



Coaching Coaches It's all about people!

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1

Managing people will be the hardest thing you will ever do!

and the most rewarding....

- Hire.
- Retain.
- Support.
- Provide direction.
- Manage.
- Empower.
- Professionally develop.




2

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.




3

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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



4

People Management



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



5

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.



6

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.





7

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...



8

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"



9

Tough Conversations.....

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





10

Managing Performance When “Coaching” is not Enough

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



11

We are who we surround ourselves with





12