

NMTCCCA COACHES CLINIC 2023

CREATING A LEGACY OF CULTURE

Bryan Stith
Capital High School Head Coach
USATF Level 2 Jumps Coach

What is Culture?

Culture is the foundation of sustainable success and is all the things that we/you don't get credit for it.

Culture is the little things that broaden our perspective, make us stronger and break our perpetual cycles.

It provides understanding and opportunity for growth where there once was none.

It provides comfort when comfort is needed and grounds you when you need grounded.

Without it you may win, with it you will always succeed.

What is Your Culture?

How to find your Culture?

- ▣ Determine what matters to your sport?
- ▣ What matters to the team leadership?
- ▣ What environment do you want to create?
- ▣ What is the end goal for the athlete/program?

Culture Starts with Leadership

Who are the Leaders of the Capital High T&F Team Culture?

- Coaches
- Athletes
- Parents
- Alumni
- Volunteers
- Community

Training Group Subcultures

- ▣ Why are they Important?
- ▣ What do they offer to the Team?
- ▣ How can they be disruptive?

Coach's Focus on Culture

- ▣ Value Healthy Athlete = Best Athlete
- ▣ The Athlete belongs to the Team & their Teammates, not a Coach or Discipline
- ▣ If you see something – Say something

Athlete's Focus on Culture

- ▣ Personal Records (PRs) are Everything!
 - In Competition, Weight Room, Other Sports and In the Classroom

- ▣ Traditions
 - Rites of Passage – “Big Gold C”
 - Rituals – State Meet Dinner, 4x400 Relay

- ▣ Support their Teammates

Why the PR Focus?

- ▣ Gives athlete the confidence to stand alone
- ▣ Key driver to earning Varsity Letter
- ▣ Athlete achieves weekly recognition
- ▣ Eliminates the separation between Experienced and Beginner
- ▣ Establishes part to whole team aspect.

What Attitude is created?

- ▣ PR focus creates Process Driven Attitude/ Approach
- ▣ Healthy athletes are Happy athletes
- ▣ Program practices that make the athlete want to come back for more
- ▣ Honey not Vinegar

Goals – Big & Small

- Break Goals into Weekly-Monthly-Season
 - Weekly = technical or effort
 - Monthly = Mark, Rank, Health
 - Season = District Q, State Q, School Record

- Goals Sheet – Every athlete gets one

- PRs aren't goals, goals must be bigger

Key Performance Indicators

- ▣ KPIs help the athlete work towards their goals
- ▣ Allows the Coach to measure progress without using meet performances
- ▣ KPIs aren't milestones, they can be reused and don't have to be unique to any athlete

Creating a Legacy of Culture

- ▣ Consistency is Paramount
- ▣ Upperclassmen must believe, lead, and teach
- ▣ Staff must always be cohesive/same page
- ▣ Environment of Fun

Q & A



Contact Information

- Phone: 208.830.4724
- E-mail: BryanStith@hotmail.com
- Twitter: @oldskoolcoach
- Instagram: @coachstith