



Fixing a Struggling Program

ParkerResources.org



5 things to “FOCUS” on when fixing a struggling program:

✓ Focus on relationships over everything

✓ Focus on what you have and not what you don't have

✓ Focus on the present and not the past

✓ Focus on rules you can enforce

✓ Focus on “our” plan



Ways you can build relationships....

KEY	WHAT DOES IT MEAN?	HOW CAN YOU DO IT?
Show them you care	<ul style="list-style-type: none"> You must genuinely show people you care about them. Be yourself. Be proud of them when they do something good. 	<ul style="list-style-type: none"> Take advantage of every chance to brag on them Recognize Birthdays
Get to know them	<ul style="list-style-type: none"> Don't treat them like they are just a part of the puzzle Make them feel like part of "our" program Genuinely getting to know them. 	<ul style="list-style-type: none"> Talk to them all the time Get to know their interest, their loved ones, etc.
Be honest with them	<ul style="list-style-type: none"> It is hard to tell someone something they don't want to hear. Don't deceive people to make conversations easier Let them know you will be honest 	<ul style="list-style-type: none"> Talk to people constantly about where they stand. Don't ever lie to make it easier on you.
Put yourself in their shoes	<ul style="list-style-type: none"> Try to think of things from their perspective. Respectful of Other sports, parents, admin, players, etc It's ok to disagree 	<ul style="list-style-type: none"> Show empathy Be fair and consistent but also be compassionate
Be there for them	<ul style="list-style-type: none"> Always check on them when they need you. Treat them with care and compassion When people are down, they are aware of who was there 	<ul style="list-style-type: none"> Always check on injured players Always be there when they have an illness/death in family

Don't forget the adult relationships



- You must build relationship with the adults as well as the players.
- Most coaches immediately attempt to do these things with students but struggle with the adults.
 - Coaches – Don't dismiss the idea of working with people from the "old regime".
 - Administration
 - Parents
 - Other Sports/Organizations



Key things to remember when building adult relationships:

- We are all in this together
- Praise in public – bring up issues in private
- Recognize the groups for helping you as much as possible
- Try to see things from their point of view

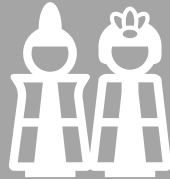


FOCUS #2

**Focus on what
you have and not
what you don't
have**



Common Mistake



Best advice I got

FOCUS on what you HAVE; not what you don't

- What do you have that is GOOD about this struggling program?
- It's easy to focus on our inadequacies and not on the good.
- This is the best advice I got!

Keys to “Focus on what you have”

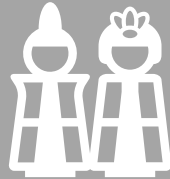
- Avoid petty problems
- Work with other sports
- Be self-aware
- See your challenges as opportunities
- Implement a no complaining rule
- Realize you determine your attitude and effort



FOCUS #3
**Focus on the
present and not
the past**



It's easy to do but don't worry
about what they did last year



Be a positive force



FOCUS on the present and NOT the past

- Easy thing to fall into accidentally....
- This is an issue for these reasons:
 - It brings no value – those people do not have a time machine and can't change the past
 - It tears down relationships – you are new and don't know the previous staff's relationships with everyone. You may be making an enemy for no reason.

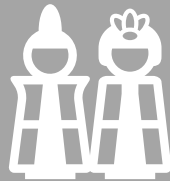


FOCUS #4

**Focus on rules
you can enforce**



Don't think "doing the little things" was always the problem



Be consistent and be in this for the long haul

FOCUS on rules you can enforce

- Don't always assume the problem is “work harder” or “take care of the little things”.
- Pick things to focus on that will likely be difficult to enforce all year.



Find rules you can enforce...



Focus on one or two things.

Make it something that affects winning and build from there.

I tried to focus on these rules...

Off the field

1. Be where you are supposed to be
2. Do right

On the field

1. Give great effort
2. Have a great attitude



On Field Rules you can enforce

- You earn so much respect from players when you take a common-sense approach.
- This goes for off-field rules and on-field rules.
- Don't be a guy that gets onto a player for doing something they obviously didn't do on purpose
- Correct, don't yell
- Yell when it's their fault (attitude & effort)

Important

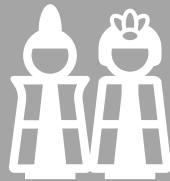
*Key: Always follow up with
negative reinforcement*



FOCUS #5
**Focus on
“our” plan**



Take “your” plan and make it
“our” plan



Make it a plan for the long
haul

FOCUS on “OUR” plan



- Plan's don't win games
- Execution of plans win games

- Must have a plan to get started
- Make “your” plan into “our” plan
 - It is a great feeling to see the plan begin to work and you can see the excitement in the athletes, coaches, parents, administration, etc.

The plan needs to include the following:

- Awards/reward system
- Great social media presence
- Plan to work with others
- Have fun and make it fun



The plan needs to include the following

- Have a clear, realistic plan for the following:
 - Defense
 - Offense
 - Special Teams
 - Strength & Conditioning
 - Player Development/Procedures
 - Coach Development/Procedures
 - Practice Plans
 - Game Day Procedures
 - Booster Club/Parents
 - Sub-Varsity Program



Executing your plan



Don't get your feelings hurt



Execute your plan regardless of hurdles



Your plan can change...it's ok



Never, ever, ever, ever quit working on your vision!

