



Coaching Better Every Season

Wade Gilbert, PhD

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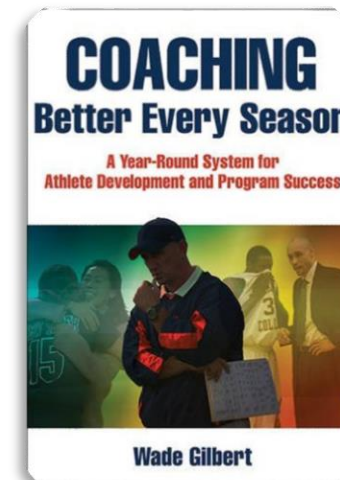


@WadeWgilbert



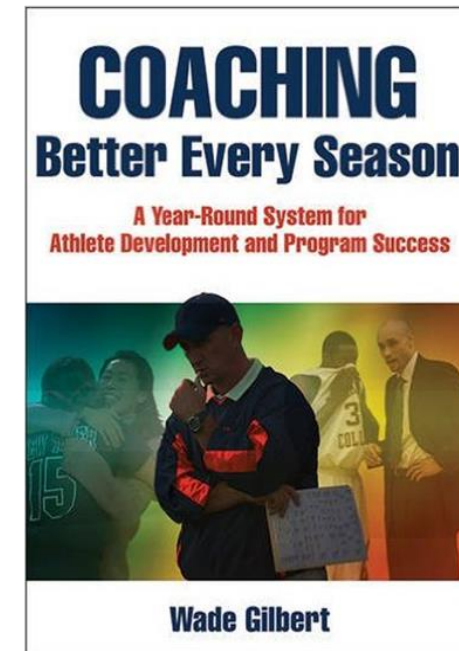
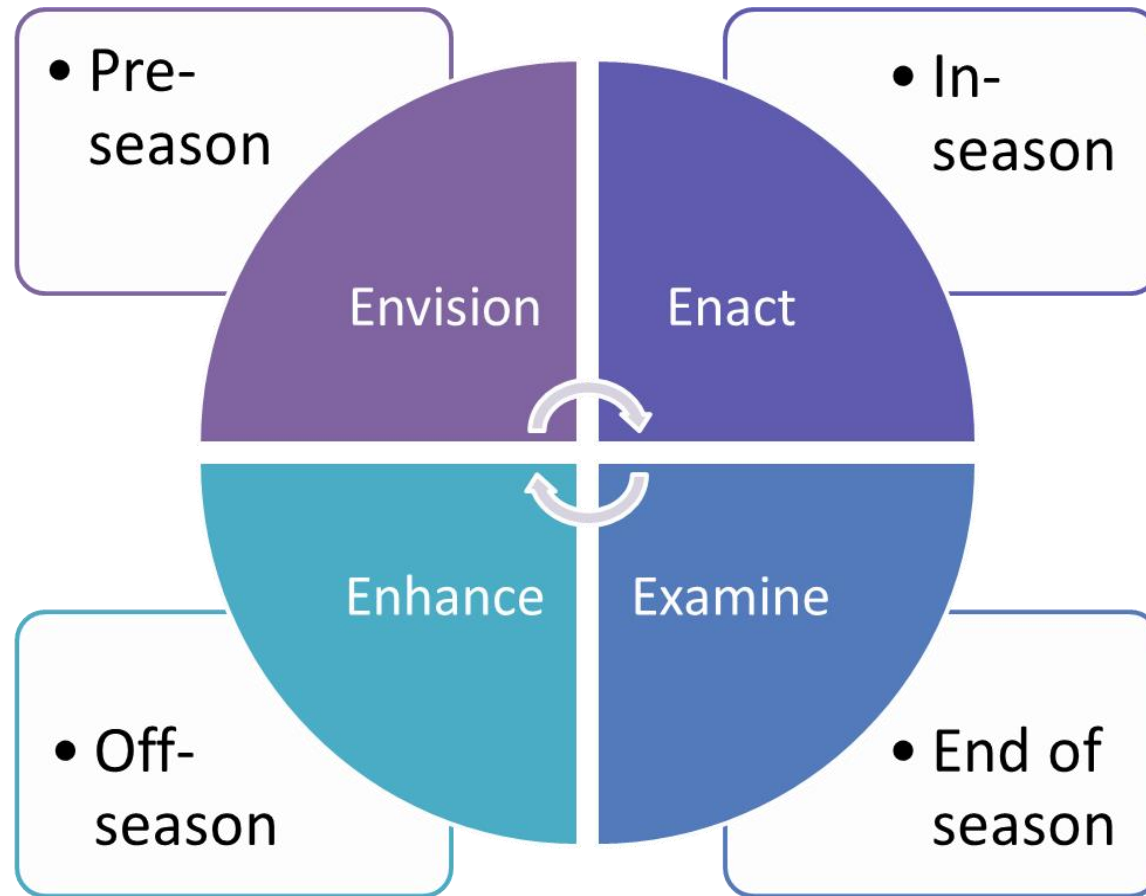
BWF WORLD COACHING CONFERENCE

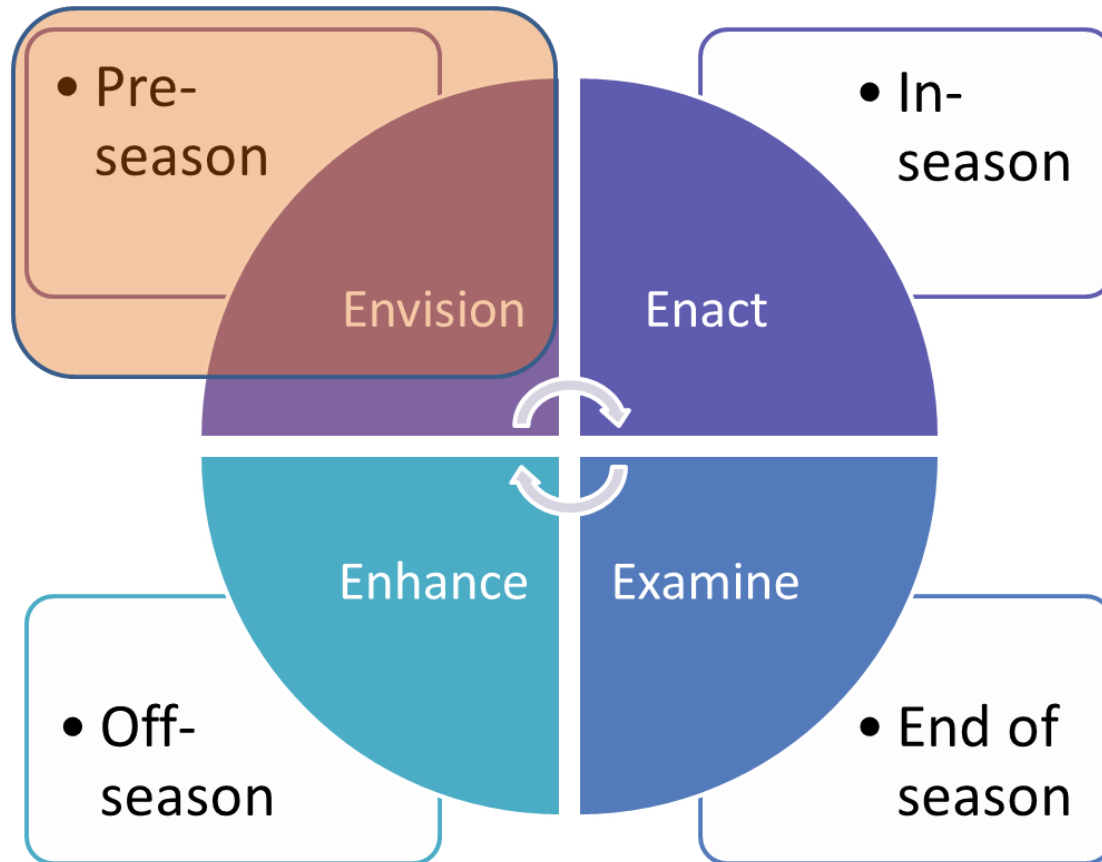
‘Pracademic’





Focus on **BEST PRINCIPLES**, not Best Practices






🔑 Purpose

🔑 Values

🔑 Standards

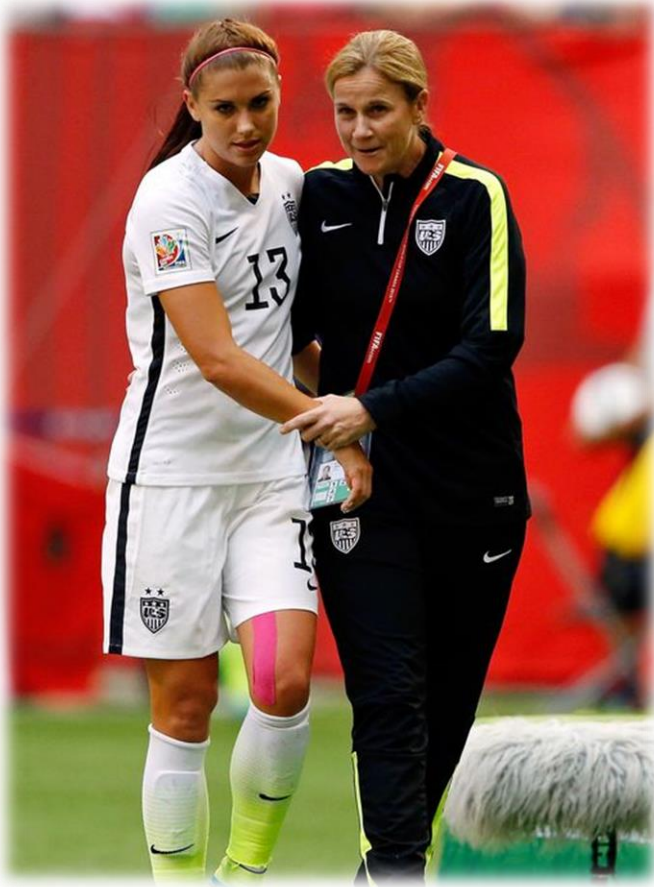
A person is climbing a large, overhanging rock face. The climber is shirtless and wearing dark pants. The background shows a vast mountain landscape with a prominent rock formation on the right and a clear blue sky with some wispy clouds. The text is overlaid on the right side of the image.

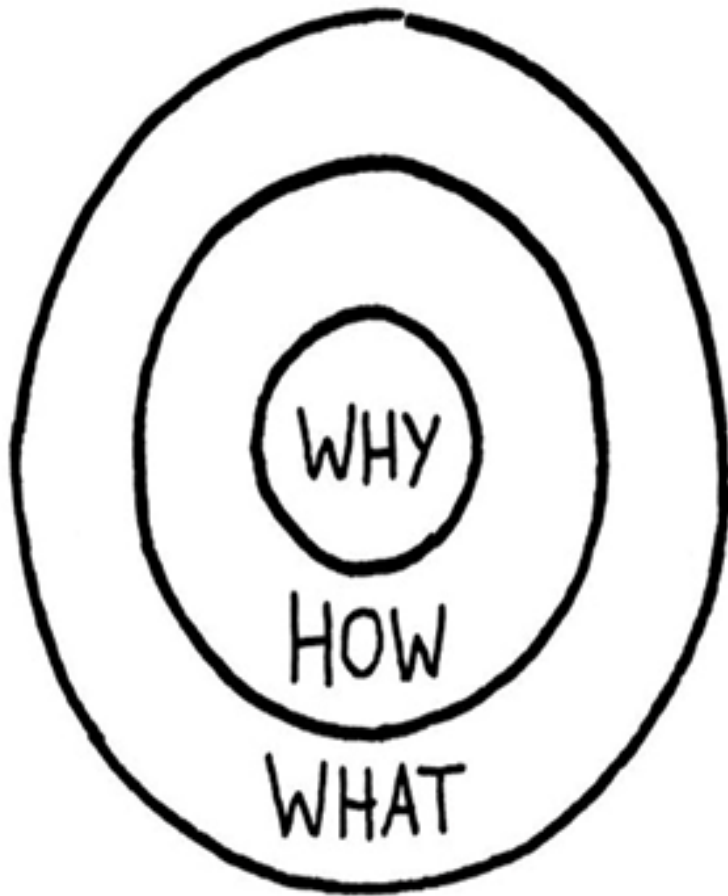
*I certainly don't
climb to get on
top of rocks.*

Rally people around WHY you do what you do

Coach people first, sport second

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**Why = The Purpose**

What is your cause? What do you believe?

Apple: We believe in challenging the status quo and doing this differently

How = The Process

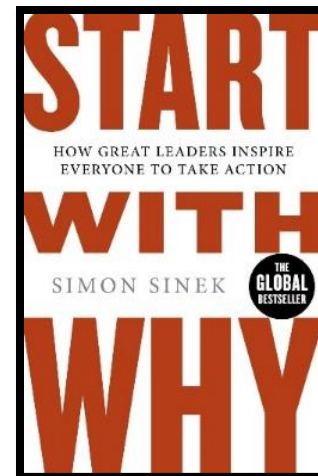
Specific actions taken to realize the Why.

Apple: Our products are beautifully designed and easy to use

What = The Result

What do you do? The result of Why. Proof.

Apple: We make computers

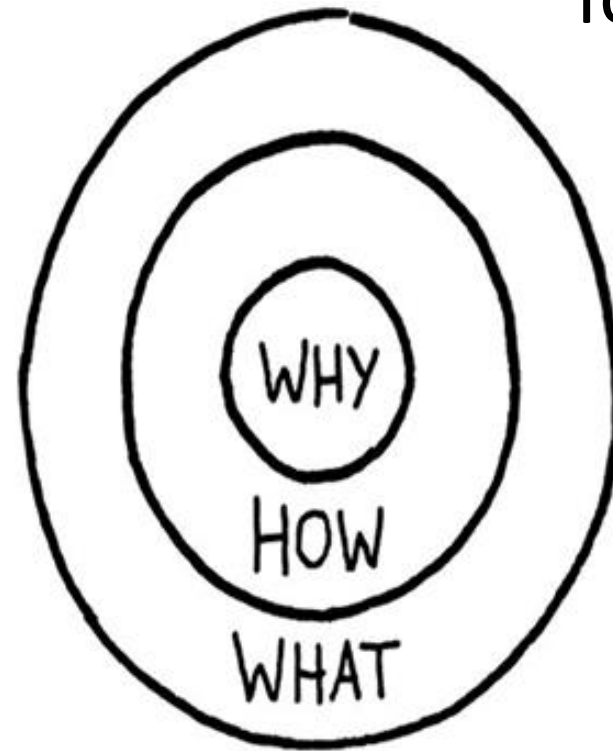
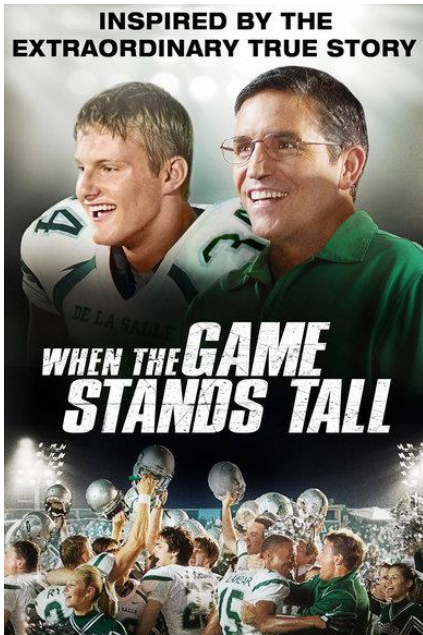


*Very few people or companies can clearly articulate **WHY** they do **WHAT** they do. By **WHY** I mean what is your **purpose**, **cause** or **belief**?*



Undefeated in 12 years (151 games)

Coaching 'Golden Circle'



WHY: A 'calling' to teach football and life skills

HOW: Demanding practices, competition management, team rituals

WHAT: Better football players, win football games, win at life

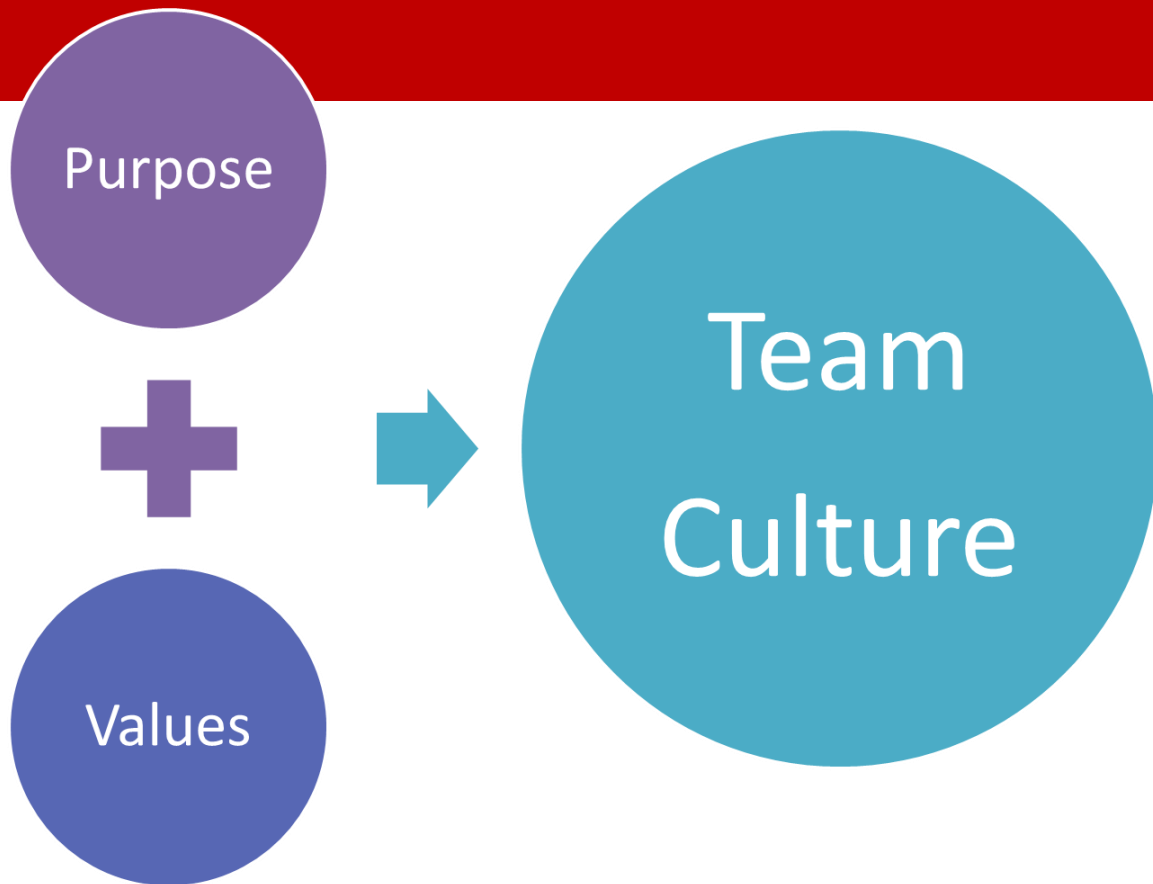
Values

What matters to us and how we
act around here (*standards*)

i am clean
i am honest
i am badminton

#iambadminton





#1 Ranking in the World

VS

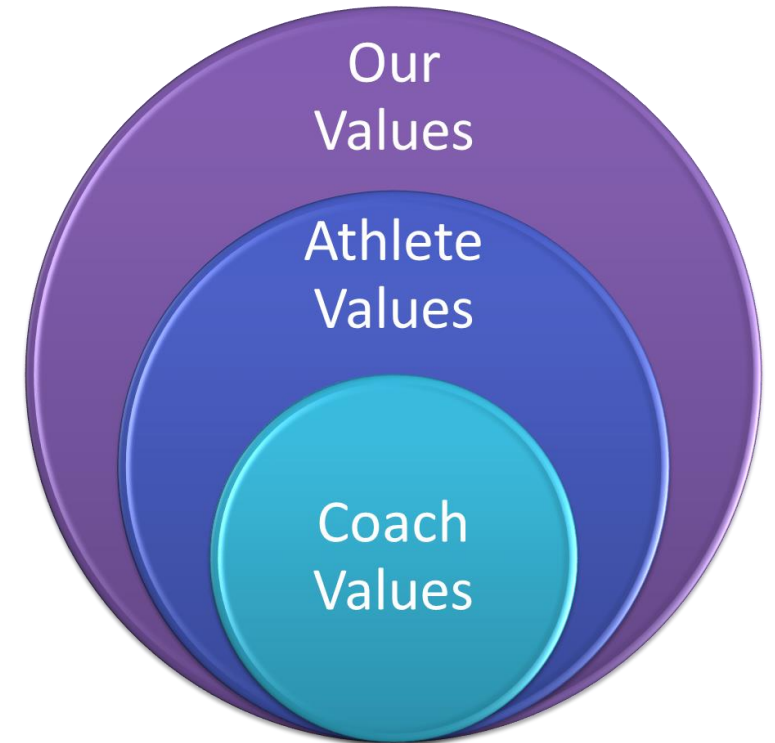
#1 High Performing Culture



Behavior Standards



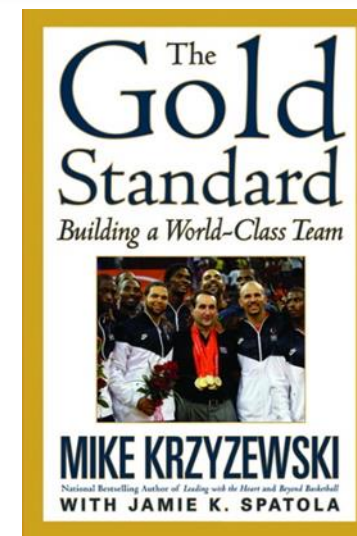
“Standards are the things that you do all the time and the things for which you hold one another accountable.”



Values and Standards



CORE VALUES	DEFINED
COMMUNICATION	we look each other in the eye, we tell each other the truth
CARE	we have each other's backs, we give aid to a teammate
RESPECT	we're always on time, we're always prepared
INTELLIGENCE	we take good shots, we know the scouting report
FLEXIBILITY	we can handle any situation, we don't complain
UNSELFISHNESS	we're connected, value is not measured in playing time
AGGRESSIVENESS	we play hard every possession
PERFORMANCE	we're hungry, we have no bad practices



How we act around here

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Spreading Your Team Culture like a Virus
Author: Dr. Wade Gilbert



Follow

A new study finds that greeting students at the door increases engagement by 20% and reduces disruptions by 9%—effectively adding 1 hour of learning per day.

edutopia.org/2018/05/01/greeting-students-at-the-door/



COACH DOC
CONNECTION

with Dr. Wade Gilbert



Pre-Season: Envision



🔑 Purpose

- *Can everyone on our team identify our WHY?*

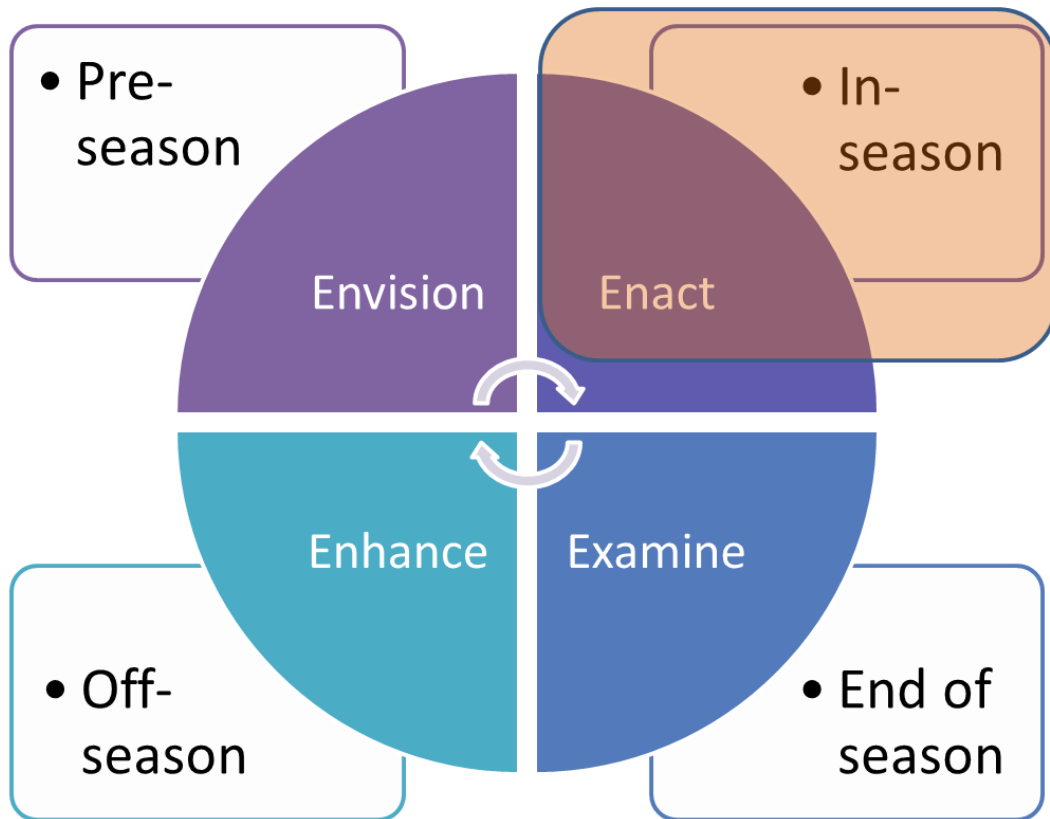
🔑 Values

- *How do we model, and infect others, with team values?*

🔑 Standards

- *Do we define and inspect values-driven behaviors?*





🔑 Motivational climate

🔑 Athlete learning

🔑 Practice design

Coach = Teacher

BWF

Google

coach defined

All

Shopping

Images

News

Videos

More


Set

About 32,200,000 results (0.95 seconds)

Dictionary

coach

coach¹

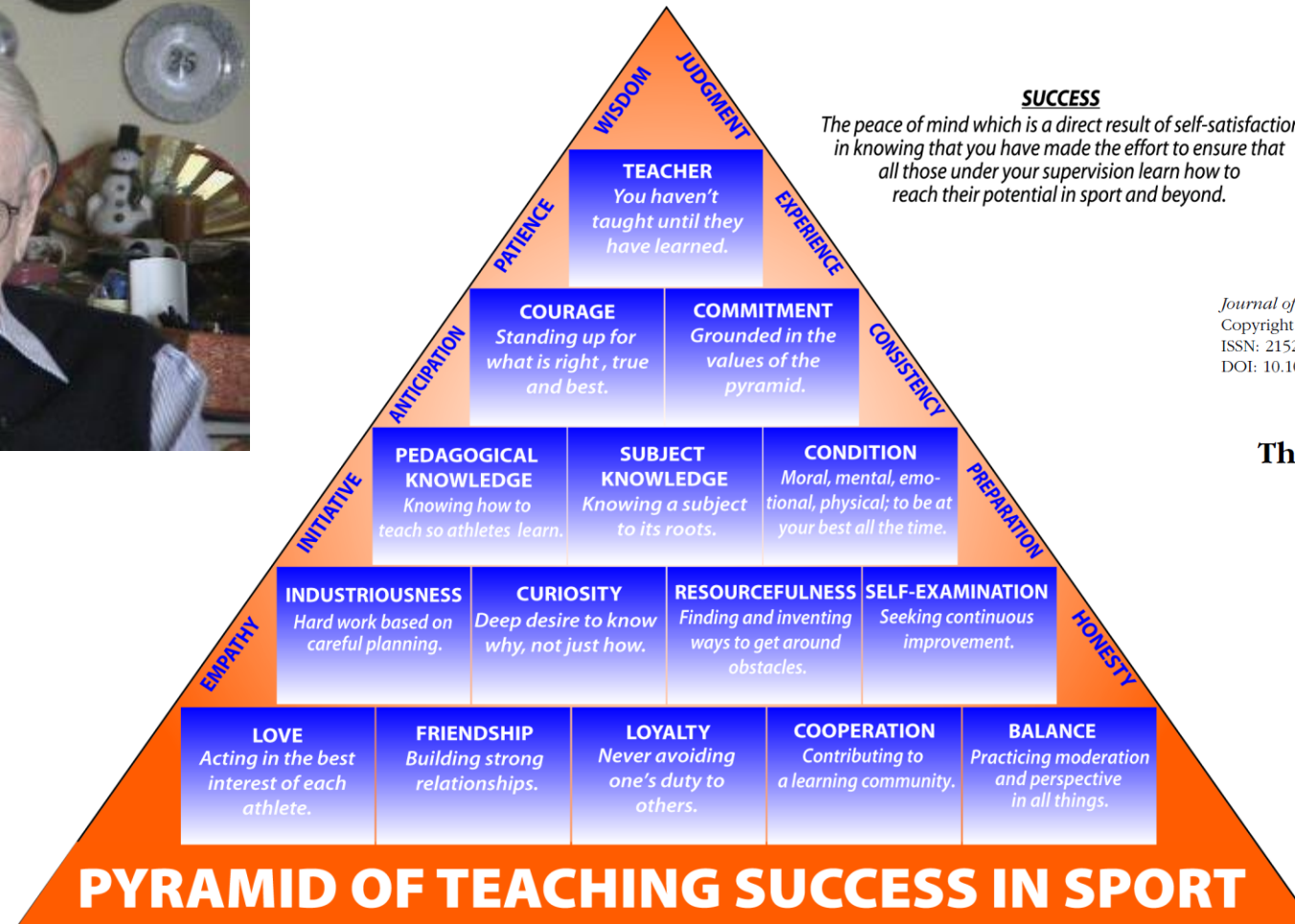
/kōCH/ 

noun

1. a horse-drawn carriage, especially a closed one.
synonyms: horse-drawn carriage, hackney, hansom, gig, landau, brougham
"a coach and horses"



Coach = Teacher



SUCCESS

The peace of mind which is a direct result of self-satisfaction in knowing that you have made the effort to ensure that all those under your supervision learn how to reach their potential in sport and beyond.

Journal of Sport Psychology in Action, 1:86–94, 2010
Copyright © Association for Applied Sport Psychology
ISSN: 2152-0704 print / 2152-0712 online
DOI: 10.1080/21520704.2010.528172



The Pyramid of Teaching Success in Sport: Lessons from Applied Science and Effective Coaches

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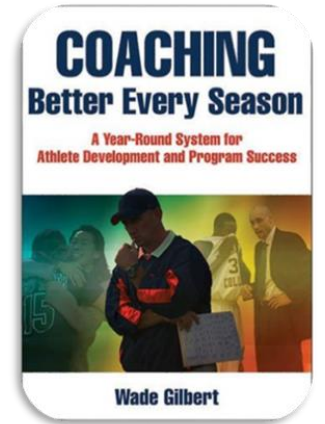
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Athlete Learning Principles



1. Prior knowledge can help or hinder athlete learning
2. Athlete motivation directly influences learning
3. Skill mastery requires athletes to learn component skills
4. Deliberate practice with targeted specific feedback



Athlete Learning : 4 C's

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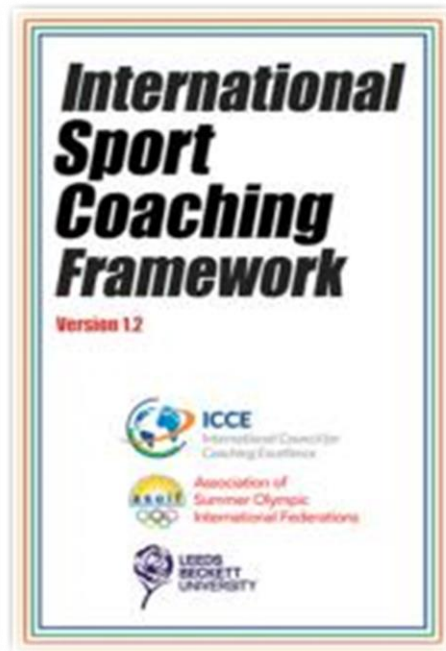
An Integrative Definition of Coaching
Effectiveness and Expertise

by
Jean Côté and Wade Gilbert

Reprinted from

International Journal of
Sports Science
& Coaching

Volume 4 • Number 3 • 2009



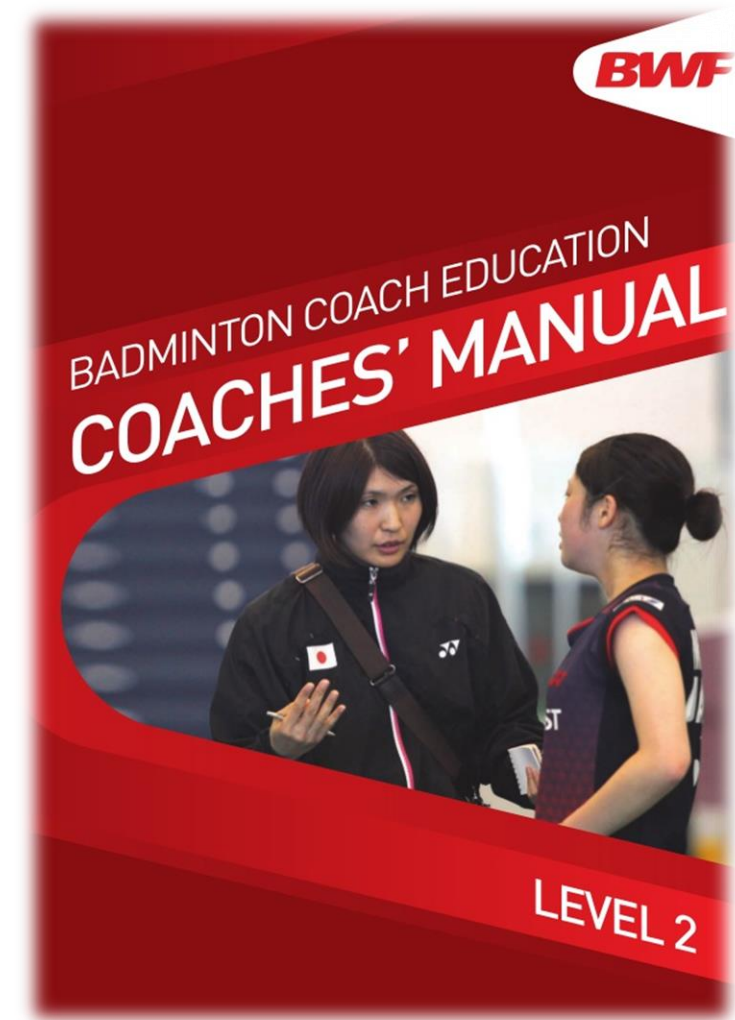
Athlete outcome

Competence

Confidence

Connection

Character





★ JOB ONE - GROWTH MINDSET
ATHLETES + COACHES

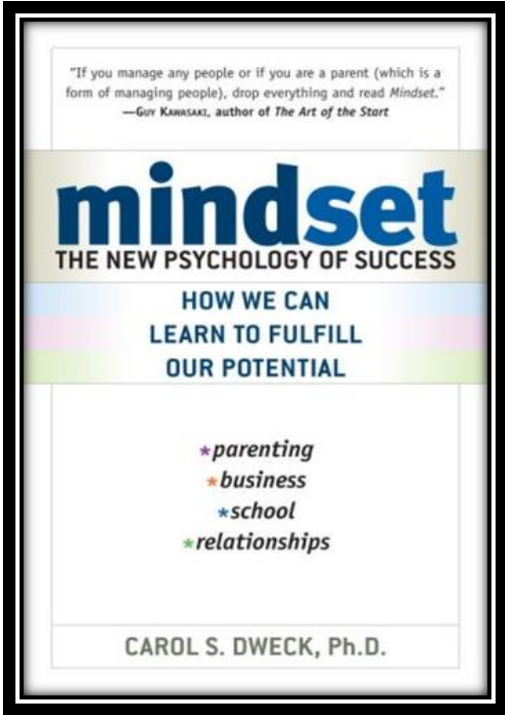
- BE EXAMPLES
- FOSTER IN GYM?
- MISTAKES...UGLY...

★ SCIENCE

★ REALITY

★ WE

★ J



"Failure is an
opportunity to grow"

GROWTH MINDSET

"I can learn to do anything I want"

"Challenges help me to grow"

"My effort and attitude
determine my abilities"

"Feedback is constructive"

"I am inspired by the success of others"

"I like to try
new things"

"Failure is the
limit of my abilities"

FIXED MINDSET

"I'm either good at it or I'm not"

"My abilities are unchanging"

"I don't like
to be challenged"

"I can either do it,
or I can't"

"My potential is predetermined"

"When I'm frustrated,
I give up"

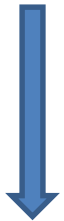
"Feedback and criticism
are personal"

"I stick to what I know"



*Better be making mistakes in practice
or you aren't getting better*

focus on
PROVING
ability



***FIXED
MINDSET***



focus on
IMPROVING
ability

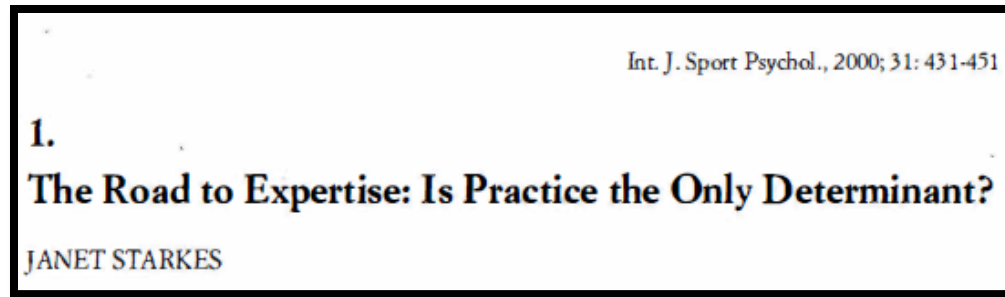


***GROWTH
MINDSET***

Practice Design



- Athletes inactive nearly half of every practice
- Most time spent practicing skills already mastered
- Leads to boredom and discipline issues
- Stunts athlete development



Quality Practices Features



- Purpose
 - Variety
- Competition
- Game-speed



Practice Design



Deliberate practice
(coach directed)
highly structured, targeted
instruction, and coach feedback



Free play
(athlete directed)
unpredictable, creative,
and self-regulated

🔑 Motivational climate

- *Do athletes focus on proving or improving ability?*

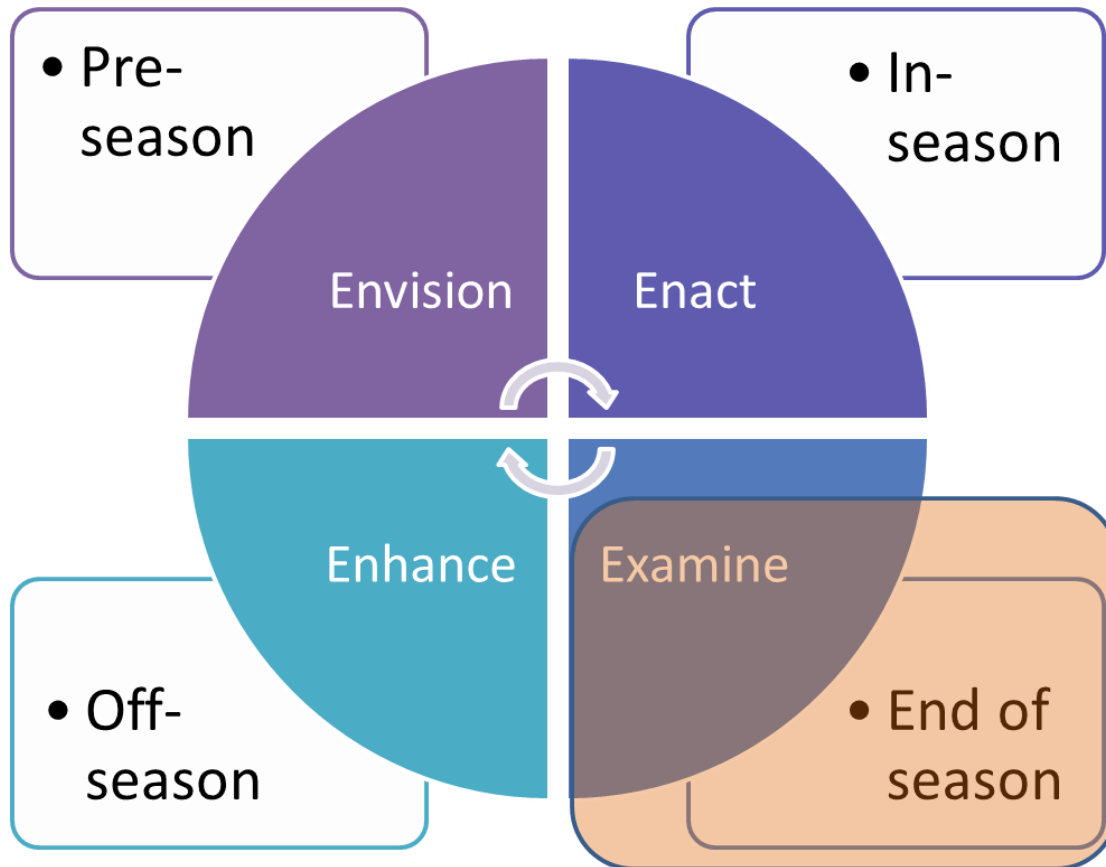
🔑 Athlete learning

- *Are athletes ready, and willing, to learn?*

🔑 Practice design

- *Do we engineer high-impact training sessions?*





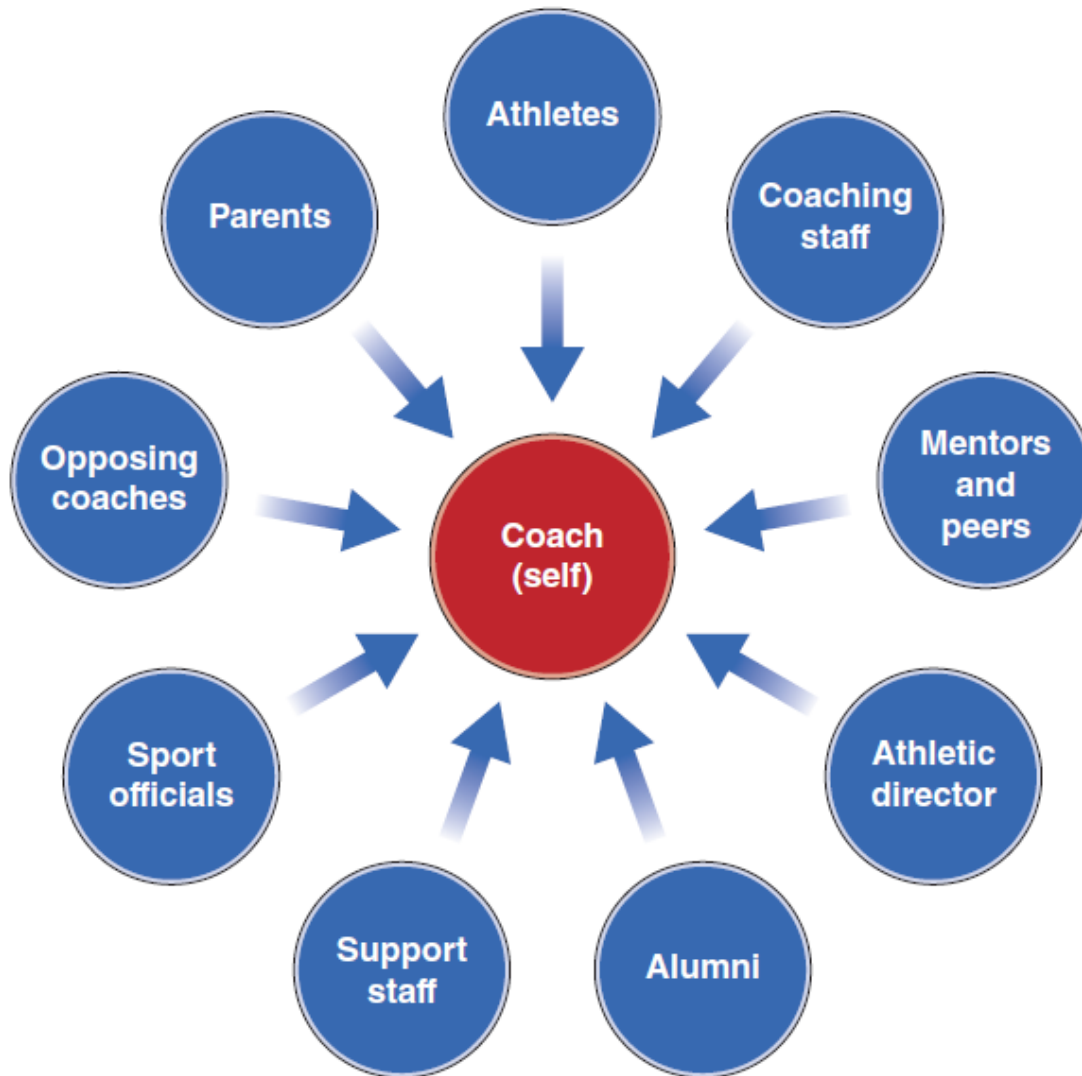
🔑 Coach performance

🔑 Closure rituals

🔑 Athlete recognitions

How will you know if you did a good job?

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Athlete outcome

Competence

Confidence

Connection

Character

Strengths Spotting

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Why not focus on strengths instead of weakness? Build momentum by building on whatever comes naturally to you.

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doi.org/10.1278/1978-1-907549-27-4-9

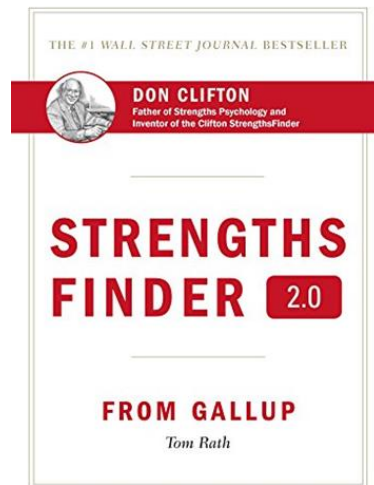
AI Practitioner

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Rachael Bertram holds a PhD in Human Kinetics from the University of Ottawa. She has many years of sport experience as an athlete, coach and researcher. She consults with sport organizations and businesses on the creation of development programs and the supervision of coaches.
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Diane Culver
Diane Culver, an associate professor at the School of Human Kinetics at the University of Ottawa, was a senior coaching consultant for the Coaching Association of Canada. Her research interests include coaching and coach development, social learning theory, qualitative research methods and developing social learning leadership skills to build learning capability in sport networks.
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Wade Gilbert
Dr. Wade Gilbert is an award-winning professor in the Kinesiology Department at California State University, Fresno, California. Gilbert has more than 20 years of conducting applied research and consulting with coaches at all levels. The author of many publications himself, he is currently editor-in-chief of the international Sport Coaching journal.
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Using Appreciative Inquiry to Create High-Impact Coach Learning: Insights From a Decade of Applied Research



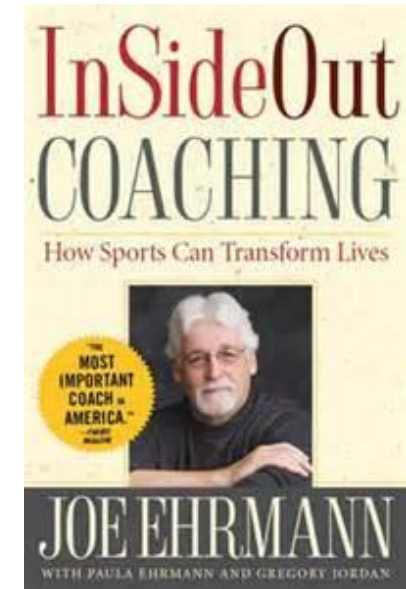
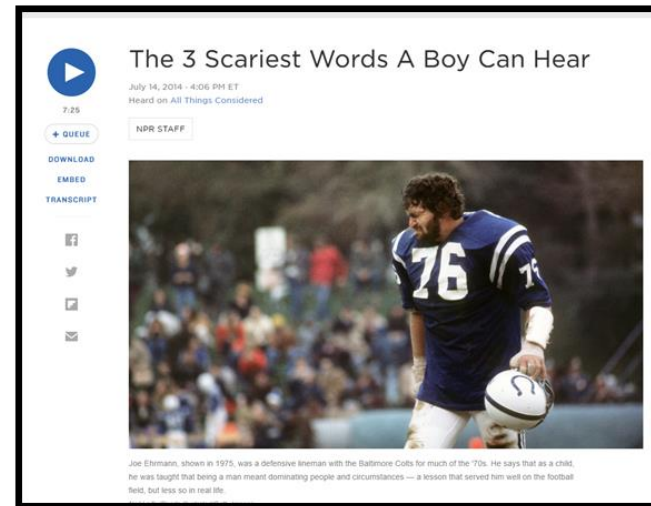
What are My Coaching Strengths?



- *What was your best day of coaching this past season?*
- *Why was this your best day?*

End of Season Closure

- Recognize:
 - The journey
 - The sacrifices
 - The growth
 - Those who will follow
- *Last Practice ritual...*



'The Last Practice'

- Post practice shower and change
- Exit locker room in pairs, hold hands, seniors first
- Walk campus, pause and reflect
- Football field
 - New and emerging players circle and remain silent
 - Senior players 'make peace' with the field
 - Final huddle break

Athlete Recognitions

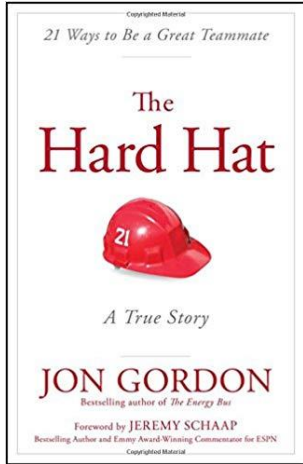


- Recognize athlete achievements
- Reinforce program core values



Athlete Awards

BWF



- Nails Award
 - Demonstrates mental toughness
 - *‘tough as nails’*



- Glue Award
 - Shows most concern & sacrifice for team
 - *‘glue that holds team together’*



End of Season Awards

BWF



*'Goofus' Award:
Team joker*



End of Season: Examine



🔑 Club and coach performance

- *When am I at my best as a coach?*

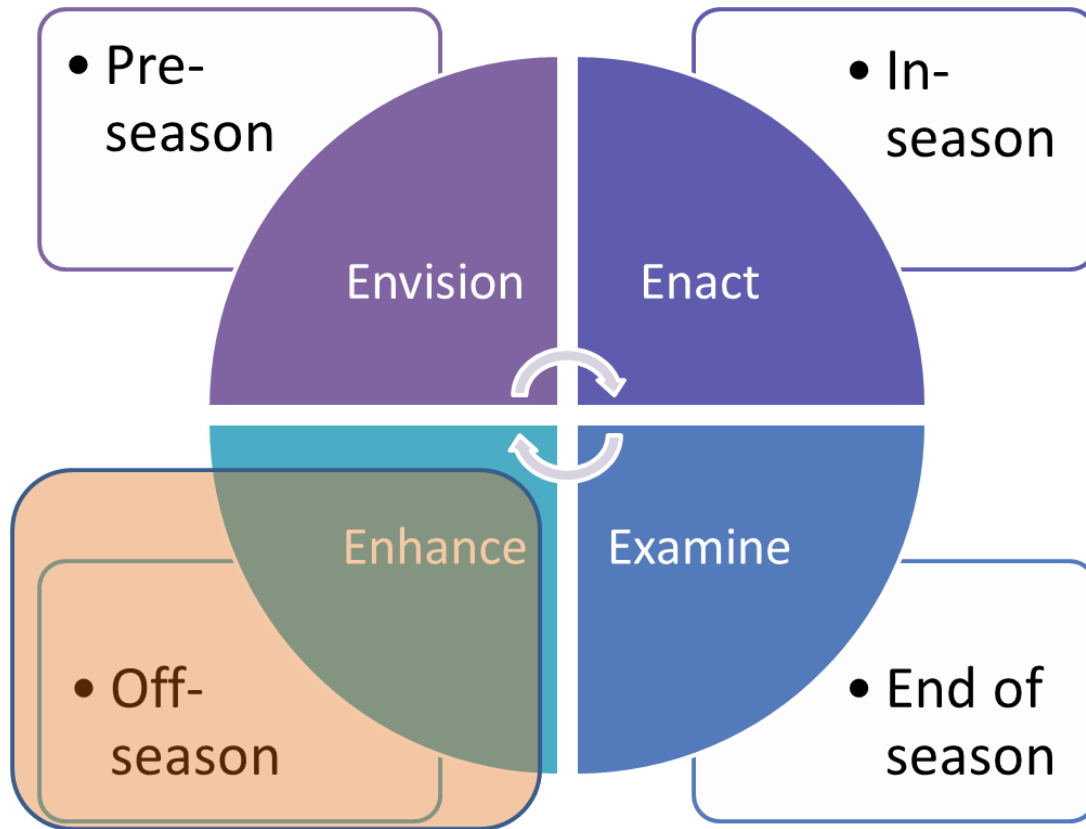
🔑 Closure rituals

- *How do we help athletes end the journey?*

🔑 Athlete recognitions

- *Do we formally recognize and reinforce values?*





🔑 Coach wellness

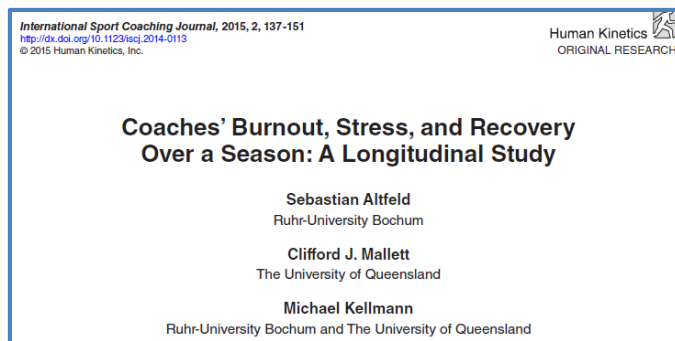
🔑 Ongoing learning



Fueling the Journey



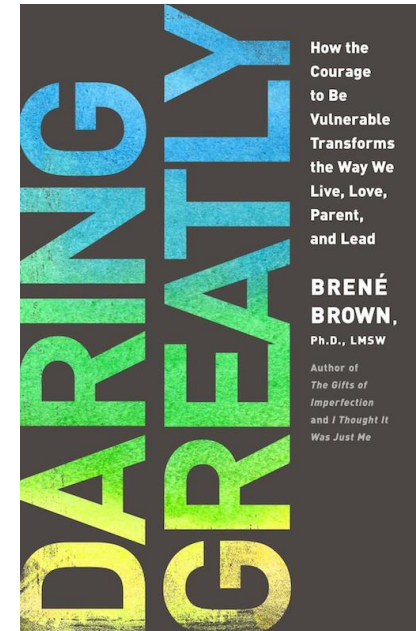
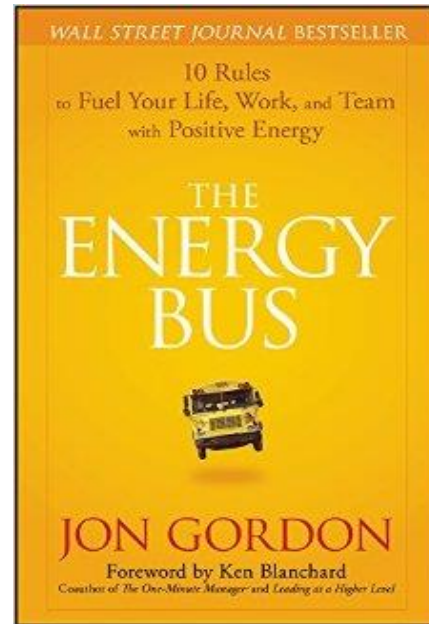
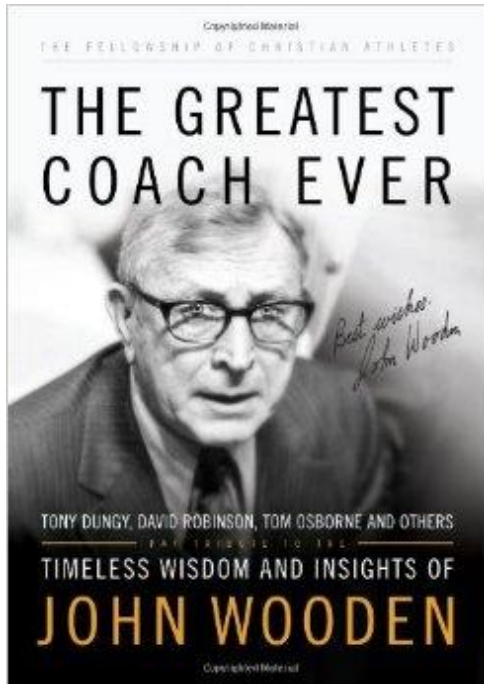
Pushing (athletes) to accomplish what they don't consider achievable is a long, painful, process, as much for the coach as the player.





- ‘Start your day on offense’
- Set amount of time (30 minutes?) – your needs first
 - Read, review plan for the day, physical activity, meditate ...

Energy Givers vs. Energy Suckers



Surround yourself with the right kind of people

The Brilliance Of Ron Adams: The Coach's Coach

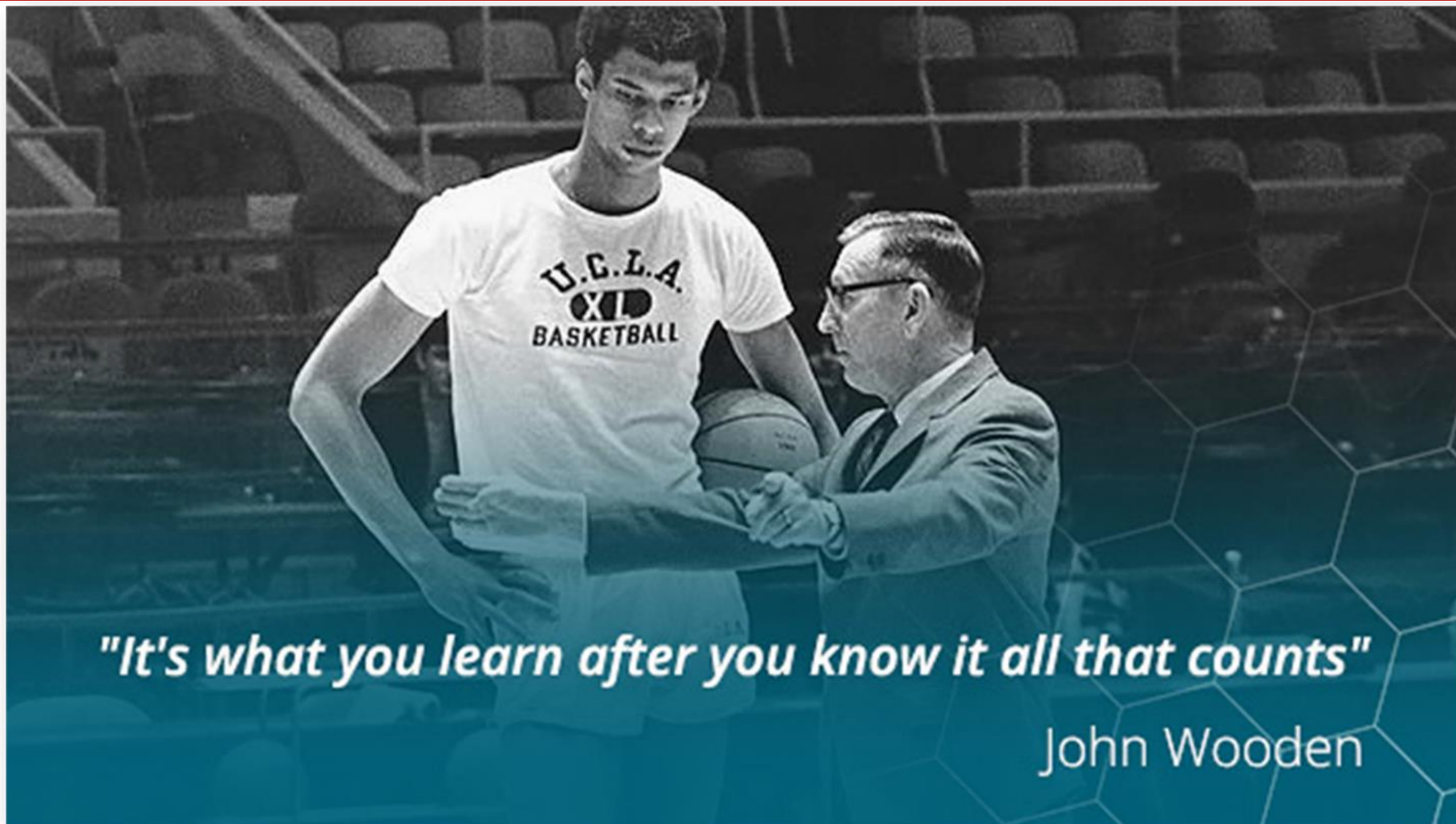


“I wanted somebody whose experience and wisdom made everyone stand up and listen. I’m just thankful we have him because he’s been instrumental in all that we’ve done.” (Steve Kerr)



The Warriors' 70-Year-Old Truth-Teller





Study Topics



Figure 12.9 Off-Season Performance Gap Worksheet

Step 1: List the performance gaps you noticed from the last season.

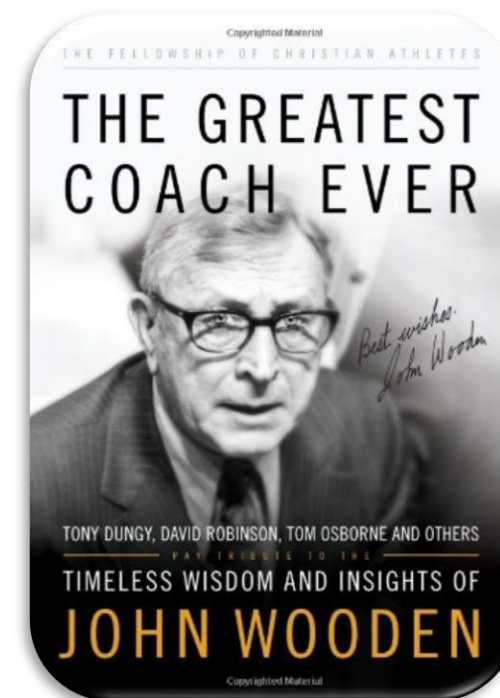
Step 2: Identify three high-impact performance gaps.

Step 3: Identify factors limiting your ability to close the performance gap.

Step 4: List goals for next season

By start of season:

By end of season:



Study Coaches

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- List top 75 golf coaches in US
- Letter to each coach with one question

Would you mind if I come and watch you?



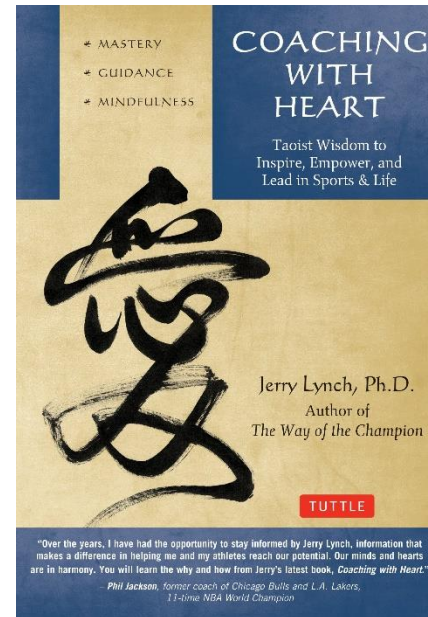
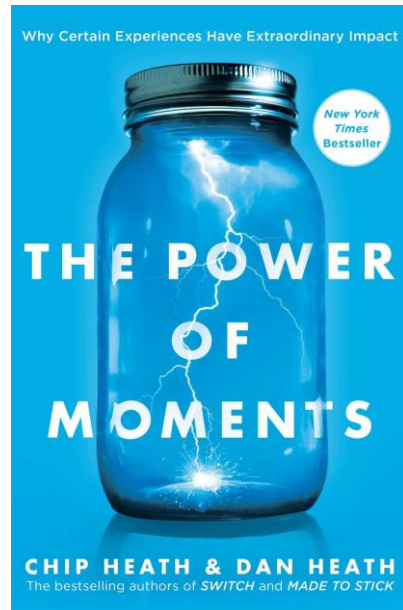
ALTUS PERFORMANCE STUDY TOUR
DALLAS – LAS VEGAS

November 2018



Book Club for Coaches

BWF

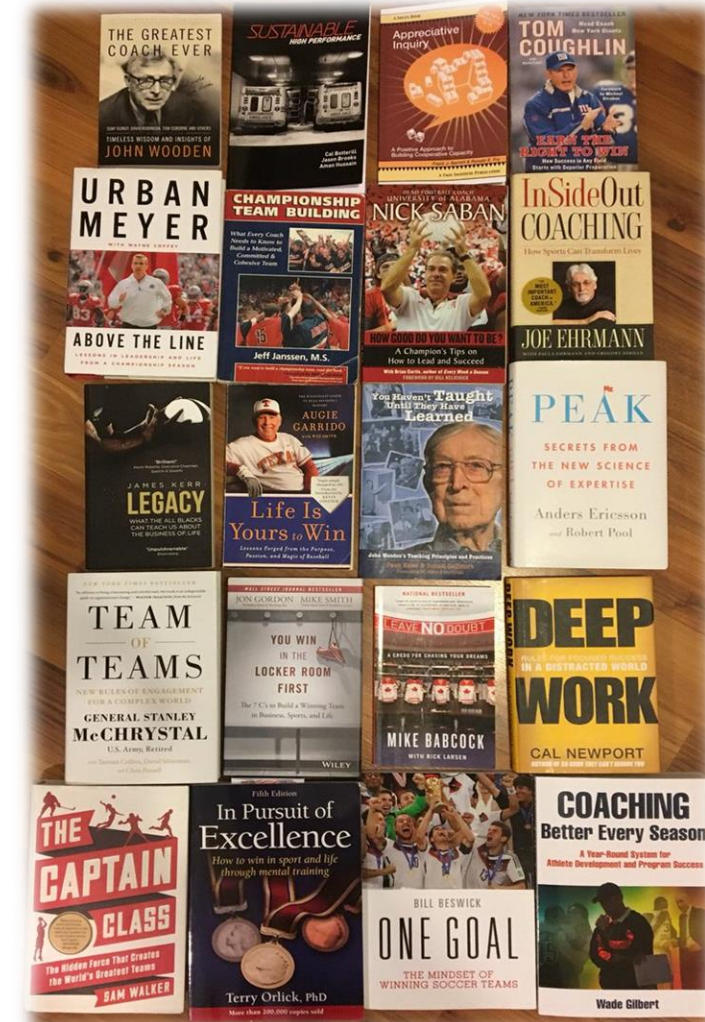


Coach Cal's Book Club

Like 4.6K Tweet G+

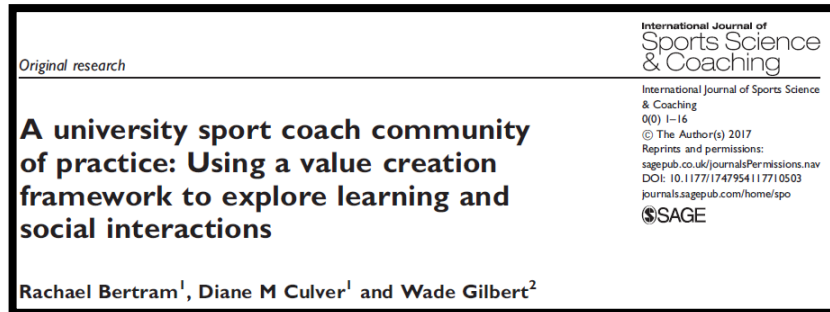


John Calipari is a basketball and family man first. In his spare time, however, he's a reader as well.



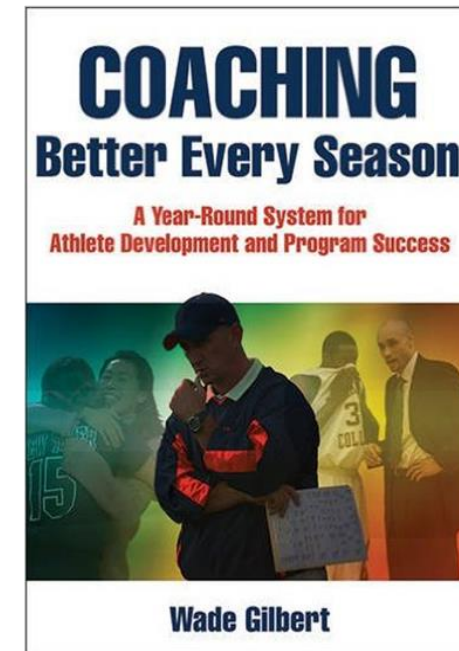
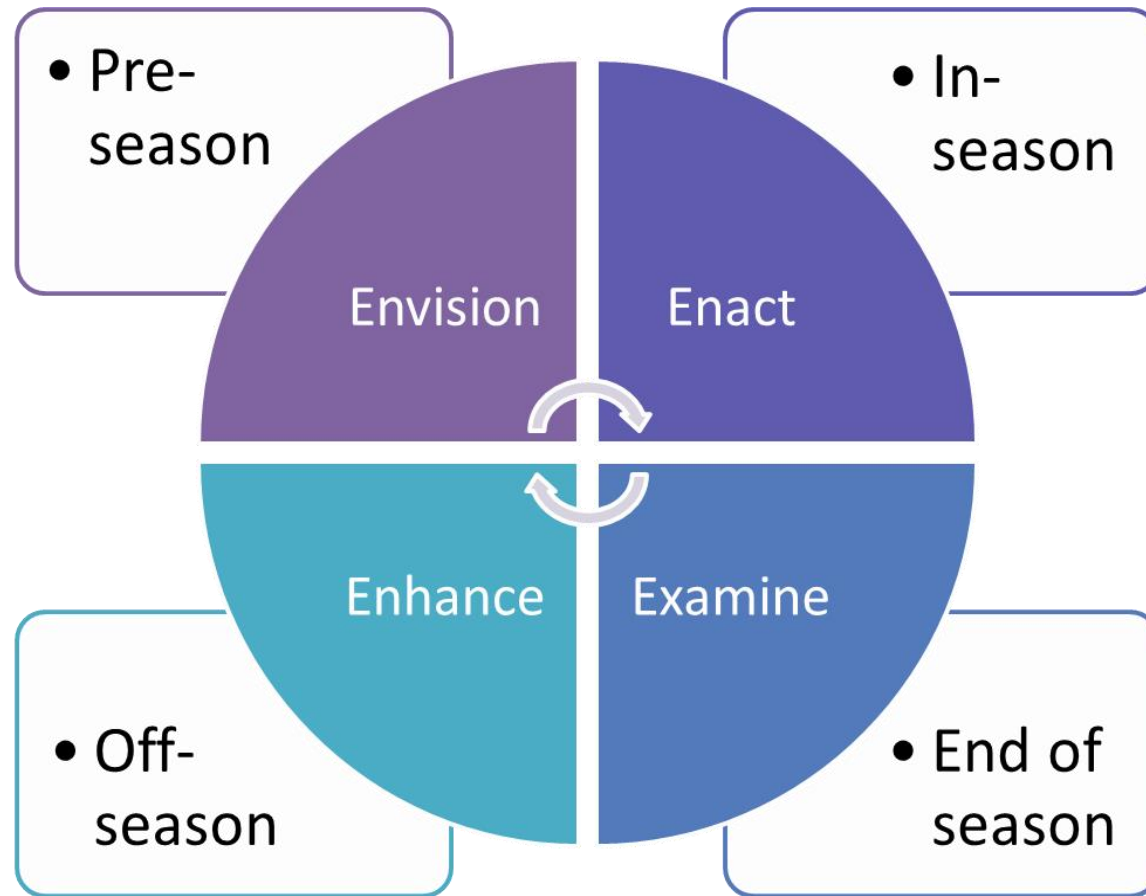
Coaching Better Every Season

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Depends on ability to build a coach support and learning network

Focus on **BEST PRINCIPLES**, not Best Practices





Coaching Better Every Season

Wade Gilbert, PhD

California State University – Fresno, USA



@WadeWgilbert



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Thank you

Questions?