



Philosophies

PRIDE:

I use my service in the United States Marine Corps here by establishing an *esprit de corps* mentality. Players will realize that football is a tough sport that is not for everybody. They must realize that they are **special** and they must band together because there are only 60 players out of 700 students. We will be "Looking For A Few Good Men" with the signature motto: ***Semper Fidelis***, Always Faithful.

We want to set ourselves apart from the ordinary - To set the standard.

Pride not only begins with the players, but in the community. People long for something or someone to rally behind and support. As coaches in one of the most visible sports in school, we must go to the community and ask for their help in supporting the things that we are trying to do.

TRADITION:

Tradition is developed through **hard work**. Our athletes will understand that what they do now will be a part of who they become. If student athletes set high **goals** and **expectations**, and work hard to accomplish them, they will leave a lasting **legacy** behind them, as well as prepare themselves for future challenges. The younger students will look up to them and strive to achieve beyond their predecessors.

LOYALTY – 3 Levels of Trust:

Loyalty is accomplished by having a positive and successful athletic experience. When athletes know that their **coaches truly care about them**, the loyalty creates a wonderful cycle of continued success. It can be as simple as a handshake, a pat on the back or a phone call to a prospective employer. Once students know you are genuinely concerned about them, they will do anything within their power to pay back what they have received

Players Trusting Coaches

Coaches Trusting Players

Players Trusting Each Other

Coaching Philosophy

I am a disciple of the traditional values of **loyalty** and **hard work, respect** and **responsibility**. My belief is that the young people of today should not only be exposed to these ideals, but should live them. These values will form the **core of our program**. I believe that we must adapt to changing times with these unchanging principles. Each player will be treated with equality and respect. There will be no favorites and no political agendas followed. In turn, each player will be expected to show the utmost respect for teachers, coaches and teammates.

Coaches must be trainers, not jockeys. Anyone can ride a good horse. We must be able to take the average horse and make him better. Very few of high school programs are blessed with kids who are naturals and we will not whine about how poor our talent is. **Kids give exactly what is expected of them**, nothing more and nothing less. We will expect them to be good players and they will be. We will roll up our sleeves, put in the time and coach them how we want them to play.



Praise in Public; Criticize in Private.
It's not what the coaches know....
It's what the players learn that is important
- - Rick Stewart

The Total Athlete

There is no room in any high school for athletes to concentrate on one sport. As coaches we need to encourage our athletes to participate in a variety of sports. Any kind of **competition is good for athletes**. This cross sport participation will only strengthen our overall athletic program.

Special Teams Philosophy

Special teams play must be a **top priority** for our program. We feel that we must dominate this category year in and year out for us to be successful. A commitment of practice time to special teams, at all levels of our program, is mandatory. Developing great special teams players must begin at the freshman level or sooner. Our special teams will consist of our most disciplined and driven athletes. It will be an honor for those members to be a part of the **"SPECIAL FORCES!"**

Practice Philosophy

We will be a physical, relentless football team. Our **[insert mascot] football teams** will be known as the hardest hitting and hardest working team in the league. Our practice sessions will be tougher than our games and we will prepare the athlete for every possible situation they might encounter in the course of a game. Our goal is to minimize the number of players standing during practice, perform every drill at game speed, and follow the **"race horse philosophy"** of performing as many reps possible in the allotted time. Our teaching progression will be "whole, part, whole."

8 LAWS OF LEARNING
*Explain, Demonstrate,
Imitate, Repetition,
Repetition, Repetition,
Repetition, Repetition*

Talk it, See it, Rep it, Run it"

We will also script everything down to the minute and there will always be detailed practice plans in every coaches hand. I do not believe that practicing for more 3 hours is productive and most of our practices will be **limited to two hours**. Furthermore, as a parent myself, I realize the importance of ending practice when we say that it is going to end. And finally, our athletes are STUDENT-athletes and need to get home early.

The entire coaching staff will **support both the JV and Varsity** programs. There will not be separate JV and Varsity staffs, as each coach will have specific duties that support both teams. The freshman team and its staff will conduct independent practices, however, they will be included in all fundraisers, dinners, and other team activities.

HEAD VARSITY COACH

OFFENSIVE STAFF

- (2) O-Line Coach
- (1) Running Back Coach
- (1) QB Coach
- (1) WR Coach

HEAD J.V. COACH

DEFENSIVE STAFF

- (2) D-Line Coach
- (1) OLB - S Coach
- (1) ILB Coach
- (1) CB Coach

On a typical day of practice the Head JV coach will take the JV team to the defensive field and that team will be coached by our Defensive Staff. I will take the Varsity team to the Offensive Staff to practice offense. After approximately one hour, the JV coach will take the JV team to the Offensive Staff field and I will take the Varsity team to the Defensive Staff field. The JV and Varsity head coaches always follow their teams so that they can oversee injuries, attendance, and discipline.

The **JV team feels special** because they are getting varsity coaching which builds confidence and a sense of pride. It also makes the transition to varsity a smooth one, thereby retaining greater numbers in the program. Building trust and forging relationships is almost as important as Strength & Conditioning and because our players will have the same coach for 3, maybe 4 years, the formation of a **[INSERT MASCOT] BROTHERHOOD** becomes very strong.

FUNDAMENTALS:

If we can't tackle & block really well, it doesn't matter what type of offense or defense we run. We will take great pride and spend a lot of time on fundamentals. Through lots of **repetition**, our players will perform these fundamentals solely on muscle memory. We will practice **blocking, tackling, and pursuit every day**.

My teaching of fundamentals is so good that **19 schools**, after watching my DVDs, have chosen to hire me as a **consultant** and flew me into their schools to instruct their coaches and players.

Offensive Philosophy

We will **utilize our personnel** to exploit weaknesses in the defense. This requires **flexibility** to adapt from year to year, week to week, and series to series. We will have a **system** that will not change from year to year but allows us to feature a different position player depending on our roster.

The offense is an up-tempo **SPREAD** passing game. It is a **FAST** paced, **NO-HUDDLE** attack that can utilize Tight Ends and H-Backs for a powerful run game and a 1-RB spread passing game at the same time. We will use multiple formations, lots of motion, and shifting to put intense mental pressure on the opponent defense.

FAST PACED, UP TEMPO, NO HUDDLE

The [INSERT SCHOOL] offense will have lots of shifting, motions, and unbalanced formations to gain leverage over the defense. The offense will be very fast and has THREE exciting tempos:

- RED LIGHT: Huddle up and SPRINT to the line, snapping the ball 3 seconds from break of huddle;
- YELLOW LIGHT: No huddle, get play from sideline and snap the ball 4-12 seconds after ref puts ball in play;
- GREEN LIGHT: No huddle, plays are memorized and next play is snapped 1 second after ref puts ball in play.

We will play very **fast** with great intensity and enthusiasm. We will average 70 snaps per game.



Defensive Philosophy

First and foremost, we will take away what the offense does best. We will stress **fundamentals** with great **pursuit** and gang **tackling**. Our base defense will be a **4-3**, utilizing Cover 4 and Cover 2. This defensive concept is very solid versus the run and pass, however at the high school level we believe in **stopping the run first**. We will have stunt and blitz package but will not play a guessing game.

This defense is flexible enough to meet a variety of offenses during the season with very little adjustment as to alignment and responsibilities. Our players **will not think**, they will **react** to the offensive movement and the reaction will be mastered because we will practice **Stimulus-Response** everyday.

We will adjust our defense to align with our personnel on a yearly basis. We must utilize the strengths of our players in order to obtain the maximum result.

BASE ALIGNMENTS

Our Sole objective is to have our VIKING defenders REACTING not thinking. Notice that the DL and ILB do not change alignment in any defense.

We will be a BEND but DON'T BREAK defense believing that most high school teams will make mistakes as they drive down the field. This doesn't mean we will play soft...we will ATTACK after we read our keys.

TACKLING

This will be taught everyday, even in shorts starting in spring, continuing all summer, and during the season. Tackling will be taught during team, in circuits, or by position. We will master open field, shedding a blocker, and turnovers. The helmet will never be used as a weapon, tackling will be done with chest plate, arms, and legs.

PURSUIT

The [insert team] defense will have great pursuit. We will condition using a "**double whistle**" during practice and **ending every practice with pursuit drills**. The double whistle is a 2nd whistle blown 2-3 seconds after the scout RB is wrapped up. All 11 players have to be arms length from the RB

Conditioning Philosophy

We are always striving to simulate game situations and this includes conditioning. We will play FAST, which means we have to do everything FAST. To be FAST, you have to practice FAST.

RACEHORSE PRACTICE: This means nobody standing around during practice, which accomplishes two things: (1) Learn by doing; (2) More reps means better conditioned athlete. We will perform more reps than our opponents every day in practice. Common sense tells us that performing a tackling drill more times than our opponent on a daily basis will mean we will be better at those skills when we meet in battle.

TACKLING: We will open every defensive practice with one of 3 things:

- (1) Fast team technique period;
 - (2) Intense tackling circuit;
 - (3) physical funnel drill;
- Our tackling period will double as a conditioning period*

PURSUIT DRILLS: We end every defensive practice with one of 5 different pursuit drills.

SHOTGUN DEFENSE TEAM: We will have TWO scout offenses running plays at our Defense.

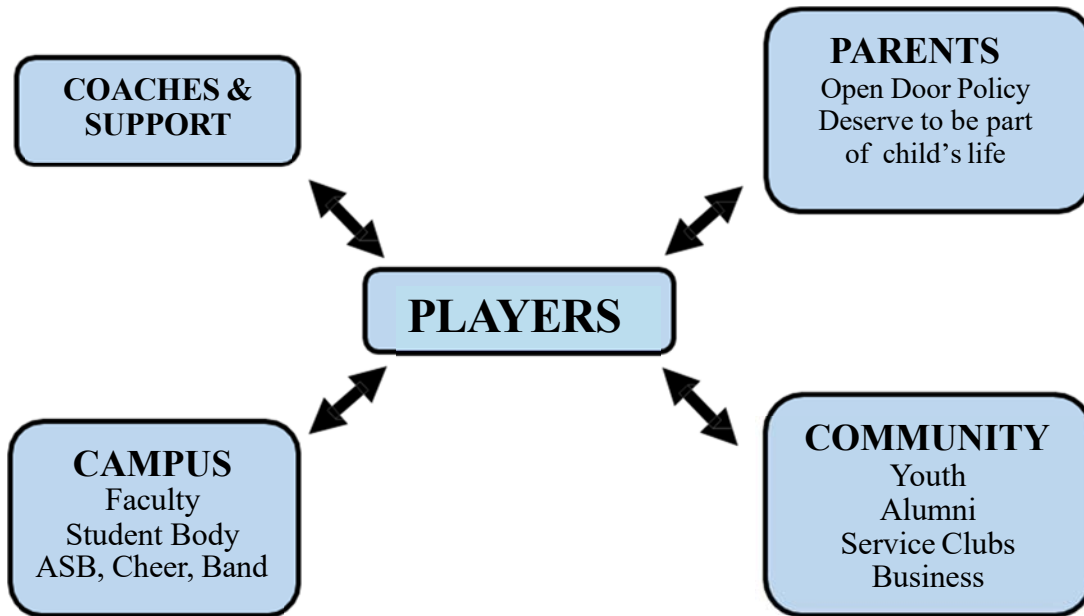
PERFECT PLAYS: We will open offensive practice running 4 perfect plays in under 1 min. includes huddling up & running our fakes 5 yards. Great review of previous day.

WEIGHT ROOM

Finally, our weight room is an **intense metabolic** 45-minute workout which further ensures that our CHAMPIONSHIP players will be in better shape than its opponents. Players NOR coaches will be sitting down

THE Plan

I have had more experience than most coaches in building CHAMPIONSHIP programs. My plan of building a complete football program will not just involve the varsity team, it will encompass an entire community from 3rd graders to alumni and from parents to teachers.



Obviously the most important component in THE Plan are the players.

In the next section I will outline how I will develop the [insert team] student-athletes into a well-rounded human being but first let me paint a picture of how THE Rebuilding Plan will unfold:

Attitude Commitment Accountability Dependability Enthusiasm

1. Attitude—Understanding the Plan

We start in a very positive “**recruitment & retention**” phase because we will lose our athletes before we get out of the chute if we begin with criticism of previous seasons or past coaching experiences. We will focus on the NOW and the FUTURE very seldom bringing up the past. Remember, this is the beginning—a new start with new techniques and philosophies.

Our slogan during this phase is: "**Raising the Bar.**" It simply means that there will be a new way of doing and measuring things. We have raised the bar (i.e. like reaching new heights in the high jump) and new standards have been set for the program. The players attitude adjustment goes thru the following steps:

1st: Hate To Lose

We will compete in everything we do. Weight room, practice, fundraising

3rd: Expect To Win

On gameday, we can't "hope to win"...Expecting to Win comes from preparation & confidence.

2nd: Learn To Win

This comes from confidence acquired in 1st step. Find chances to compete with other teams (7on7)

4th: Handle Winning

This is Year 3 or 4 after we have won playoff games. We have to stay HUMBLE & battle complacency

2. Commitment—Living the Plan

We will become aware of the good things that will happen if we believe and are committed. Everyone must march to the same heartbeat, beginning with positive thoughts and an understanding that by crossing all T's and dotting all I's, we will master new fundamentals required to achieve success. By learning to pay close attention to every detail en route to reaching their goals, our [mascot] will become better students, athletes, and citizens.



The true key to gaining full commitment is getting our players to understand that they are playing for something so much bigger than themselves. An entire program, from team mates to friends to family to teachers to alumni is counting on them to give their very best. No weight room workout, offensive play, or fundraiser will matter if the players do not become committed.

Every CHAMPION Has To Do This Not For Himself, But For His Teammate

We will use several strategies to instill this attitude. Alumni speakers, team retreats, and the Student Tree Program, along with constant reminders about why we do this. **Their WHY has to make them CRY.**

3. Accountability -- Accepting the Plan

We will be a program of "**thumb pointers.**" We have to eliminate the "finger pointing" in the program. It is easy to point fingers and criticize last year's seniors & coaches, but that is old news and is no longer important.

The task of changing this finger pointing is really quite simple. We will find our leaders from our Leadership Development course and guys who want the run coming right at them on 4th and 2, guys that want to scream down field and cover kicks. We will call these athletes "thumb pointers," and they will become infectious in a positive manner for the rest of our squad.

4. Dependability -- Doing the Plan

The "**count on me**" guys will be the foundation of your program. These young men are sergeants, the do-ers, the ones we can count on in a pinch. I believe that the worst mistake a coach can make is to continually utilize the most talented and flashy, yet non-dependable, athlete. He may be the best "potential" athlete at a given position, but more than "potential" is required to get the job done. We will constantly **reward results** and not count on potential.

5. Enthusiasm -- Enjoying the Plan

Our coaching staff will need to constantly remind ourselves that many of our players do not view football as important as we do. To some of our athletes, it is still a game. To others it is a vehicle for an education, and to a select few, it is their life and future. In order to generate enthusiasm, we will seek a common bond to unite all of our athletes.



All eyes will be on me as their leader. I will have a bounce in my step, enthusiasm in my voice, and really show pride in everything I do. Enthusiasm is a key factor for winning. I understand that our football players will run full speed, practice hard, and play with passion, as long as I motivate, cultivate, and mold enthusiasm into everyday routines

Establishing Momentum

You will have an easier time spreading the enthusiasm of your football program by sharing the credit.

You must have a "We Are In This Together Attitude"

Thank your Staff. Thank them for their hard work & commitment

Parents/Boosters/Administration/Faculty – for their support

Athletes –for their effort











Media – for their representation

Thank you notes, shirts, hats, plaques, phone calls, emails, texts.....



Ladies & Gentlemen This is your Captain speaking. I have some good news & bad news. The bad news is we are lost. The good news is we are making good time.

PROMOTE YOUR PROGRAM

<h3>SCHOLARSHIPS</h3>   <ul style="list-style-type: none"> ■ 27 NCAA D1 & 1AA ■ 15 D2/D3/NAIA 	<h3>ALL★AMERICANS</h3>  <ul style="list-style-type: none"> 2 Army 2 Under Armour 3 Semper Fi 	<h3>N.F.L.</h3>   <p>7 Players Represented Rancho Verde In The NFL</p>  <p>Tyron Smith (Dallas Cowboys) 1st Round Draft Pick</p>
<h3>FOOTBALL ACCOMPLISHMENTS</h3>   <p>10 League Titles</p> <p>#1 Ranked HS Player in Country Ronald Powell (Class of 2010)</p>	<h3>C.I.F.</h3>  <ul style="list-style-type: none"> 1 C.I.F. Champions 2011 5 Appearances in C.I.F. Championships 12 C.I.F. Playoff Appearances 	<h3>ACADEMICS</h3>  <ul style="list-style-type: none"> ■ Ms. Robin Ellison – Designated NCAA Counselor ■ Rancho Verde offers 15 Advance Placement Course offerings ■ Avid Demonstration School A-G ■ Rancho Verde Scholars Program ■ Spring Showcase – Last year over 30 4-year colleges visited campus to evaluate athletes.

<h3>PROGRAM PERKS</h3>  <p>Daily nutrition program for players in season & off season</p>  <p>Year round strength program</p>	 <h1>RVHS MUSTANGS</h1> <p>RANCHO VERDE TRADITION OF EXCELLENCE ATHLETICALLY & ACADEMICALLY</p>	<h2>2016 FRESHMAN INFORMATION</h2>
<h3>PRACTICES</h3>  <p>Freshman Summer Practice June 6th</p> <p>Fall practice begins August 1st</p>		<h3>CONTACT</h3> <p>Coach Jeff Steinberg Cell: (760) 977-1855 rvmustangshc@outlook.com Twitter: @CoachSteiny</p>

Challenges

Each program has it's challenges. Identify them during December break or early January & then work to overcome them.

When you are taking over a new program identify as many challenges as you can BEFORE taking the job. Never take over a program that you cannot identify any challenges.

Success

The most important consideration to success is
THE PEOPLE IN YOUR PROGRAM (ATHLETES & Coaches).

Talented Athletes + Committed Coaches
= Opportunity for Success on the Field

Therefore

Get them aligned & treat them right!!!

Key Ingredients

Committed & Organized Staff made up of high quality men who are passionate to work with athletes & parents.

Talented Players (physically & mentally tough)

Supportive Parents & Community

Backing from Administration & AD

“It starts with having the right people in place”

Steve Kerr
Golden State Warriors

Get On The Bus

- It takes a lot of energy and enthusiasm to kick start your program.
- Head Coach must have a vision for the Program.
- Must sell the vision (To Staff, Players, Community, Boosters, Administration, Staff.....).
- Can't Do it alone therefore you have to surround yourself with people who will share the vision.
- Worry about getting the “right people on the bus 1st & then worry about putting them in the proper seats later.” (Jon Gordon – The Energy Bus)