



# Oregon Athletic Coaches Association

Rob Younger

Director

[oacarob@gmail.com](mailto:oacarob@gmail.com)

Twitter: @ORCoaches

# NCA Sports Clinic

## Character In Coaching

### Why We Must Teach Character & Leadership

- My Story / Experiences

***"Success is not counted by how high you have climbed but by how many people you brought with you" - Wil Rose***

- Crescent Valley HS; 1976 vs 1977

***"When you want to win a game, you have to teach. When you lose a game, you have to learn" -Tom Landry***

***"Sometimes you gotta create what you want to be part of"***  
***-Geri Weitzman***

# Why We Must Teach Character & Leadership

- Sweet Home HS; 1987 & 2007

*"Character is not hereditary, it's the result of the people we follow, habits we form and the daily choices we make"*

*"The first key to changing the culture is building strong relationships that are not based on conditions"*

*"Can't drive a concrete truck of correction over a cardboard bridge of a relationship"*

*"If you really want to better your team, you must better yourself" – Dan Abrahams*

*"Your student/athlete will follow your example, not your advice"*

*"Your actions are so loud I can't hear what you are saying"*

# Why We Must Teach Character & Leadership

*"You go into coaching to help players. In order to do that you must know them" – Kevin Long*

*"Those who are hardest to love need it the most"*

- 2007; 20 Year Homecoming Reunion

# Character Development

Develop an unique program chemistry based on:

- Honesty
  - Hard work
  - Self-sacrifice
  - Faith
  - Loyalty
  - Leadership
- Model



- A team's character and chemistry are the keys to being successful. Talent just gives you a chance to win.
- We want to teach life lessons / values and character within our daily/weekly game preparation.
- Good coaches understand the game. Great coaches understand the game and their athletes and how to teach both.
- Athletics gives you the opportunity to teach and learn:
  - confidence
  - courage
  - poise
  - discipline
  - perseverance
  - how to win and how to lose with dignity
  - teamwork
  - how to be great competitor
  - sportsmanship
  - integrity

# Character Development

- First Team Meeting:
  - How do we become "A Successful Team"  
*"Success is in the Journey; not the Destination"*
    - Attitude and Chemistry are the keys to winning
    - Trust and Respect
    - Character
    - Player Ownership
    - Accountability and Responsibility
    - Sense of Family
      - Each player / coach has a role
    - Team Pledge

# **Sweet Home Football**

## **TEAM PLEDGE**

### **I Promise To:**

**...play the game with great courage and never make excuses.**

**...play with great intensity, give everything I have, finish plays, and never give up.**

**...take responsibility for all my actions and inactions; follow all team and school rules.**

**...continually push my teammates and myself to be the best in athletics, in academics, and in life.**

**...respect and support my teammates and treat them like brothers.**

**...enjoy myself and make football fun for everyone.**

## **Huskies**



# Character Development

- Theme of the Week:
  - Honesty
  - Loyalty
  - Courage
  - Unselfishness
  - Work Ethic
  - Discipline
  - Confidence
  - Leadership
  - Teamwork
  - Mental Toughness
  - Handling adversity
  - Perseverance
  - Family Relationships



# Character Development

- Reinforcing with Presenters
  - Coaches
  - Athletes (present / alumni)
  - Staff
  - Community members
- Reinforcement with Inspirational Quotes and Messages
  - Practice Plans
    - “Life is 10% what happens to you & 90% how you react to it!”

# Character Development

- Ready Sheets
  - Themes
  - Thoughts for the Week:
- Ready Sheet Worksheets
  - Player Ownership
  - Individual Improvement
  - Character Development

# Character Development

- Black Lion Award
  - Great teams have players who understand their roles

*"The strength of the wolf is in the pack and the strength of the pack is in the wolf."*

*"Good teams become great ones when the members trust each other enough to surrender the Me for the We" - Phil Jackson*

# Sweet Home Football

## Black Lion Award

**Black Lion Award.** This is a very special award sponsored by Jerry Farnsworth (SHHS class of 87). Jerry is a West Point graduate and presently a Lieutenant Colonel in the Army.

. The qualifications are listed follow.

Dedicated to the memory of Don Holleder and the men of the 28th Infantry. The Black Lions who gave their lives for their country in the Battle of Ong Thanh, Vietnam, on October 17, 1967. This award is presented to that football player who best exemplifies the character of Don Holleder: leadership, courage, and devotion to duty, self-sacrifice, and above all an unselfish concern for his team ahead of himself. Don Holleder as a West Point cadet was an All-American end as a junior, he was sure to repeat as a senior. But duty called, before his senior year, he was asked by his coach to change positions, and sacrifice any further personal glory, for the sake of his team. He did so willingly and unquestioningly. He made no All-American teams, and in fact he was often criticized, but thanks to his unselfishness, his courage and his leadership, his underdog Army team upset mighty Navy. As an Army officer in Viet Nam, while charging into the jungle to rescue injured comrades, Major Donald W. Holleder was struck and killed by a sniper's bullet. He gave his life for his team and for his teammates.

**Each week we select Black Lion Award winners; wear a black practice jersey with Black Lion on back. A Black Lion helmet sticker is also awarded.**

**Annual award; very prestigious award due to their commitment and many sacrifices to his teammates and his team.**

# Food For Thought:

## Qualities of Great Teams

### 1. Leadership

Leaders of great teams develop loyalty

Leaders must see the big picture

Leaders focus on the things that need to be done and do them

Leadership needs to be positive

Leaders go the extra mile

### 2. Guiding Principals

Enthusiasm

Work habits

Team-first attitude

### 3. Pride

### 4. Communication

### 5. Motivation

### 6. Persistence

### 7. Have players who understand and accept their roles

### 8. Positive Attitude

# Food For Thought:

- Sense of Identity

- If you turn out young men of character and loyalty with a devotion to family, then you have succeeded.
- Winning a few games is just a bonus.

*"Winning on the professional level is required.*

*Winning on the collegiate level has become expected.*

*Winning on the high school level should be a pleasant by-product of what you're really supposed to be doing, which is developing young people into men and women of character."*

*"What you give to others eventually comes back to your own life" - Grant Teaff*

*"Difference between School and Sports; In School we teach a lesson to take a test. In Sports, much like Life, you take a test to teach you a lesson."*

Some people spend an entire lifetime wondering if they have made a difference; Coaches don't have that problem!



# Oregon Athletic Coaches Association

Rob Younger

Director

[oacarob@gmail.com](mailto:oacarob@gmail.com)

Twitter: @ORCoaches