

# HOW TO DEVELOP A SUCCESSFUL VALUES DRIVEN HIGH SCHOOL PROGRAM

By

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JASON  
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High School Experience:

Blue Valley Southwest 2010-2018 (KS)

Free State 1999-2010 (KS)

Wyandotte 1996-1999 (KS)

Stockdale 1992-1994 (CA)

## OTHER SOCCER EXPERIENCE



Assistant Coach University of  
Central Missouri Women's  
program: 2017-Present



Executive Director KC  
Fusion/Metro United Soccer  
Club: 2012-present \*



National Staff Instructor United  
Soccer Coaches: 2010-Present

WHAT IS YOUR  
WHY?

Defining Success: What does it look like for your program?

- Championships (State, Regional, League)
- **Life skills**
- **Its relative to your unique situation**

Instilling core values will  
**HELP** you have success

## DABO SWINNEY ON SUCCESS



WELL, MAN THAT'S A  
SAD STATE OF AFFAIRS.

WHY SHOULD A KID  
PLAY IN YOUR  
PROGRAM?

Safest place  
to learn key  
values that  
will help  
them as  
adults.

Deal with  
adversity  
(losing, injuries,  
not starting,  
poor  
performance)

Learning to  
hear and accept  
constructive  
criticism

4 years to help  
them develop  
as people

## WHY IT MATTERS

**The player they are  
on the field is the  
person they are off  
the field.**

# FORMER PLAYER: CLARE ROBINSON





# KEY STEPS



Player Expectations



Quality of coaching.



Accountability (why it matters)



Relationships with clubs



Off season self improvement



Create a championship mindset

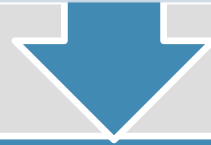
# EXPECTATIONS

## Key Values that guide your program

Team First (WE over Me)

Empathy (teammates, opponents, refs)

Work Ethic: #DOTHEWORK  
• #ATP (attack the process)



All Decisions are made with values in mind: Words, actions, deeds

## KEY STEPS

Player Expectations

Quality of coaching.

Accountability (why it matters)

Relationships with clubs

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Create a championship mindset

# COACHING EDUCATION



**Coaching Education adds credibility to your plans and pathway. Attracts players to play HS vs. DA.**



**Formal licenses and diplomas**

US Soccer, United Soccer Coaches (**National Diploma at BVSW end of July**)



**Coaching clinics**

Convention, symposiums, NCA



**Informal**

Mentors, observing other coaches

# KEY STEPS



Player Expectations



Quality of coaching.



Accountability (why it matters)



Relationships with clubs



Off season self improvement



Create a championship mindset

## ACCOUNTABILITY

- 1. Practice uniforms
- 2. Timeliness
- 3. What we wear on the bus
- 4. Team Dinners
- 5. Game day attire
- 6. Trainer
- EVERYTHING!!!!



**If you are dropping off your son's forgotten lunch, books, homework, equipment, etc.,**

**please TURN AROUND and exit the building.**

**Your son will learn to problem-solve in your absence.**

## RELATIONSHIPS WITH CLUBS

Relationships with clubs and college coaches are paramount.

Providing the player with a high quality “DA experience”.

- Professional, energized, organized training.
- Individually designed plans for players.
- Attracts players to play for you.



# KEY STEPS





Individual Development  
Plans (IDP)



Help with college recruiting.



Work with Clubs to provide  
a 10 month development  
process.

OFF SEASON

## KEY STEPS

PLAYER EXPECTATIONS

QUALITY OF COACHING.

ACCOUNTABILITY (WHY IT MATTERS)

RELATIONSHIPS WITH CLUBS

OFF SEASON SELF IMPROVEMENT

CREATE A CHAMPIONSHIP MINDSET

# CHAMPIONSHIP CULTURE

*“The culture precedes positive results. It doesn't get tacked on as an afterthought on the way to the victory stand. Champions behave like champions before they are champions; they have a winning standard of performance before they are winners.”*

*Bill Walsh*



## CONTACT INFORMATION

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