUSSION QUESTIONS

- 1) How would you define being Coachable?

*Being coachable is bigger than doing what you are told to do. This is about a change of behavior, do you apply instruction in front of coaches and away from coaches. Great players take coaching and change their lifestyle.*

- 2) How does Coachability make you a Better Player and us a Better Team?

*Coaches have the blueprint for your success and are trying to guide you step by step. The path to better as an individual and as a team comes from a commitment to the plan.*

- 3) Go to the Player Goal Page and list 2 Athletic Goals and an Action Step (what you can do consistently) for each goal.

*Players need to write down measurable goals and executable action steps.*

*“A player who makes a team great is more valuable than a great player. Losing yourself in the group, for the good of the group, that’s teamwork.”*

*– John Wooden*



## LESSON 3

# GREAT TEAMMATE

### KEY THOUGHT & DISCUSSION

Players will respect, support, and encourage all on the team. Working against a team culture should not be tolerated. The TEAM will be the most valuable experience within any program. People may not always remember how you play, but they will remember how they are treated. Alone we can do so little, but together we can do so much. Encouragement, help, time, and accountability are the greatest gifts we can give to others. Teamwork is the fuel that common people use to achieve uncommon results. This will be your greatest legacy.

### DISCUSSION QUESTIONS

- 1) How would you describe a Great Teammate?  
*Someone that not only treats others with respect but, seeks out ways to serve others on the team. Their presence makes other people better through positive interaction and genuine accountability.*
- 2) P.A.T. (Praise A Teammate) is when one compliments, high fives, or recognizes another teammate. Why is this important?  
*Every time you reach out to a teammate, you are sending the message that it is not about you. That the other person is valued, that you have their back, that you believe in them, & that you can do this together. This must be intentional.*
- 3) Go to the Player Goal Page and list 2 Character Goals and an Action Step (what you can do consistently) for each goal.  
*Players need to write down measurable goals and executable action steps.*

*“I firmly believe that any man's  
finest hour, the greatest  
fulfillment of all that he holds  
dear, is that moment when he  
has worked his heart out in a  
good cause and lies exhausted  
on the field of battle  
victorious.”*

*-Vince Lombardi*



## LESSON 4

# LARGER PURPOSE

### KEY THOUGHT & DISCUSSION

What drives each person is relevant to that individual. However, when it is just about yourself, most plans will fail. Great teams are comprised of individuals committed to a unified mission. Every player is unique, has value, and is “Born to be Special”. Together we work to create a better version of ourselves and in service of others. A team can have different personalities but must have one mindset. Choose to prepare and compete for a common goal or cause. Heroes are not defined by their individual action but for the cause in which they act.

### DISCUSSION QUESTIONS

1) What do you enjoy about being on a Team?

*These answers may vary but are meant for them to self-actualize that what they gain from being a part of a team is greater than individual goals. Their greatest moments will come from their experience together.*

2) What motivates or drives you to do your very best?

*These answers will also vary but are meant to connect what motivates them to their larger purpose. What drives us has a direct correlation to our identity.*

3) Go to the Player Goal Page and list 2 Team Goals and an Action Step (what you can do consistently) for each goal.

*Players need to write down measurable goals and executable action steps.*

*“He who would accomplish little  
need sacrifice little; he who  
would achieve much must  
sacrifice much. He who would  
attain highly must sacrifice  
greatly.”*

*-James Allen*



## LESSON 5

# SACRIFICE

### KEY THOUGHT & DISCUSSION

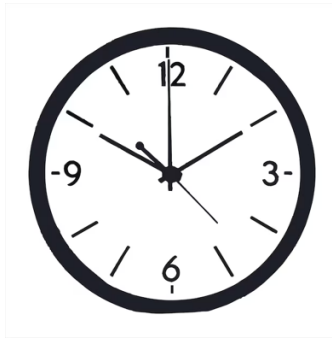
Great players and teams go beyond the normal, they do the extra work to be great. Doing what the team requires is not sacrifice, sacrifice is going beyond what is expected. It is when one gives up something of personal value (time, feelings, resources) for the sake of improvement, service, or team success. Do not be afraid to stand out in the crowd and do the extra. The harder we work makes it harder for us to surrender. The more we invest, the more we protect the investment. Sacrifice is the proof that you have passion to improve. The difference between the good and the great, is their ability to sacrifice.

### DISCUSSION QUESTIONS

- 1) What does Sacrifice mean to you?  
*Guide them to understand that sacrifice is to go beyond team requirements. The most valuable resource we have is time and we must be willing to use it to improve. This can be in service of others or for personal development.*
- 2) What is one way a player can Sacrifice for the Team?  
*Helping a teammate, doing extra workouts, studying the playbook, cleaning the locker room, etc. This could be a number of player actions.*
- 3) What is something I need to start or do more of to improve?  
*Answers will vary but needs to be specific to what each individual needs for personal improvement. They need to self-actualize a personal weakness and verbalize an action to improve.*

*“We Are What We Repeatedly  
Do. Excellence Therefore, Is Not  
An Act But A Habit.”*

*– Aristotle*



## LESSON 6

# DISCIPLINE

### KEY THOUGHT & DISCUSSION

Discipline is about CHOICES... NOT FEELINGS. The key to any improvement is consistency in action. If you want to achieve success, then there has to be a commitment to the right process. Disciplined players are where they are supposed to be, doing what they are supposed to do, and when they are supposed to it on a consistent basis. There is always something we should do but don't want to do... The right answer to this problem separates you from the competition. Successful athletics will always require the trust in each person.

Trust is gained through consistent action in every part of a player's life.

Discipline is the highway to becoming a player led team.

*"We Are What We Repeatedly Do. Excellence Therefore, Is Not An Act But A Habit."*

*- Aristotle*

### DISCUSSION QUESTIONS

1) What does Discipline mean to you?

*Consistency in being where you are supposed to be, doing what you are supposed to do, and how you are supposed to do it. Disciplined players do not need external motivation to be accountable to their actions.*

2) How would you describe a Disciplined Player?

*A self-motivated individual that lives with structure, is trustworthy, makes the right choices, and does it consistently.*

3) What do you need to do consistently to be your best?

*These answers will vary but needs to be centered around their personal choices. That discipline has everything to do with taking intentional action. How much you care is not found in thoughts or ideas, but in what you do.*

*“Champions are made from something they have deep inside them – a desire, a dream, a vision. They have to have the skill, and the will. But the will must be stronger than the skill.” -Muhammed Ali*



## LESSON 7

# TOUGHNESS

### KEY THOUGHT & DISCUSSION

Toughness is the WINNING EDGE... It is built anytime someone does the right thing over feelings, fear, or the easy way. Toughness is a choice and is more mental than physical. This choice is pre-determined and needs to be made before the moment. The choice is to not quit, stay committed, and keep pushing forward. Toughness is a trained skill and will get better or worse. This is a life-skill because adversity is unavoidable. Athletics is the greatest way to practice life before we live it. Successful teams can overcome adversity and difficult situations. Those that can display this quality will surpass others quickly. This is the #1 indicator of highly successful people and will define you as a competitor.

### DISCUSSION QUESTIONS

- 1) What does Toughness mean to you?

*Guide them to understand that toughness is more mental than physical. That all choices to overcome adversity starts with the mind. That the #1 factor in successful people, is the ability to overcome and work hard.*

- 2) How does a Player demonstrate Toughness?

*Whether great or small, any time a player does the right thing over the feeling to do the opposite. This could be as simple as doing your homework when you do not feel like it, or as intense as battling through physical pain to compete.*

- 3) How does a Team demonstrate Toughness?

*Tough teams continue to compete at their highest level through changes, adversities, and failures. There is a sense of oneness toward a unified expectation to prepare and compete.*

*“Continuous effort – not strength or intelligence – is the key to unlocking our potential.”*

*-Winston Churchill*



## LESSON 8

# RELENTLESS EFFORT

### KEY THOUGHT & DISCUSSION

This is about your “WARRIOR SPIRIT.” Effort has nothing to do with talent, ability, social status, or physical appearance. Effort has everything to do with your will to compete and give your all in everything. This quality should never be questioned as a great competitor. Effort must be a non-negotiable in your team mindset. When a player is relentless, their effort is undeniable. Effort will give an individual and a team its best chance to be successful. Many times, the winner will be the one that simply keeps playing with their best effort. Teams must be able to play with a Warrior Spirit from the beginning to the end of competition. Your best effort is the only way to pass the “Mirror Test.”  
Nothing is given, everything is earned.

### DISCUSSION QUESTIONS

- 1) What does Relentless Effort mean to you?

*This description can go a lot of ways, but the bottom line is that relentless effort is undeniable. Those that play with it, separate themselves from the pack. They stick out in every drill, practice, and game. A team that plays with it, goes beyond their ability level.*

- 2) Describe someone you know that gives Relentless Effort?

*Want to guide them to match or exceed the effort of the person they describe. Verbalizing that they know how to recognize relentless effort. Their answers will vary, but also a way to recognize current or past players on the team.*

- 3) What can hold you back from giving Relentless Effort?

*Make them verbalize and recognize the hurdles that keep them from being their very best. Talk about choices that will help them get past those mental hurdles.*

“THE DIFFERENCE BETWEEN A  
SUCCESSFUL PERSON AND  
OTHERS IS NOT A LACK OF  
STRENGTH, NOT A LACK OF  
KNOWLEDGE, BUT RATHER A  
LACK OF WILL”

-VINCE LOMBARDI-