

B U I L D I N G

Championship-Caliber

FOOTBALL PROGRAMS

Inside the Locker Rooms and Minds of State Champion Head Football Coaches

By

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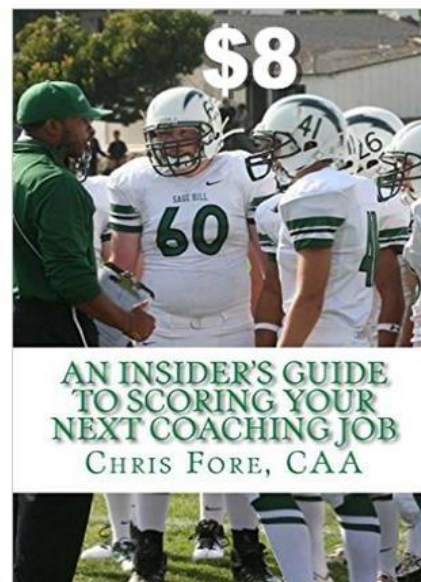
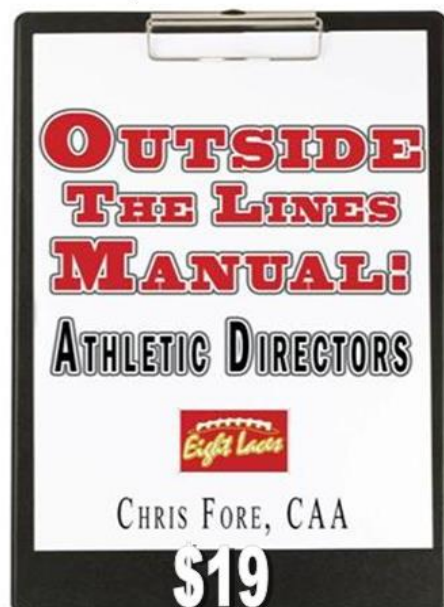
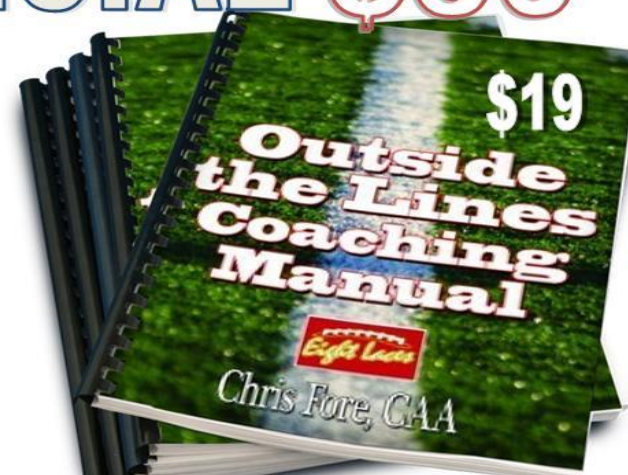
Members of the AFCA are represented by a strong national leadership organization which protects the football coaching profession's best interests — your best interests — and strives for the highest possible professional standards.

This is YOUR professional organization. Join today.

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EIGHT LACES BUNDLE GLAZIER SPECIAL

~~\$67~~
\$30



Who you **ARE** blocking and you are **NOT** blocking!

SHIELD \$7



The Shield Punt Manual features 19 chapters, practice plans for your first 5 days of installation, pictures, 10 fakes, and more!!!

Eight Laces

Our Mission

To prepare coaches for the job of their dreams, and to provide college coaches with dynamite resources to become more successful in their fields.

Another coach who just landed his first college job! I received this on June 2015.

"Just wanted to send an email saying thank you for all the help with my resume. I had been applying for a few head coaching jobs with no luck. So I applied for a college just to see what would happen, not expecting anything to come off. Then after two weeks I get a phone call one night from the college Head Coach asking me to come down for an interview, then after another week I get a phone call from the Head Coach telling me I got the job. I truly believe that my new and improved resume that you helped me with allowed me to stand out and land an interview. Thanks again coach for all your help not only with me but with all you do

for so many coaches around the U.S."



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C H R I S F O R E

THE FIGHTER'S MIND

"Required
reading."
—ESPN.com

INSIDE THE **MENTAL GAME**

A look at the mental strategies of fighters, extreme athletes,
and those on the edge

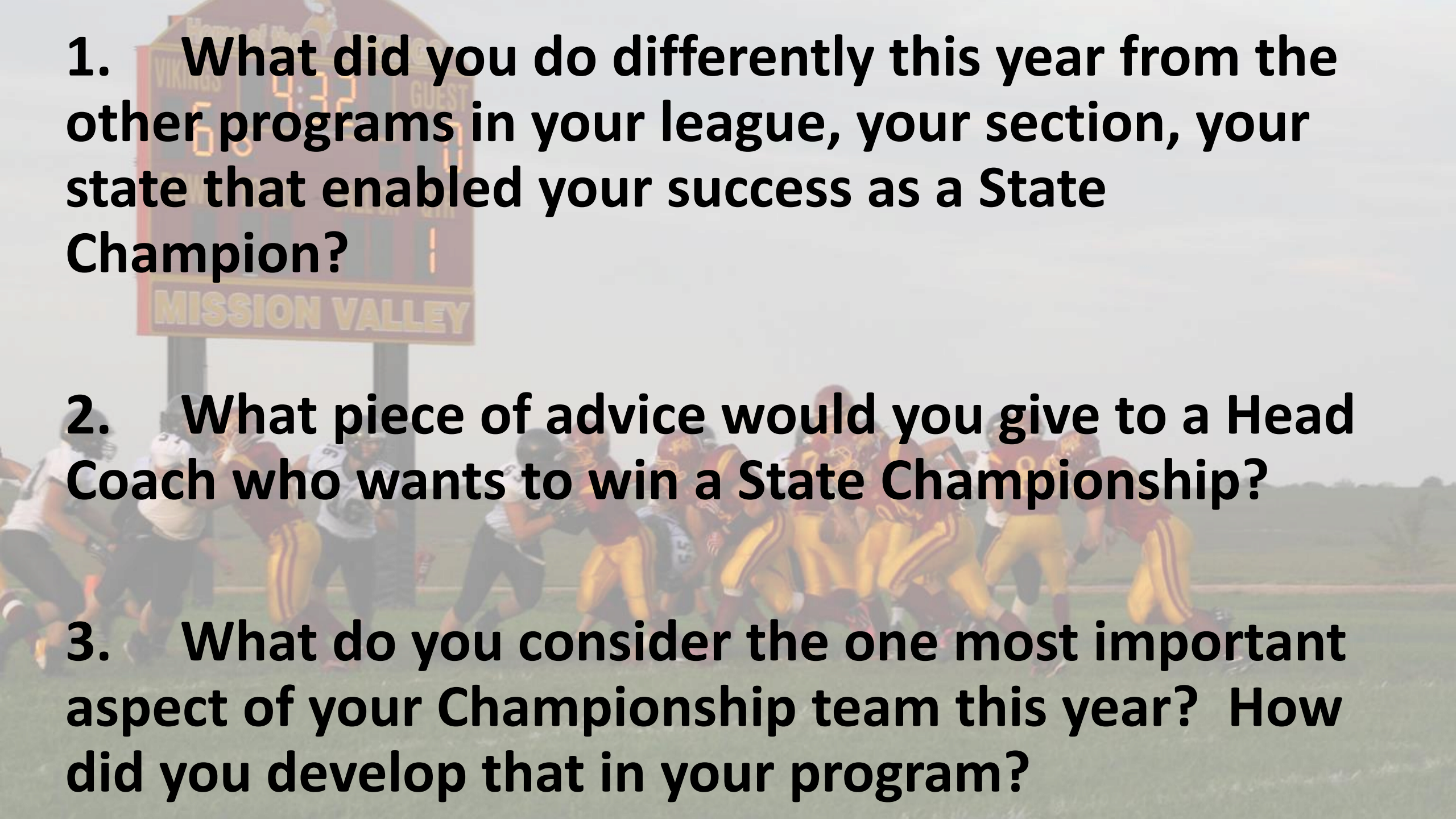
SAM SHERIDAN

AUTHOR OF **A FIGHTER'S HEART**

MAX
PREPS





The background image shows a football game in progress. In the upper left, a scoreboard is visible with 'VIKINGS' and 'GUEST' listed, and a time of 4:32. Below the scoreboard, the words 'MISSION VALLEY' are written in large, bold letters. The main part of the image shows a football play in progress on a grass field. Players in maroon jerseys with yellow pants are running with the ball, while players in white jerseys are attempting to tackle them. The scene is captured from a low angle, emphasizing the action on the field.

1. What did you do differently this year from the other programs in your league, your section, your state that enabled your success as a State Champion?

2. What piece of advice would you give to a Head Coach who wants to win a State Championship?

3. What do you consider the one most important aspect of your Championship team this year? How did you develop that in your program?



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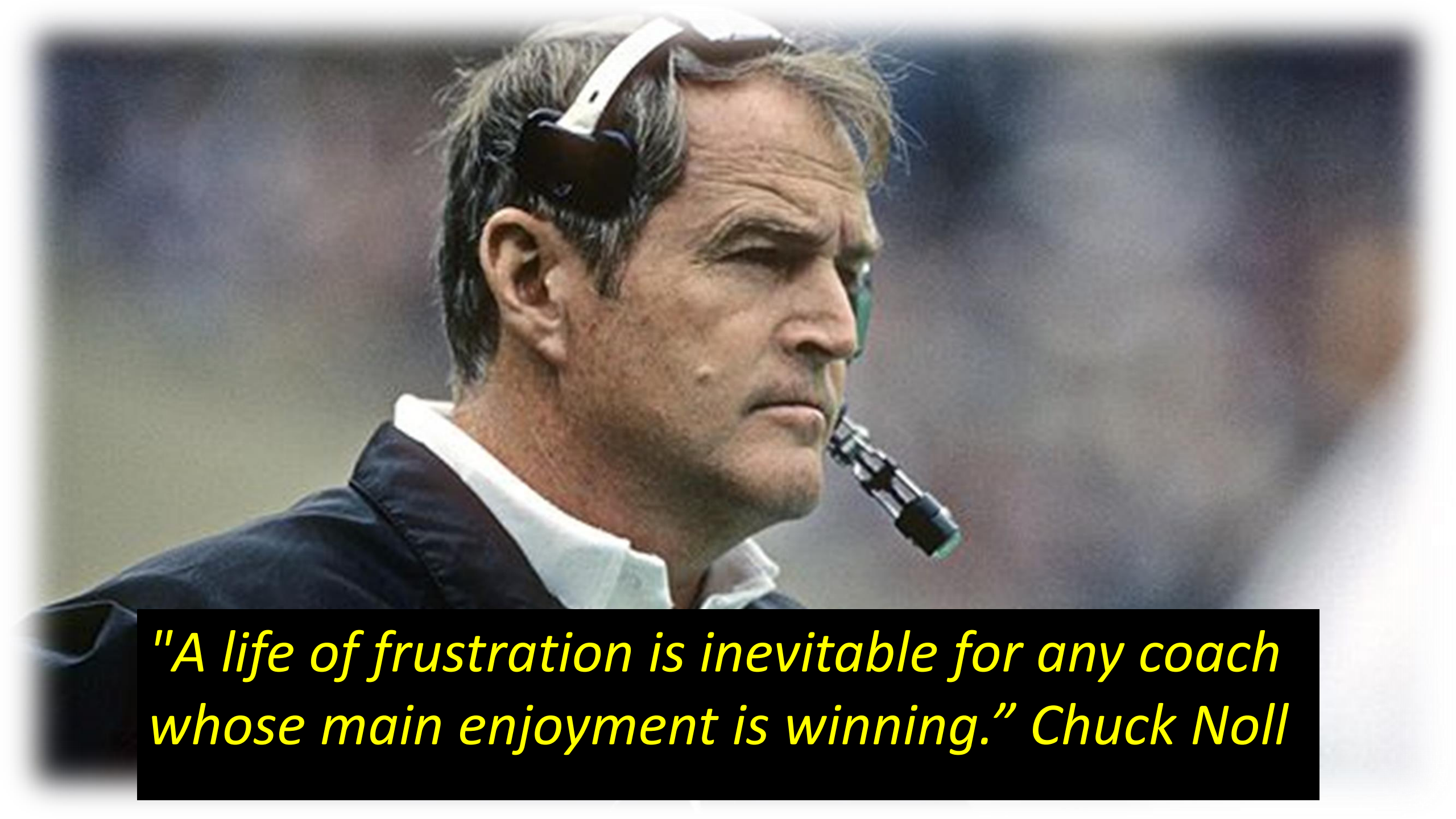
Inside the Locker Rooms and Minds of State Champion Head Football Coaches

C H R I S E O R E



FIRST CHARACTERISTIC

IT'S NOT ABOUT
WINNING
*Oxymoron of the
Highest Sort*



"A life of frustration is inevitable for any coach whose main enjoyment is winning." Chuck Noll



*“The advice I would give a coach is not to be coaching football to become a champion. **Your job as a coach is to teach your athletes how to become better people in society.** If you are coaching to win, you are in it for the **wrong reasons.**”*

*– Mike Rowe, Rocori HS
(Minnesota)*

*“Do not coach just to win a state championship. Coach for the right reasons; using the platform of football to affect the community. **I have won 5 state championships and I can tell you that it can feel very empty if that is all that you are coaching for**”.*

– Tim Goodwin

Marion Local HS (Ohio)



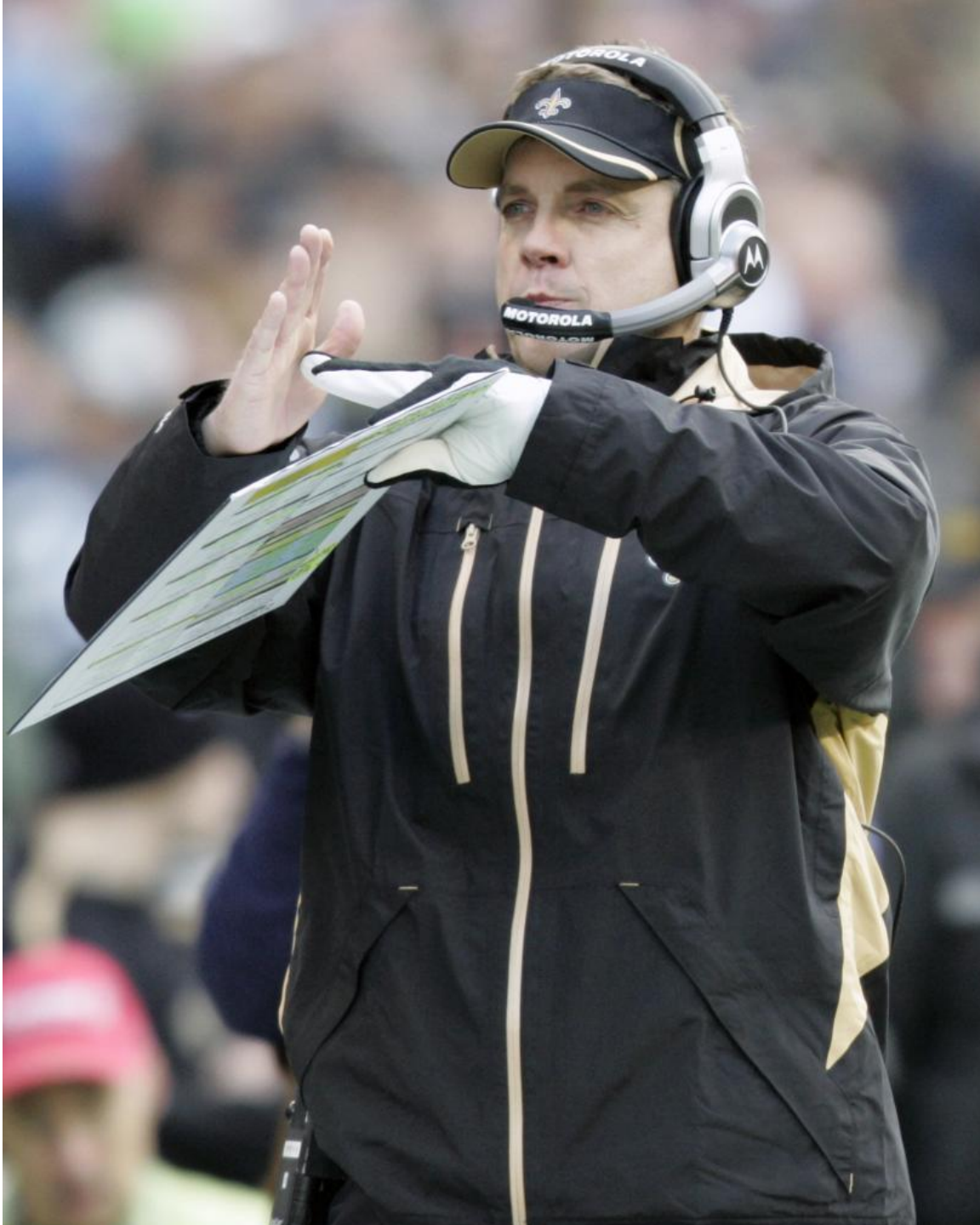
WHY DO YOU COACH?

WHAT MOTIVATES YOU?



*“Don’t focus on winning a state championship. If it’s meant to be it will happen. **Focus on developing your student athletes in all areas to prepare them to be successful in life.**”*

– Mike Boyd, Nouvel Catholic Central HS (Michigan)



TIMEOUT #1

How and why
did you truly
start coaching?



SECOND CHARACTERISTIC

**STAY THE
COURSE**

*Develop **YOUR**
Philosophy*

***“Stay the course.** Don’t change just to change.
Have consistency and routine in the things you do.”
- **Mark Buderus, Florence HS (Colorado)***





*“I would tell another coach **to stay the course and stay true to your philosophy** and the culture you are trying to create as a coach.*

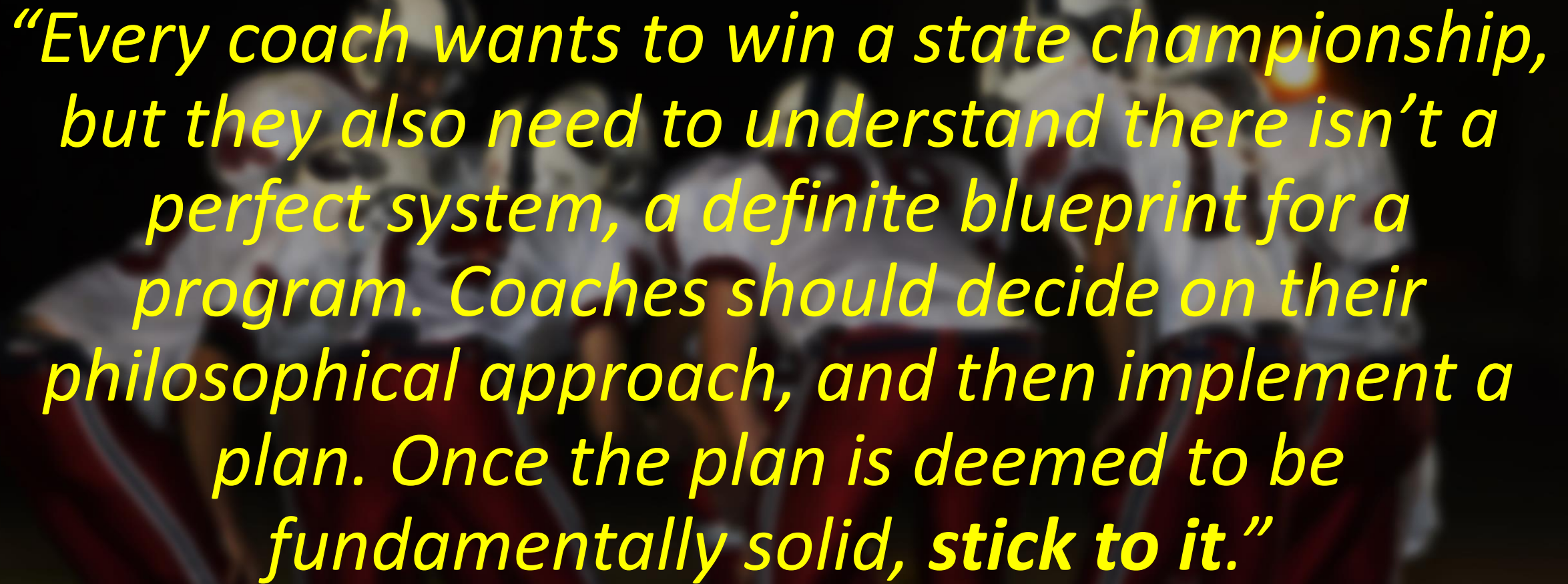
Once they buy in to what you are preaching not only will they be successful football players but they will be successful people as well.”

- Eric Cumba, St. Thomas Aquinas HS (New Hampshire)

*“The most important aspect of us winning championships is our **commitment to consistency**. We sell to our kids that winning in football comes from sticking with your system.”*

- Rhett Farmer, Piedmont Academy (Georgia)





*“Every coach wants to win a state championship, but they also need to understand there isn’t a perfect system, a definite blueprint for a program. Coaches should decide on their philosophical approach, and then implement a plan. Once the plan is deemed to be fundamentally solid, **stick to it.**”*

- Jeff Gourley, Olathe South HS (Kansas)

MISSION STATEMENT

LIONS FOOTBALL WILL BE KNOWN FOR:

Achievement in the classroom by each student-athlete
Coaches who teach not only about football but life
Their sportsmanship in both victory and defeat
Success based not on talent or ability but a non-negotiable work ethic



*“Stay true to what you believe in. Don't think you need to run the schemes that other teams do because **THEY** have success with it. **Work hard at what YOU do and be good at it.**”*

**– Travis Cote, Bishop
Guertin HS (New Hampshire)**



TIMEOUT #2

Are you staying
the course with
your program?
If not, why?



THIRD CHARACTERISTIC

COACHING
THE **HEART** OF
THE ATHLETE

“Focus on what is important, the kids....don't focus on what you don't have, or what your competition does have or the people that say it can't be done....the kids are the reason we are here”

*-Scott Bailey,
Lamar HS (Missouri)*





“The biggest advice that I could give another coach is make connections with the kids; make them understand that you value each and every one of the players.”

- Michael Bates

***Little Snake River HS
(Wyoming)***

The background of the image shows two tall stadium light towers against a dark, cloudy night sky. The lights on the towers are illuminated, casting a warm glow. The text is centered over this background.

**SEE THEM
BEYOND
FRIDAY
NIGHT**

PERSON > PLAYER



*“As a Coach I believe we must **‘Get in the Bubble’** of each Player. They must know you care about them as individuals OFF the Field even more than on the field.”*

- Tim McMullen

Letchworth HS (New York)

*“I truly believe the one thing that set’s our program apart from other programs is our commitment to coaching the **heart of the athlete**. Most coaches get so caught up in the xs and o’s they never spend time coaching the heart of their kids.”*

- Jeremy Brown

Jefferson County HS (Florida)





TIMEOUT #3

What is your
greatest
success in
coaching a kid
past Friday?



FOURTH CHARACTERISTIC

THE **LITTLE**
THINGS



*“Focus on the **little things**. This is the best piece of advice I ever received as a coach. Take care of the small things that are important and the **big things like winning will come.**”*

-Rick Streiff

Cathedral HS (Indiana)





*“We never talk about winning. Winning is a by-product of out-executing and out-working your opponent. Focus on what you can control, which are the **little things**: Footwork, technique and off-season training.”*

- Pat Murphy
Capitol HS (Montana)



**2013 - 50% of their games decided
by 8 points or less!**



*“Resiliency and **attention to detail**. Our backup QB did a hook slide inbounds at the opponents' 3 yard line with 1:28 to go that allowed us to score and run the clock out. We had covered it only during August and he performed it in late November.”*

- Joe Prud'homme, Nolan Catholic HS (Texas)

*“I feel we did the **little things** right. You can’t just coach the big picture, because the big picture is made from several little pictures.”*

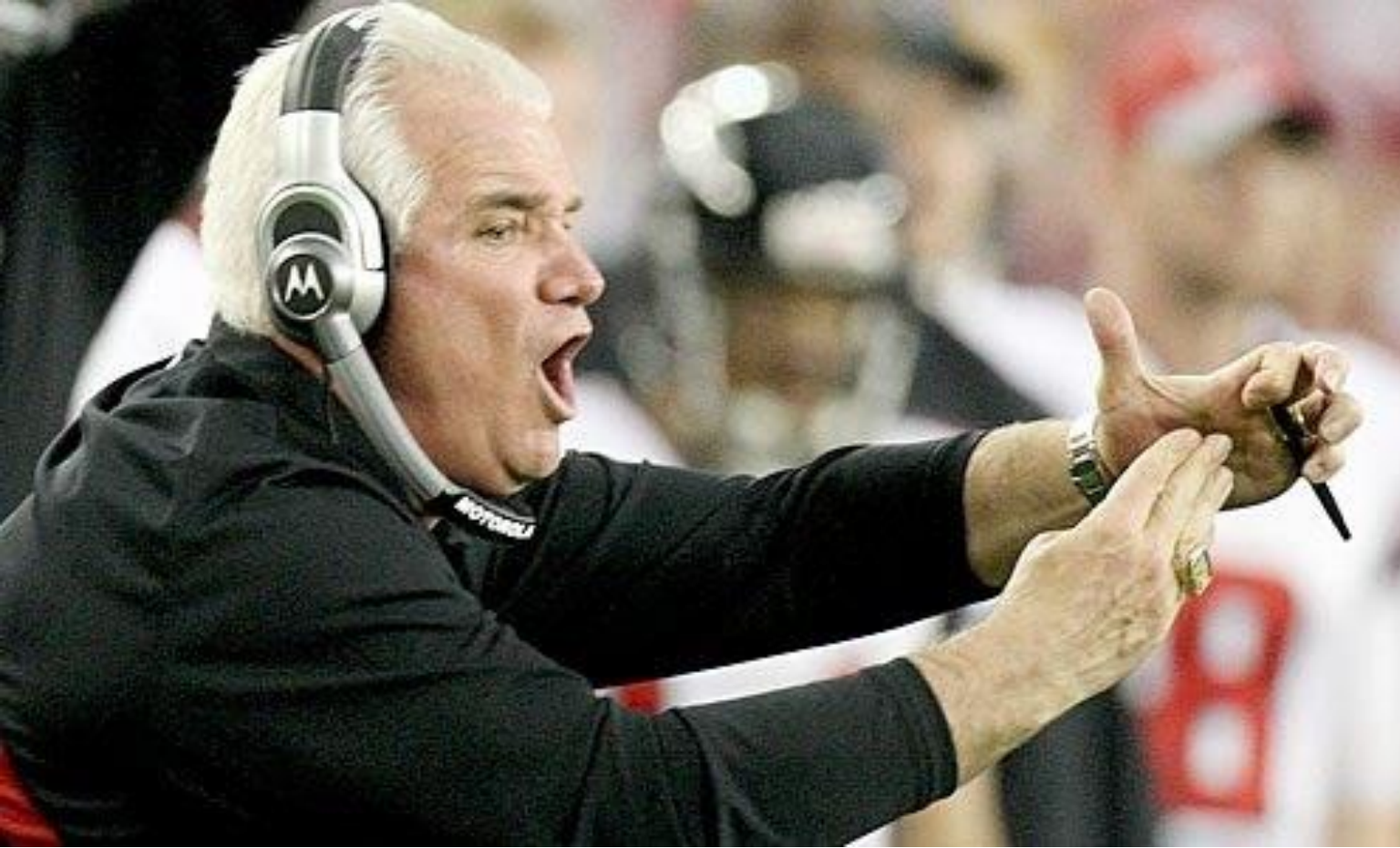
***-Jon Ellinghouse
Sierra Canyon HS
(California)***





*“I think something we did very well this year was to get our kids to buy into concentrating on the details and **little things**. Focus on the **little things** help with execution, penalties, and help prepare kids in making plays.”*

***Andy Lowry, Columbine HS
(Colorado)***



What do you
need to do
better in
regards to
the “little
things”?

TIMEOUT #4



FIFTH CHARACTERISTIC

DEVELOPING
A **WORK**
ETHIC

**THE NUMBER ONE THING
COACHES SAID THEY DID
DIFFERENT FROM OTHERS IN
THEIR LEAGUE, SECTION, STATE?**

**WORK
ETHIC!**



“Keep the vision alive with a great work ethic and have the ability to persevere.”

- Hal Wasson, Southlake Carroll HS (Texas)

“We believe a program needs an identity to be successful. We build ours in the weight room the entire year.” - Randy Dreiling, Hutchinson HS (Kansas)





Bishop Hendricken High School

Catholic Values Fostering a Tradition of Excellence

*"The most important part of our team this year was their **work ethic**, specifically with the strength and conditioning. It was developed as a program from the winter, into the summer and through the season."*

- Keith Croft, Bishop Hendricken HS (Rhode Island)



*“We are 73-2 and have won the state championship the last 5 years not because we know something that others don't or have some unique scheme. **Our players try harder on a year round basis than players at other schools.** If anything but that last sentence is emphasized than my message on how to be a consistent state champion is missed.”*

- Dale Mueller, Highlands HS (Kentucky)



DEVELOP
YOUR
YEAR ROUND
PHILOSOPHY

ADMIN SUPPORT IS CRUCIAL!



UH Sports Media Relations photo



“Revised strength and conditioning program was the most important aspect of our Championship team this year.”

-Joe Kinnan

Manatee HS (Florida)

TIMEOUT #5

Who two
aspects of your
program need a
better work
ethic?





SIXTH
CHARACTERISTIC

LEADERSHIP

*“We had an incredible sense of unity, **leadership**, and confidence within our program this year. It can be attributed to the group of seniors we had leading and their willingness to listen to their coaches, and the group of underclassmen who were willing to follow.”*

- Don Julian

Sheridan HS (Wyoming)





*“The most important aspect would have to be the **leadership** from our seniors. Everyone bought into the team concept because everyone saw our seniors working as hard as they could to just win.”*

- Ray Steele, Indian River HS (Delaware)

FIVE WAYS TO BUILD LEADERSHIP



1. ONGOING LEADERSHIP TRAINING





*"We had great leadership from our student-athletes. Whenever I've had great leadership on our team our success followed. We do **leadership training** with our upcoming seniors and we talk about using those skills regularly."*

- Frederick Bouchard, Staley HS (Missouri)

***“Developing leaders** started years before their senior year. Looking back at old team pictures, our strongest captains were managers as 5/6 graders.”*

- John Schwartz, Mendon HS (Michigan)



2. COMMUNITY LEADERS



3. PUT LEADERS IN CHARGE AND HOLD THEM ACCOUNTABLE!



4. AGE DOESN'T EQUAL LEADERSHIP



LEADERS ARE NOT



BORN;
THEY
ARE
MADE!

**5. YOU
MUST
SET THE
TONE**





*“My advice to young and upcoming head coaches is to understand **leadership** is from the top down; just because someone is the head coach does not mean they don’t have to do the work that they did as an assistant coach.”*

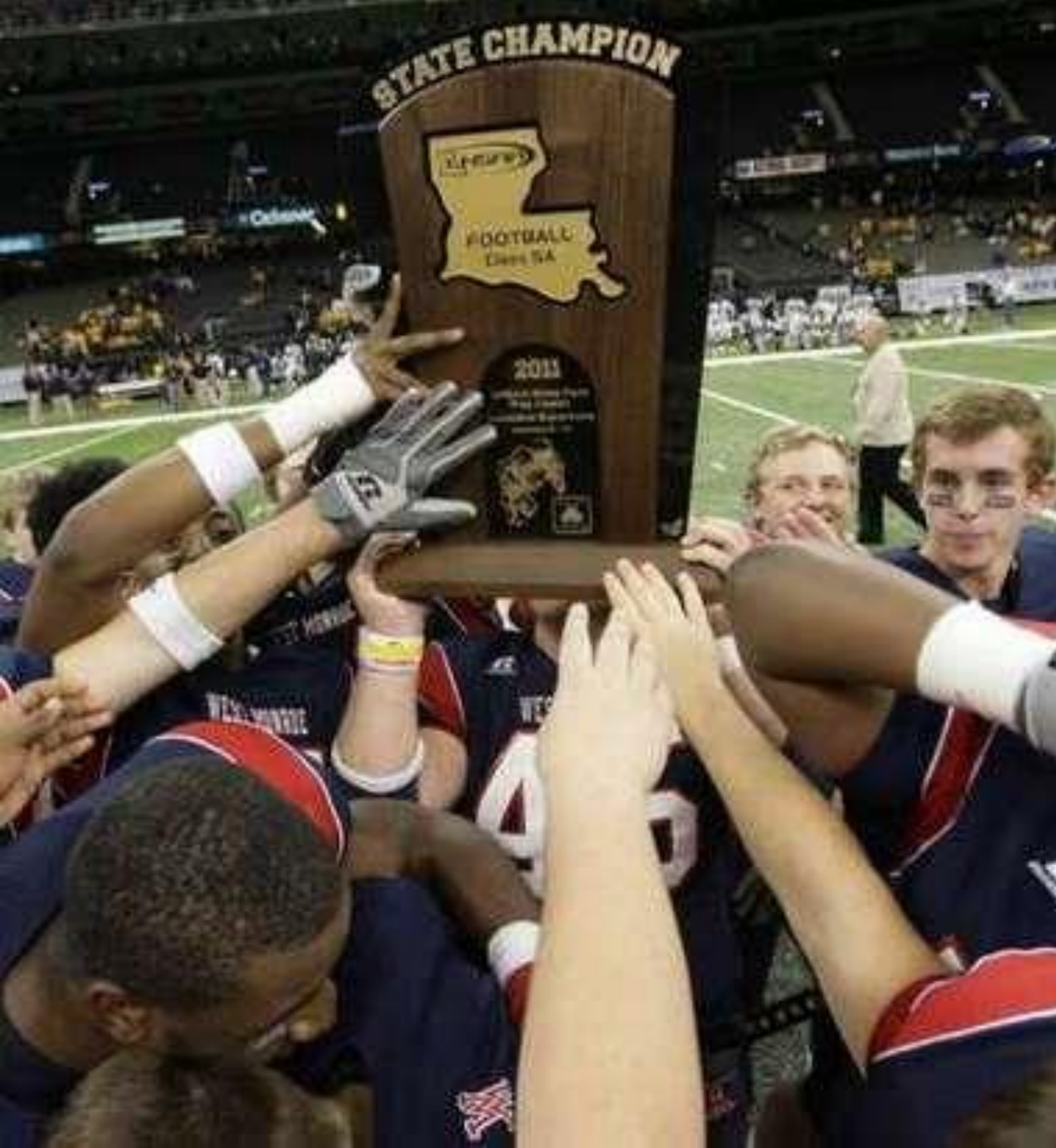
- Rhett Farmer

*Piedmont Academy
(Georgia)*

TIMEOUT #6

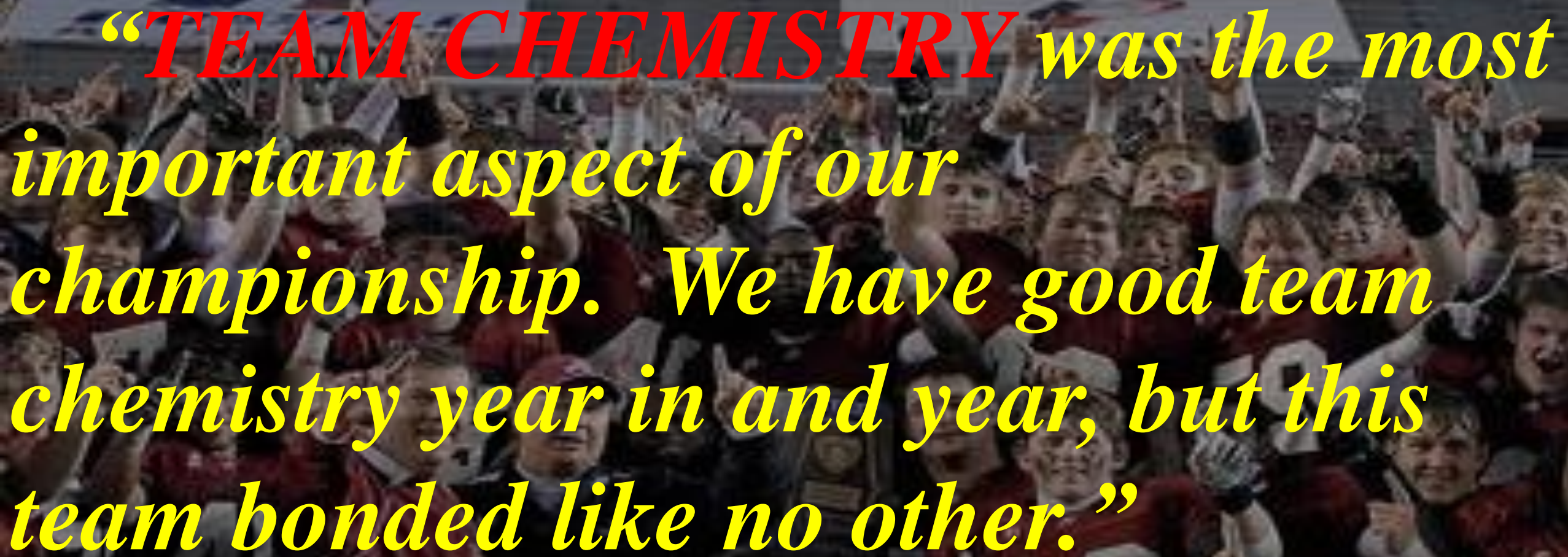
What is *your*
plan for
developing
leaders?





SEVENTH CHARACTERISTIC

CHEMISTRY:
The Most
Overlooked
Key To Success

A large crowd of students, mostly wearing red and white uniforms, are cheering with their arms raised in the air. The background is slightly blurred, focusing attention on the students' excitement.

***“TEAM CHEMISTRY** was the most important aspect of our championship. We have good team chemistry year in and year, but this team bonded like no other.”*

***-
Bob Godsey, Hartselle HS (Alabama)***



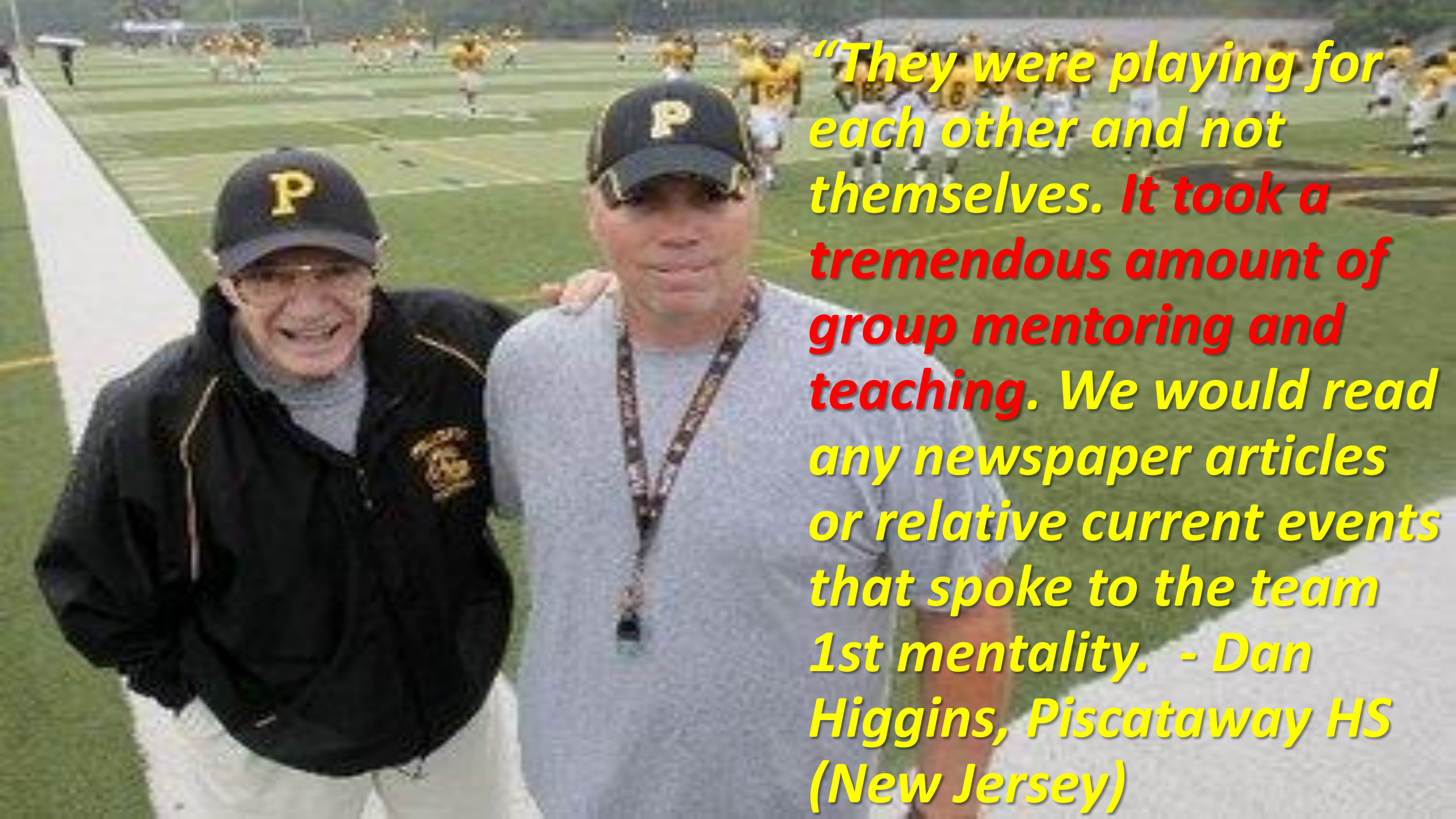
*“We felt that we had the talent and capabilities to be successful. However, felt strongly that we needed to work hard on **TEAM CHEMISTRY!***

- Ken Lucas, Annapolis Area Christian School (Maryland)

*“Our **team first** mentality was really our key this season...the idea that everyone has roles and no matter what your specific roll is it is critical to the team and to the success of the team. This really led to tremendous team chemistry and leadership.”*



**- Pat Rice, Waunakee HS
(Wisconsin)**



“They were playing for each other and not themselves. It took a tremendous amount of group mentoring and teaching. We would read any newspaper articles or relative current events that spoke to the team 1st mentality. - Dan Higgins, Piscataway HS (New Jersey)

***“Team Chemistry is everything!”** The 2010 State Runner Up had more talent than this year's 2011 Championship team did, but could not all get along. We stressed respect and had several team building activities.*

- Kevin Swift, Gold Beach High School (Oregon)



**YOU HAVE TO HAVE A
PLAN TO BUILD
TEAM CHEMISTRY**

TRAINING CAMP IN THE GYM

END OF TRAINING CAMP SWIM PARTY

ORIENTATION GROUPS

OFF THE FIELD FUN NIGHTS


GOAL CARDS

TEAM RULES ARE FOR THE TEAM



*“Our **team unity** was outstanding. It started with our seniors and filtered through all the classes. We have been very blessed over last thirty years winning the state championship eleven times and playing for the title seven more times. The main ingredient of those teams was **unity**.”*

- Barney Hester, Tattnall Square Academy (Georgia)

A photograph of a baseball coach in a white shirt and khaki pants hugging a player in a white jersey and khaki pants on a baseball field at night. The scene is illuminated by bright stadium lights, creating a high-contrast, emotional moment. Other players and spectators are visible in the background, though out of focus.

*"The most important aspect of our state championship season was definitely, our **Team Chemistry.***

Our kids really cared and loved each other."

- Hal Lamb, Calhoun HS (Georgia)

*“Without question, the most important aspect of our team this year was **unity**. This particular team came together and held each other accountable better than any team I have ever coached.”*

*- Jason Herring,
Refugio HS (Texas)*





TIMEOUT #7

How can ***YOU***
do a better job
developing
team
chemistry?



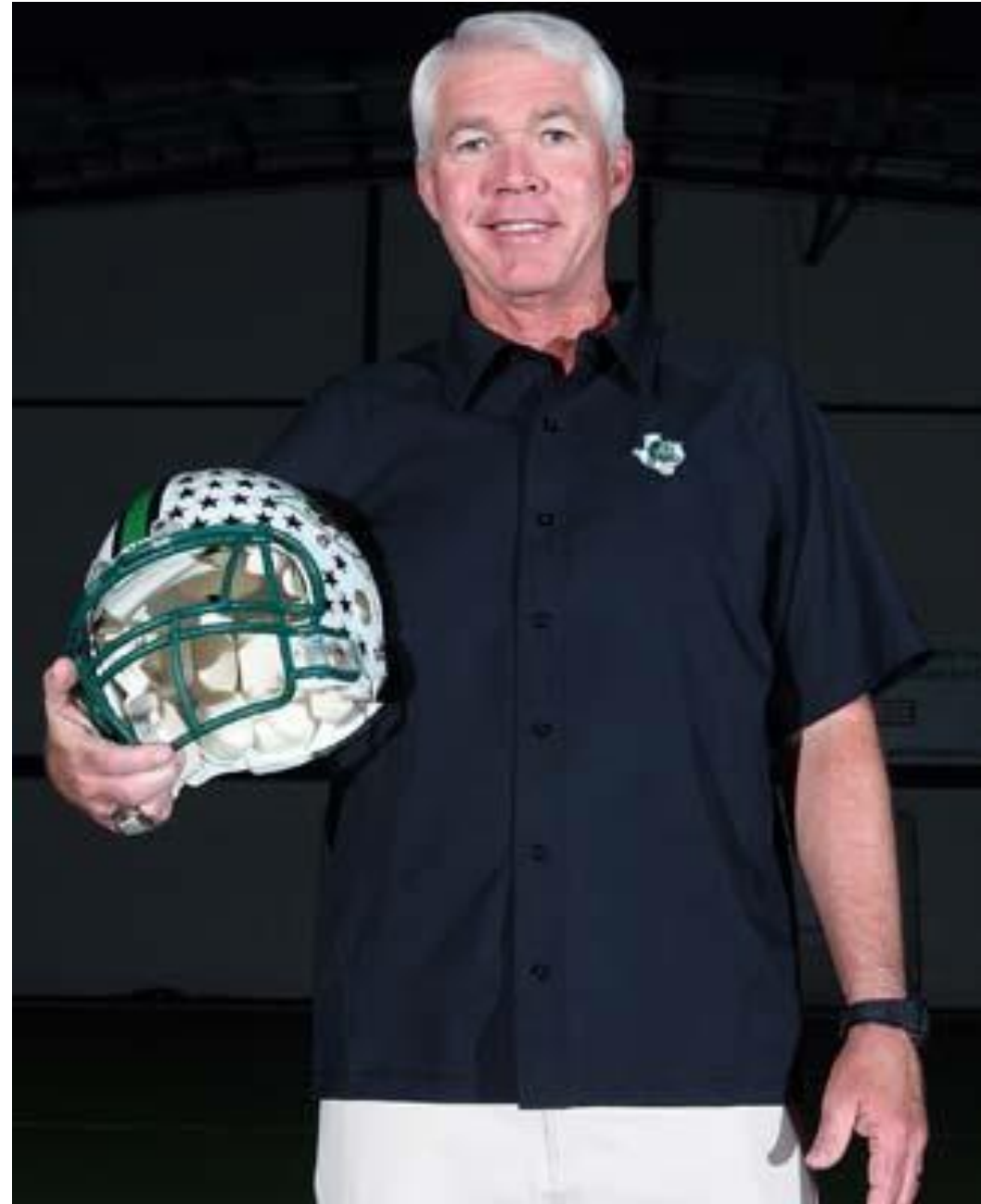
EIGHTH CHARACTERISTIC

**MENTAL
TOUGHNESS:**
Getting the
mind right

“We spent a great deal of time on the mindset each week.

***Mental toughness** is being able to go from play to play/ stay in the moment and being able to focus.”*

- Hal Wasson, Southlake Carroll HS (Texas)





“I think our kids are very poised and show a lot of mental toughness. We focus on that in everything we do throughout the year.”

- Hank Carter, Lake Travis HS (Texas)

*“It is just as important to develop player’s **mental toughness** as it is to develop their physical talents and skills. In crucial moments these often are more important in the determination of success and failure than physical attributes.”*

- Joe Harbour, Norwayne HS (Ohio)



3 KEYS TO TEACHING MENTAL TOUGHNESS



1. Define it; keep bringing the kids back to it



MENTAL TOUGHNESS PSYCHOLOGICAL EDGE
THAT ENABLES YOU ^① TO COPE BETTER THAN
YOUR OPPONENTS WITH THE MANY
DEMANDS THAT ARE PLACED ON
YOU AS AN ATHLETE.

② TO BE MORE CONSISTENT AND BETTER
THAN YOUR OPPONENTS IN REMAINING
DETERMINED, FOCUSED, CONFIDENT,
RESILIENT AND IN CONTROL UNDER PRESSURE

2. You've got to practice it; not going to happen overnight!



3. Teach your kids to be confident by putting them in positions to succeed!



Confidence is
KEY for
mental
toughness

*“This was displayed no more clearly than in the state finals game when we fell behind for the very first time in the game late in the fourth quarter in a manner that could have broken the spirit of many teams. Our senior quarterback walked into the huddle, simply said **“No Doubts we got this.”** We marched down the field to score the game winning touchdown with 30 seconds left in the game.”*

- Joe Harbour, Norwayne HS (Ohio)

TIMEOUT #8

What can *you* implement to teach mental toughness next year?





NINTH CHARACTERISTIC

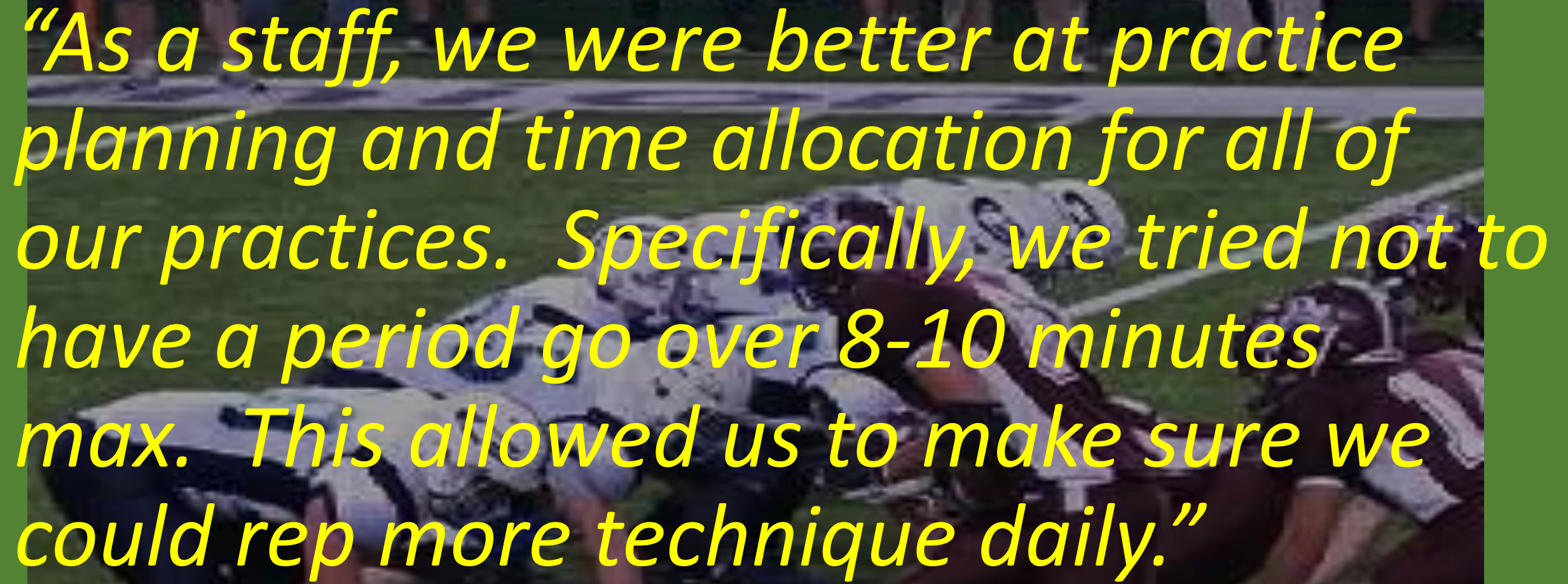
PREPARATION

**Leave no
stone
unturned**



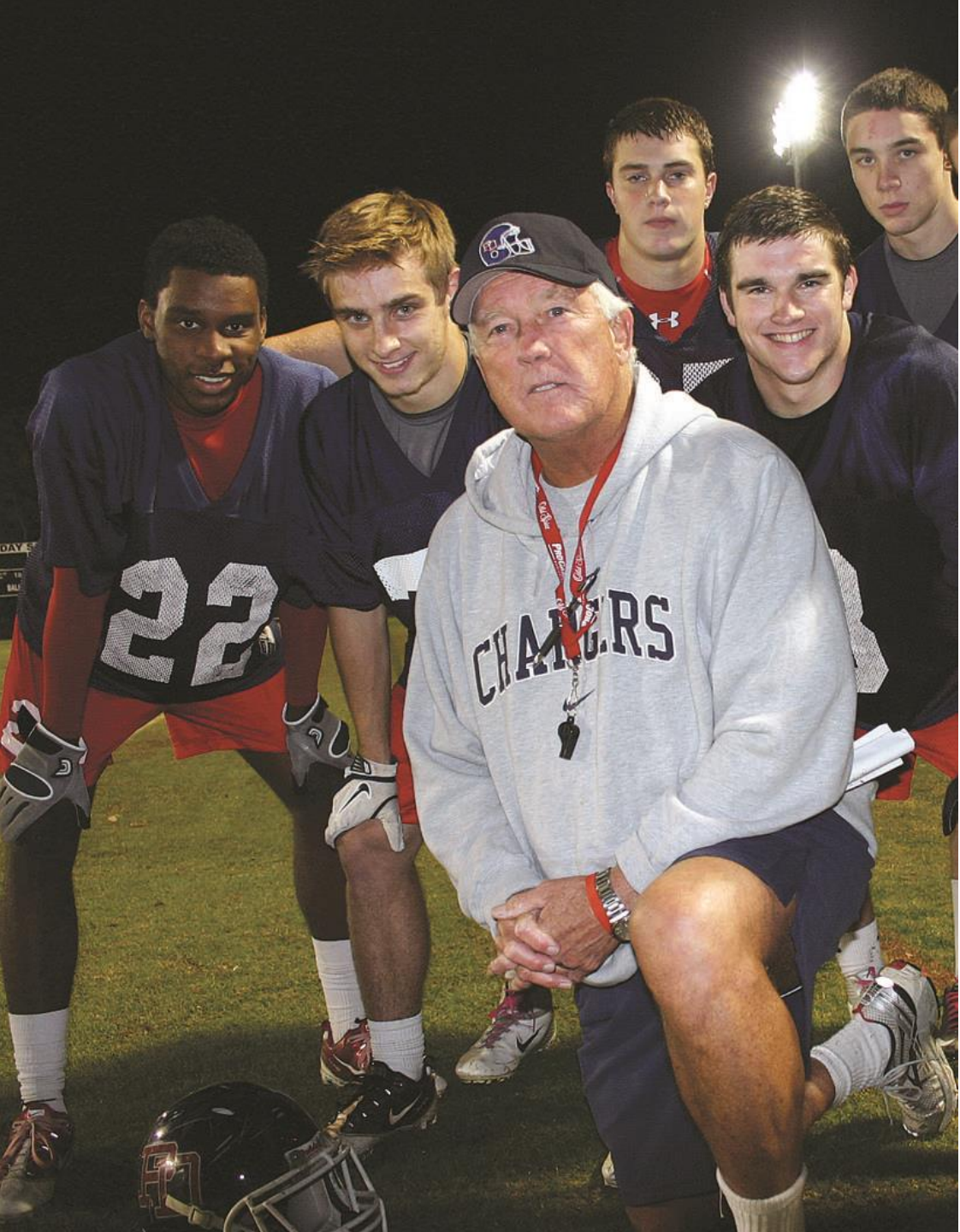
“Be well prepared and have a sound plan. You must have more than one plan in case things don't go as well as you hope for.”

***-Scott Rials
Elba HS (Alabama)***



“As a staff, we were better at practice planning and time allocation for all of our practices. Specifically, we tried not to have a period go over 8-10 minutes max. This allowed us to make sure we could rep more technique daily.”

- Jeff Lindsley, Grangeville HS (Idaho)



*"The coaches taught on the field each day and kept practices **well organized**. Watching film and making the daily improvements was a big help in the stretch run of the playoffs. - **Bruce Hardin, Providence Day HS (North Carolina)***



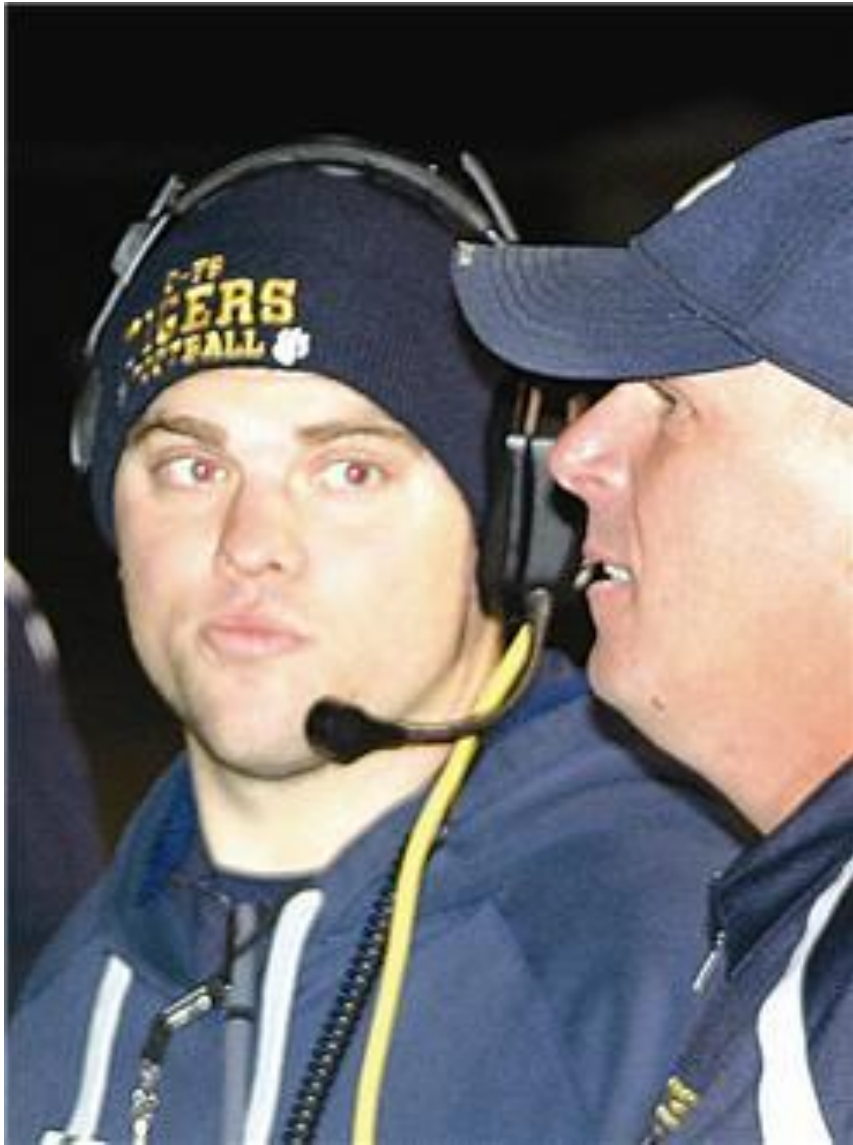
In what area
do *you* need to
get better
preparing your
kids next year?

TIMEOUT #9



TENTH CHARACTERISTIC

BUILDING
TRUST AND
CONFIDENCE



*"If you want to win a state championship you have to get the players **bought into 'You'** as much as the program."*

- Tim Brabant, Carsonville-Port Sanilac HS (Michigan)



*“Your players need to **trust you** and ‘buy in’ to the offensive and defensive schemes that you implement.”*

***- Travis Cote, Bishop
Guertin HS
(New Hampshire)***

When HC loses trust and confidence of his players, coaches, administration and community, he becomes nothing more than an **obstacle for his team to reach peak performance.**



“Trust. The most important characteristic of a great leader is they can be trusted. ***Trust*** is developed by being honest, consistent and always following through with what you say you are going to do.”

- Mike Favero, Logan HS (Utah)



**TRUST IS A
TWO WAY
STREET**



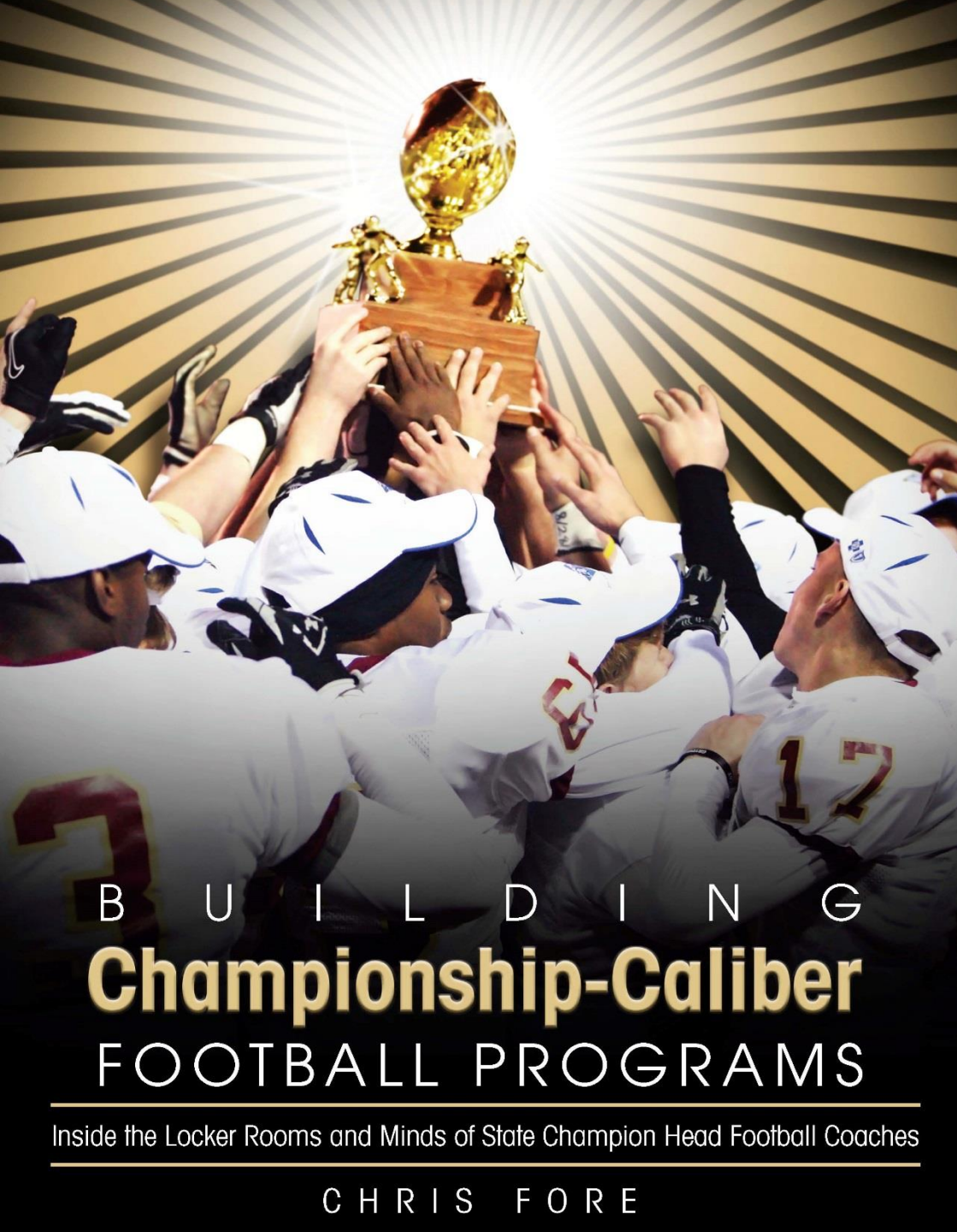
“Do not be afraid to give the kids some ownership. We let the kids come up with the verbal calls to communicate the plays to the entire offense. When the kids had a suggestion we listened. They took ownership.”

- Ray Steele, Indian River HS (Delaware)



How are *you*
building trust
and confidence
in your football
program?

TIMEOUT #10

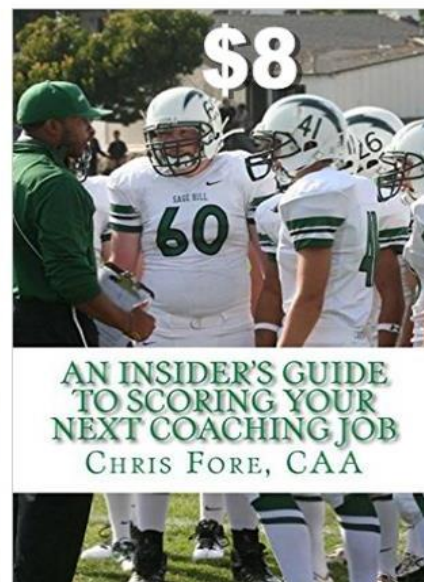
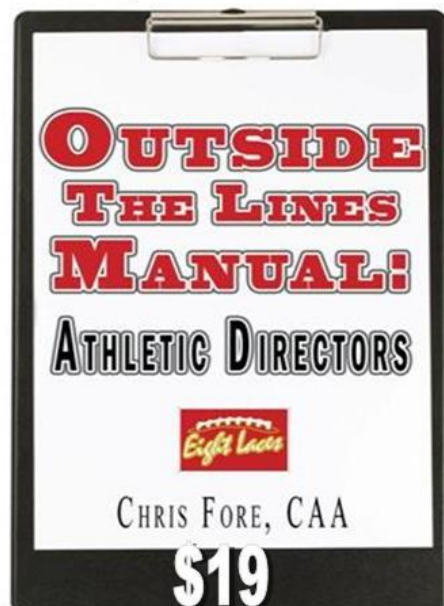
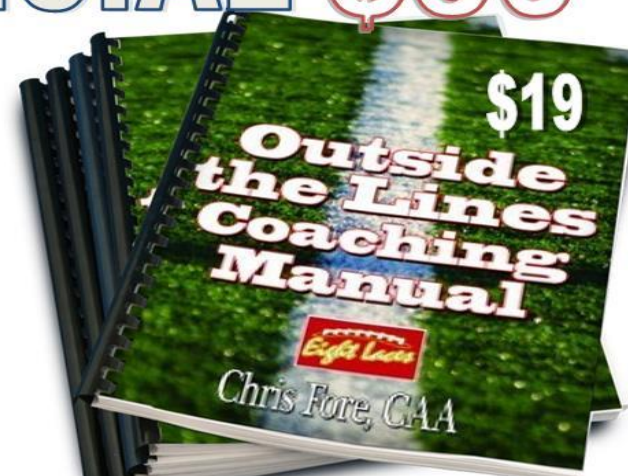


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EIGHT LACES BUNDLE GLAZIER SPECIAL

~~\$67~~
\$30



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SHIELD \$7



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