

**OFFENSIVE  
PHILOSOPHY**

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## PHILOSOPHY

- First and Foremost the goal of our offense is to be difficult to defend. We want to force the defense to play in a phonebooth, and make them defend balanced formations as well as super unbalanced formations. And just enough spread and empty sets to force the defense to have to cover 5 wide on one play, and foot to foot all 11 in the box on the next.
- In general we want to keep the rules very simple and make it easy for our kids to learn.
- In a similar manner to the New England Patriots we ideally like to utilize one personnel grouping, but present various formations. In an ideal world our 32 Personnel kids can flex out and line up and successfully execute our 10/00 Personnel plays.
- However, this is not always the case and often times true personnel changes need to be made. I have done this before and it can be an effective way to utilize athletes who may not be able to comprehend the entire playbook. In giving them one or two groupings that they can master. Additionally, this is also a good way of introducing the offense to a student who joins the team late in the season.

## WHAT WE PREACH

- I think it is vitally important to sell your kids on your Offense/Defense/Special Teams etc. If the kids don't believe in what you're trying to do, they probably won't do it very well.
- Additionally, I have found that when kids understand exactly what you as the play caller are trying to do they tend to think about the game in a more detailed manner. Kids will tell you when the reverse is there, or when we should call a double move, or which kid we need to attack on the Defense, and generally speaking they are usually right.
- How I sell the kids on our offense...
  - There are three ways to win a football game
    - Be Better than the Other Team
    - Be Different than the Other Team
    - Be Both
  - I got this from Coach Rick Darlington at a Glazier Clinic and I really think our kids buy into it just as much as I do
  - Right from the jump I tell the kids "We will be Different", it is up to you (the athletes) if we will be better
  - I use this as a means to instill the importance of the weight room and our conditioning program to our athletes. I really harp on the fact that there are three ways to win the game and that one of them is already checked off, if we can do number two on that list (which will also check off number three) than we will be a very tough team to beat

## HOW WE ARE DIFFERENT

- As mentioned prior we want to be very difficult to defend, we do this in a three main ways...
- The main way we are different is with our formations and our play calling.
  - We will present a balanced double wing look on one play, and then a six man surface on the next, followed by an empty formation, etc.
  - Doing this forces the Defense to have be very sound on every play as they must communicate strength of formation, balanced or unbalanced, and then get aligned correctly all in a short manner of time.
  - It's not about outsmarting the Defensive Coordinator, it's about confusing his High School aged Defense
- The second way we are different, but I would really argue that it is almost as important as the aforementioned reason is our tempo.
  - I tell our kids "We want to play as fast as the refs will let us"
  - I am not saying we are unique or different because we play fast, lots of teams now play fast. However, it is our tempo combined with our weird formations and play calling that makes us unique.
- The third manner in which we try and be different is related to tempo but is used less often. I am referring to our usage of unique shifts.
  - In a similar manner to Scott Frost and Chip Kelly we use shifts as a way to create tempo following a stopped clock.
  - Possession and 10, or following a timeout are when we will utilize our shifts, this creates confusion for the defense in game, as well as creates new things for future opponents to scout.
- Presenting all of these things to a defense in my opinion makes us very difficult to defend. And in some cases helps alleviate some of the pressure on our players on any given play. If there stud Mike LB aligns incorrectly and takes himself out of the play my guards job is already done before the ball is snapped.