Coaching Coaches
It’s all about people!

Meg Stevens, Athletics Director
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• Hire.
• Retain.
• Support.
• Provide direction.
• Manage.
• Empower.
• Professionally develop.

Managing people will be the hardest thing you will ever do!
and the most rewarding....

Creating Culture Through People

• 3-2-1.
• Change is hard – it will be harder in the beginning.
• Be the first one in and the last one out.
• Over communicate.
• No task is too small – create buy-in.
• Branding - Create a brand your staff and student-athletes are proud to wear.
Creating Culture Through People

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- Branding - Create a brand your staff and student-athletes are proud to wear
- Be visible - At practice, at games, around offices, across campus
- Set the tone for the year
  - Summer Staff Charge
  - Welcome Back
  - First Year Student-Athlete Meeting
  - AD meet with all teams

People Management

- Inheriting staff vs new hires.
- Different Roles: Coaches/Support Staff/ Administrators.
- Diverse staff: 1st year vs 25th year.
- Different personalities (DiSC).

Hiring Can Make or Break You!

“No pressure”

- Recruiting good candidates.
  - What do you want?
  - What do you need?
  - What can you afford?
- Who do you know? Who knows you?
- Short Lists.
- Search Committees.
- Interview Process.
  - What to look for?
  - Interviewing assistants.
Manage, Support and Direct your Staff

*Spending time on your staff upfront (before things are an issue) will save you time long run*

- Summer charge.
- Direct Report meetings.
- GA/Assistant meetings.
- Holiday and end of year “get together”.
- Weekly Admin meeting.
- Weekly Ops meeting.
- Coaches corner.

Mentor and Professionally Develop Staff

- Roadmaps.
- End of Season Evaluation.
  - Head Coach, student athletes, AD meeting.
- Professional development in-house
  - Coaches Corner, learn from one another.
  - Meeting structure, round table & shootouts.
  - Assistant Coach/GA homework.
- Professional development in general.
  - Not just conventions...

Student-Athletes in the CENTER

- Be at practice and games – your student-athletes will notice.
- More meetings......
  - Welcome back.
  - First year student-athletes meeting.
  - Beginning of the year team meetings.
  - SAAC.
  - Captains/Leaders meeting.
  - End of season assessment.

Captain on Deck...“My Ship”
Tough Conversations…..

• Honest conversations and hard decisions.
• Meeting with students.
• Meeting with parents.
• Others (admin/trustees etc.).
• Documentation.

Managing Performance When “Coaching” is not Enough

• Performance Improvement Plan.
• Verbal warning.
• Written warning - progressive discipline.
• Probation.
• Suspension.
• No surprises.
• Document, document, document.

We are who we surround ourselves with