Coaching Better Every Season

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BWF WORLD COACHING CONFERENCE
‘Pracademic’
Focus on **BEST PRINCIPLES**, not Best Practices
Purpose
Values
Standards
I certainly don’t climb to get on top of rocks.

Rally people around **WHY** you do what you do
Coach people first, sport second
Very few people or companies can clearly articulate WHY they do WHAT they do. By WHY I mean what is your purpose, cause or belief?
Undefeated in 12 years (151 games)
Coaching ‘Golden Circle’

WHY: A ‘calling’ to teach football and life skills

HOW: Demanding practices, competition management, team rituals

WHAT: Better football players, win football games, win at life
Values

What matters to us and how we act around here (*standards*)
#1 Ranking in the World

vs

#1 High Performing Culture
“Standards are the things that you do all the time and the things for which you hold one another accountable.”
## Values and Standards

<table>
<thead>
<tr>
<th>Core Values</th>
<th>Defined</th>
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<tbody>
<tr>
<td>Communication</td>
<td>we look each other in the eye, we tell each other the truth</td>
</tr>
<tr>
<td>Care</td>
<td>we have each other’s backs, we give aid to a teammate</td>
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<tr>
<td>Respect</td>
<td>we’re always on time, we’re always prepared</td>
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<tr>
<td>Intelligence</td>
<td>we take good shots, we know the scouting report</td>
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<tr>
<td>Flexibility</td>
<td>we can handle any situation, we don’t complain</td>
</tr>
<tr>
<td>Unselfishness</td>
<td>we’re connected, value is not measured in playing time</td>
</tr>
<tr>
<td>Aggressiveness</td>
<td>we play hard every possession</td>
</tr>
<tr>
<td>Performance</td>
<td>we’re hungry, we have no bad practices</td>
</tr>
</tbody>
</table>
How we act around here

A new study finds that greeting students at the door increases engagement by 20% and reduces disruptions by 9%—effectively adding 1 hour of learning per day.
edut.to/2N8NH65

Spreading Your Team Culture like a Virus
Author: Dr. Wade Gilbert
Pre-Season: Envision

Purpose
• Can everyone on our team identify our WHY?

Values
• How do we model, and infect others, with team values?

Standards
• Do we define and inspect values-driven behaviors?
Motivational climate
Athlete learning
Practice design
Coach = Teacher

About 32,200,000 results (0.95 seconds)

Dictionary

coach

/coʊCH/

noun

1. a horse-drawn carriage, especially a closed one.
   synonyms: horse-drawn carriage, hackney, hansom, gig, landau, brougham
   "a coach and horses"
Coach = Teacher

The Pyramid of Teaching Success in Sport: Lessons from Applied Science and Effective Coaches

WADE GILBERT
California State University, Fresno, California, USA

SWEN NATER and MARK SEWIK
BelieKeCoach, Cleveland, Ohio, USA

RONALD GALLIMORE
University of California, Los Angeles, California, USA
Athlete Learning Principles

1. Prior knowledge can help or hinder athlete learning
2. Athlete motivation directly influences learning
3. Skill mastery requires athletes to learn component skills
4. Deliberate practice with targeted specific feedback
### Athlete Learning: 4 C’s

<table>
<thead>
<tr>
<th>Athlete outcome</th>
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<tr>
<td>Competence</td>
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<tr>
<td>Confidence</td>
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<tr>
<td>Connection</td>
</tr>
<tr>
<td>Character</td>
</tr>
</tbody>
</table>

An integrative definition of coaching: effectiveness and expertise by Jean Gibii and Wade Gilbert.

Job One - Growth Mindset

Athletes & Coaches

- Be Examples
- Foster in Gym?
- Mistakes...Ugly...

Mindset: The New Psychology of Success

By: Carol S. Dweck, Ph.D.
"Failure is an opportunity to grow"

GROWTH MINDSET

"I can learn to do anything I want"
"Challenges help me to grow"
"My effort and attitude determine my abilities"
"Feedback is constructive"
"I like to try new things"

"Failure is the limit of my abilities"

FIXED MINDSET

"I'm either good at it or I'm not"
"My abilities are unchanging"
"I don't like to be challenged"
"My potential is predetermined"
"When I'm frustrated, I give up"
"Feedback and criticism are personal"
"I stick to what I know"
Better be making mistakes in practice or you aren’t getting better.
focus on PROVING ability

FIXED MINDSET

focus on IMPROVING ability

GROWTH MINDSET
Practice Design

- Athletes inactive nearly half of every practice
- Most time spent practicing skills already mastered
- Leads to boredom and discipline issues
- Stunts athlete development
Quality Practices Features

- Purpose
- Variety
- Competition
- Game-speed
Practice Design

Deliberate practice (coach directed) highly structured, targeted instruction, and coach feedback

Free play (athlete directed) unpredictable, creative, and self-regulated
Motivational climate

- Do athletes focus on proving or improving ability?

Athlete learning

- Are athletes ready, and willing, to learn?

Practice design

- Do we engineer high-impact training sessions?
Coach performance
Closure rituals
Athlete recognitions
How will you know if you did a good job?

**Coach (self)**

- Athletes
- Coaches
- Mentors and peers
- Parents
- Coaching staff
- Opposing coaches
- Sport officials
- Athletic director
- Alumni
- Support staff

**Athlete outcome**
- Competence
- Confidence
- Connection
- Character
Strengths Spotting

Why not focus on strengths instead of weakness? Build momentum by building on whatever comes naturally to you.
What are My Coaching Strengths?

- What was your best day of coaching this past season?
- Why was this your best day?
End of Season Closure

• Recognize:
  – The journey
  – The sacrifices
  – The growth
  – Those who will follow

• Last Practice ritual...
‘The Last Practice’

• Post practice shower and change
• Exit locker room in pairs, hold hands, seniors first
• Walk campus, pause and reflect
• Football field
  – New and emerging players circle and remain silent
  – Senior players ‘make peace’ with the field
  – Final huddle break
Athlete Recognitions

• Recognize athlete achievements
• Reinforce program core values
Athlete Awards

- **Nails Award**
  - Demonstrates mental toughness
  - ‘tough as nails’

- **Glue Award**
  - Shows most concern & sacrifice for team
  - ‘glue that holds team together’
End of Season Awards

‘Goofus’ Award:
Team joker
End of Season: Examine

[key] Club and coach performance
  • *When am I at my best as a coach?*

[key] Closure rituals
  • *How do we help athletes end the journey?*

[key] Athlete recognitions
  • *Do we formally recognize and reinforce values?
Coach wellness

Ongoing learning

- Pre-season
- In-season
- Off-season
- End of season

Envision
Enact
Examine
Enhance
Pushing (athletes) to accomplish what they don’t consider achievable is a long, painful, process, as much for the coach as the player.
• ‘Start your day on offense’
• Set amount of time (30 minutes?) – your needs first
  – Read, review plan for the day, physical activity, meditate ...
Surround yourself with the right kind of people
The Brilliance Of Ron Adams: The Coach's Coach
“I wanted somebody whose experience and wisdom made everyone stand up and listen. I’m just thankful we have him because he’s been instrumental in all that we’ve done.” (Steve Kerr)
"It's what you learn after you know it all that counts"

John Wooden
Study Topics

Figure 12.9 Off-Season Performance Gap Worksheet

Step 1: List the performance gaps you noticed from the last season.

Step 2: Identify three high-impact performance gaps.

Step 3: Identify factors limiting your ability to close the performance gap.

Step 4: List goals for next season

By start of season:

By end of season:
Study Coaches

• List top 75 golf coaches in US
• Letter to each coach with one question

*Would you mind if I come and watch you?*
Book Club for Coaches

Why Certain Experiences Have Extraordinary Impact

The Power of Moments

COACHING WITH HEART

Tuttle

COACHING WITH HEART

Tuttle

Coach Cal’s Book Club

John Calipari is a basketball and family man first. In his spare time, however, he’s a reader as well.
Coaching Better Every Season

Creating Value in a Sport Coach Community of Practice: A Collaborative Inquiry
Rachael Bertram and Diane M. Culver
University of Ottawa
Wade Gilbert
California State University, Fresno

A university sport coach community of practice: Using a value creation framework to explore learning and social interactions
Rachael Bertram1, Diane M Culver1 and Wade Gilbert2

Depends on ability to build a coach support and learning network
Focus on **BEST PRINCIPLES**, not Best Practices

- Pre-season
- In-season
- Off-season
- End of season

Envision Enact Enhance Examine

**COACHING**
Better Every Season
A Year-Round System for Athlete Development and Program Success

Wade Gilbert
Coaching Better Every Season

Wade Gilbert, PhD
California State University – Fresno, USA
Thank you

Questions?