

SAN ANTONIO INDEPENDENT SCHOOL DISTRICT
ATHLETICS OFFICE



**THE 4 B'S
OF LEADERSHIP**

By:

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1-B A ROLE MODEL

1. Make decisions by sticking to convictions

When deciding how to treat kids and/or situations that arise during your season, use your conscience as your guide. Don't treat a kid in a way that you would not want to be treated and never ask a kid to do something you would not do. This applies to your assistant coaches as well.

2. Honor your commitments.

Through winning and losing, because both will come if you coach long enough, stay true to the reasons why you got into coaching to begin with. There will be days when you don't feel like making the effort and maybe the grass appears greener elsewhere. The grass can be as green as you want it to be right where you are. So fertilize what you have here with a little hope, hard work and integrity and watch the grass green up slowly but surely. If you can't do that, then leave.

3. Take responsibility for your mistakes.

None of us are perfect, so when you act like you are, then you will look like an idiot, sooner or later.

4. Let your YES B YES and your NO B NO.

Let there be no doubt from your players, coaches or administration where you stand. Make sure everyone that is involved with your program knows exactly what is and is not acceptable.

5. Be their coach, not their friend.

*The last thing kids need from their coach is a buddy. What they need is someone to hold them accountable and push them to be their best. There should always be a space of uncertainty between you and your players, a space that they, or you, should **never** enter. Be it in conversation or physical proximity*

6. Lead by example while being you.

We are not robots. We are all different and we all have a different approach to how things should get done. But... we all should share the same passion for kids and see that they are treated fairly and are better for being in our program. Be who you are, and weave your personality into your team. Kids will know if you are sincere.

7. Don't be afraid to stand alone.

Coaching is not a popularity contest. You will have to make decisions that are not popular and may seem harsh or costly and very difficult to administer. If you need any advice on how to make such decisions and follow through with them, read #1 - #6 again.

8. Absorb defeat, deflect success.

Never blame others, especially kids. As the coach, take the hit for defeat and shower others with praise when things go right. The only lesson that comes from patting yourself on the back is a broken arm.

2-B AN ENCOURAGER

1. Speak in the right direction – UP!

When you talk about others, speak in a direction that will build them up, not tear them down. Be part of the construction crew, not the demolition team.

2. Words can give life or death.

By using the right words, you can give kids hope and a reason to give that extra effort. Using the wrong words gives kids reason not to try, thus extinguishing their dream and goals. Use your words to fuel a kid's "want too." Give kids HOPE!

3. Advertise to sell yourself and others.

If you want to sell a product, then you have to get people to believe in it. The same applies to you as a coach. If you want your kids to buy into you, then they have to believe in what you are advertising. They must believe in you and that you are going to do what you said you were going to do. Follow thru!

4. Don't take it personal.

If you have not hacked off any parents or kids yet, then you obviously just started your coaching career last week. Do the best you can and make tough decisions that are well thought out and not a knee jerk reaction. Then stand by those decisions, it is part of the job, so don't take it personal when a parent or opponent criticizes you, stand tall and be glad that you are not them.

5. Encourage above and beyond one person a day.

Reach out to one person a day, possibly someone you hardly know, but add to your day one extra line of encouragement to someone. You will be amazed at the results and reaction you will get, some immediate, others on down the road of life a bit.

3-B CREATIVE

1. Go the extra mile to create a winning environment. You may be only one mile away from getting what you want.

Don't quit thinking of ways to motivate your team, regardless of the circumstances. Keep tossing those lures into the water, sooner or later you will find one that works.

2. Take the time to think before you react. (PAUSE)

Don't let a knee jerk reaction put you into a bind with a player or your team. When a crisis arises, think creatively on how to solve it. Any coach can tell them to "get on the line." Don't react in the obvious way, do something different.

3. Create something new and then try it.

Break the norm. If you have been doing something for years or responding the same way to situations for years, then maybe it is time to do something different. It never hurts to "shock" your team once in a while with something new. It will keep your kids on their toes, "Man, you won't believe what coach did today; I thought for sure he was going to run us in the ground."

4. Make it special.

Is there anything special about being on your team? Are there standards and expectations that cause kids to sacrifice socially, physically and mentally? If not, then your program has little fiber and the kids will see few reasons why they should sell out to you and your program. Make your program worth the effort.

5. Coaching begins when kids resist.

*Anybody can coach a team when things are going well. Just like a ship captain, his or hers true colors only begin to show when the ocean begins to get a little choppy. Rough waters define a captain, either they can handle the storm, or the ship sinks. When the waters get rough in your program, get excited because that is when leadership **really** begins. When times get tough, be the type of leader that offers direction and hope, not confusion and panic.*

4-B UNFORGETTABLE

1. What will they remember about playing for you?

Think back to your playing days....I bet what you remember is the relationships you developed and the price you paid, physically, emotionally and socially. I have never had an ex-player call and tell me that winning a certain game or championship changed their life. What shaped them was the price they paid on the road to the victory. Knowing that they were challenged to give more than they thought they had. It was the “getting there,” not the “gotten there.”

2. Were you sincere in your effort to be fair and consistent?

Don't show favoritism. I know it is hard to tell your back up right fielder that he is just as important to you as your all-state shortstop is. Make sure all rules apply, no matter how big of a role the kid plays on your team. Don't only help the kids that make you look good.

3. Are they better off that they played for you?

Are you teaching kids more than just how to shoot a jump shot or run a pass route? Kids need to be taught the fundamentals of their sport, but make it a point to teach them life lessons as well.

4. Did you keep it all in perspective?

Coaching should not be your life, just a part of it.

5. That winning feeling is gone after the banquet.

Winning is temporary. The day after a win, you start looking for ways to win the next one. It is a cycle that never really ends. Be certain your self worth is not tied to the results posted on a scoreboard; you are worth so much more than that! Surviving life is tough enough; don't make the mistake of placing everything you are about in the hands of a bunch of adolescents. Know who you are, and on that, build your foundation for living.

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