

CINCO RANCH HS



COUGAR FOOTBALL

STAFF DYNAMICS:

WHAT YOU LEARN
THROUGH THE YEARS
THAT CAN HELP COACHES

**A COACHING CAREER IS A PROCESS.
WE HEAR THE WORD PROCESS
THROWN AROUND MORE OFTEN THAN
NOT WHEN SPEAKING ABOUT THE
DEVELOPMENT OF A FOOTBALL TEAM.**

**BUT THE PROCESS FOR A COACH IS
AN ONGOING PROJECT.**

WE OBVIOUSLY ALL WISH WE KNEW
BACK THEN WHAT WE KNOW NOW.

THE MORE EXPERIENCED YOU GET,
THE MORE YOU HAVE BEEN
THROUGH. MORE BATTLE SCARS.
MORE WAR STORIES.

WHAT WOULD YOU TELL A YOUNG
COACH JUST STARTING OUT OR A
NEW HEAD COACH?

THERE ARE SO MANY AREAS THAT WE ALL WISHED WE WOULD HAVE DONE BETTER IN BUT YET THERE ARE MANY AREAS THAT WE DID QUITE WELL IN.

IN THE NEXT SEVERAL MINUTES, I WILL SHARE WITH YOU A VARIETY OF AREAS AND THINGS THAT WE SHOULD LOOK AT TO HELP YOUNGER AND/OR LESSER EXPERIENCED HEAD COACHES.

WE ARE ALL STILL IN THE LEARNING PROCESS.

1. LOYALTY

**BIG WORD IN THE COACHING
BUSINESS. BRIDGES ARE BUILT
BETWEEN COACHES WITH SINCERE
LOYALTY WHILE GAPS OCCUR IN OTHER
RELATIONSHIPS BECAUSE OF A LACK
OF LOYALTY.**

**WHAT IS LOYALTY AND HOW DO WE
SHOW IT?**

I SAW I SIGN IN THE STAFF OFFICE RESTROOM AT OU SEVERAL YEARS AGO THAT SAID SOMETHING TO THE EFFECT OF, “IF YOU WORK FOR A MAN AND HE IS PROVIDING YOU WITH A GOOD LIVING AND IS TAKING CARE OF YOU, THEN FOR GOODNESS SAKE, DON’T STAB HIM IN THE BACK. YOU OWE HIM YOUR LOYALTY – SHOW IT AND LIVE IT”.

**THAT SIGN SAID IT ALL IN NOT
ONLY THE COACHING RANKS BUT
IN THE JOB WORLD AS WELL.**

**TOO OFTEN, LOYALTY CAN BE A
SURFACE CHARACTERISTIC – IT
SHOWS UP WELL WHEN YOU ARE
FACE TO FACE WITH THE HEAD
COACH BUT THEN IT DISAPPEARS
WHEN YOU NO LONGER SEE HIS
EYES.**

**I BELIEVE AT SOME POINT AND TIME
IN OUR CAREER, A COACH WILL
EXPERIENCE THAT “I KNOW BETTER
THAN THE HEAD MAN” FEELING.**

**BUT THAT SHOULDN'T BE A REASON
TO NOT HAVE HIS BACK.**

**I HAD SOMETHING HAPPEN EARLY IN
MY CAREER THAT HELPED ME TO SEE
THE LIGHT RIGHT AWAY.**

2. GRATITUDE

**AS A HEAD COACH, THIS ONE STILL GETS ME
TODAY.**

**WE DON'T GO AROUND LOOKING FOR THE
PATS ON THE BACK AND THE THANK YOU'S
BUT THEY ARE GOOD TO HEAR AND FEEL.**

**TOO MANY COACHES TAKE FOR GRANTED
WHAT WE HAVE AND DON'T UNDERSTAND HOW
GOOD WE HAVE IT.**

- **GOOD KIDS TO WORK WITH**
- **GOOD CLASS SCHEDULE**
- **LARGE STAFFS**
- **GOOD COMPENSATION**
- **CLINIC OPPORTUNITIES**
- **COACHING SCHOOL**
- **STRONG ATHLETIC COMMUNITIES**
- **NICE GEAR (I love the FS we get here.)**

**OPPORTUNITIES FOR COACHES TO
GROW IN A GOOD SYSTEM**

**WHEN YOU HAVE LARGER STAFFS,
IT MEANS MORE POSITIONS
AVAILABLE AND MORE CHANCES TO
MOVE UP**

**PROFESSIONAL DEVELOPMENT
(clinics, spring trainings, staff visits)**

3. COMPASSION

WE ALL LEARN THAT IT IS DIFFERENT IN THE HEAD COACH'S CHAIR AS OPPOSED TO THE ASSISTANT'S CHAIR WHEN IT COMES TO DEALING WITH ISSUES.

WHEN YOUR GOAL IS TO HELP KIDS EVERY DAY, YOU HAVE A DIFFERENT TAKE ON THE TROUBLED KID. ASSISTANT'S HAVE A TENDENCY TO SAY "GET RID OF HIM" WHILE AS THE HC, YOU SEE A WHOLE LOT MORE THAT IS GOING ON WITH HIM/FAMILY.

WE ARE HERE TO HELP ALL KIDS AND WE NEED TO UNDERSTAND THAT NOT ALL OF THEM WILL WANT TO BE HELPED RIGHT AWAY.

WHEN YOU TALK TO THAT CRYING MOTHER WHO IS BEGGING YOU TO KEEP HER SON IN THE PROGRAM BECAUSE IT'S THE ONLY PLACE WHERE HE EXPERIENCES ACCOUNTABILITY AND THAT SHE WON'T BE ABLE TO CONTROL HIM WITHOUT THE HELP OF FOOTBALL... YOU REALIZE FOOTBALL IS THE LIFELINE FOR THAT KID AND MOTHER.

I LEARNED IN MY FIRST YEAR OF COACHING ABOUT COMPASSION AND IT HAS STUCK WITH ME FOR THE LAST 38 YEARS.

WE GET TO REACH KIDS THROUGH A GAME. BUT WE HAVE TO REMEMBER THAT THE GAMES WILL END BUT THAT KID HAS A LIFE TO LIVE. LET'S HELP HIM TO GROW UP TO BE THAT PRODUCTIVE KID – THAT'S HOW YOU REALLY MEASURE OUR SUCCESS.

4. RELATIONSHIPS

- **STAFF**
- **FACULTY**
- **PARA PROFESSIONALS**
- **COUNSELORS**
- **CUSTODIAL STAFFS**
- **PLAYERS**
- **TRAINERS/MANAGERS**
- **PARENTS**
- **COMMUNITY**
- **BOOSTER CLUB**

HOW DO YOU MOVE UP?

**SPEND TIME WITH YOUR CURRENT STAFF
LEARNING AS MUCH AS YOU CAN.**

**SPEND TIME WITH OTHER COACHES THAT
YOU BELIEVE CAN HELP BROADEN YOUR
FOOTBALL KNOWLEDGE BASE.**

**VOLUNTEER AS OFTEN AS YOU CAN FOR
ANY ASSIGNMENT.**

GIVE IT A CHANCE.

**WE LIVE IN A TIME WHERE EVERYONE
WANTS TO MOVE UP AND MOVE UP NOW.**

NEED TO CULTIVATE WHERE YOU ARE.

FIND A GOOD MENTOR.

**WE OFTEN CONFUSE BEING CONTENT WITH
LAZINESS. NOT TRUE. IF YOU HAVE A
GOOD POSITION WITH GOOD PEOPLE –
ENJOY IT.**

**WHAT SHOULD I DO IN MY CURRENT
POSITION THAT I'M NOT ASKED TO DO?**

**HELP PICK UP AND STRAIGHTEN UP IN THE
OFFICE.**

**DON'T WAIT TO BE TOLD TO DO SOMETHING
THAT OBVIOUSLY NEEDS TO BE DONE.**

STEP UP AND LOOK FOR THINGS TO DO.

THE LITTLE THINGS ADD UP!!!

AS A COACH, WHAT SHOULD I BE CONCERNED ABOUT?

- **SOCIAL MEDIA POSTINGS**
- **TEXTING/CALLING STUDENTS**
- **INAPPROPRIATE COMMENTS TO STUDENTS**
- **PERSONAL BEHAVIOR (ALCOHOL)**
- **PUBLIC BEHAVIOR (BEING SEEN)**
- **NOT FOLLOWING EXPECTATIONS**
- **NOT FOLLOWING DIRECTIVES**
- **CONTACT WITH PARENTS**

THE COACHING PROFESSION HAS BEEN AN UNBELIEVABLE JOURNEY FOR ME. MY WIFE IS A COACH'S DAUGHTER – ONE DAUGHTER WORKS FOR THE HOUSTON TEXANS AND THE OTHER DAUGHTER'S BUSINESS IS TIED TO NUMEROUS SPORTS, INCLUDING FOOTBALL. FOOTBALL IS OUR FAMILY BUSINESS AND I CAN'T IMAGINE IT BEING ANY OTHER WAY. REMEMBER, ENJOY EVERY DAY OF COACHING AND YOU WON'T EVER WORK A DAY IN YOUR ADULT LIFE.

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