



## Coaching Notes from Coaching Culture Episode 68: Laying a Foundation for Your Culture with VCU Rugby Coach

### Currently VCU Rugby Coach

- Coached at all levels youth, amateur, and professional
- England, Chile, U.S.A.
- Nickhillcoaching.com
- [@NH\\_Coaching](#)

Art versus Science: The art is in applying the key principles to your context.

### Step 1: Link to the past.

- Get them to understand they are apart of something bigger than themselves.
- Look for old pieces of history.
- Create an emotional connection to being a part of something bigger. “How do you want to be remembered?” “What legacy do you want to leave?”

\*Bring players-alumni in to discuss their experience

### Step 2: Create a Motivational Video

- Use pictures of history
- Use music to back up the photos and images and videos you want to share with the athletes.

### Step 3: Small Group Discussions

- Use a question at the end of the video: How do you want to be remembered? (Step outside the room, let them discuss in groups what they want to achieve, 10-15 minutes)
- What are you willing to do to achieve that goal and create that experience?

### Step 4: Setting the Standards and Expectations

- What are we willing to do in practices, games, in the community?

### Learning Your Context

- Various approaches: Don't make any changes to quickly.
- Seek first to understand, before you understood.
- Building relationships with the person first, athlete second.
- Research and fact finding around observing the culture, the environment, and what are their needs.

## Episode 69: The Player Centered Approach

### Player Centered Approach

- 1 on 1 Meetings with Players: 30 minutes in Starbucks, verbal conversation, not written, we want to engage with eye contact, we want to understand their non-verbal cues as well.
- Written Survey: Get them to write their feelings down and what's going on.
- Interactions and collisions in the training sessions. Ask them about school, family
- 3 Steps:
  - Empower the players to take ownership of the culture
  - Game based coaching
  - Using questioning to get players to come up with the answers

### Player Leadership Group

- Empowering leaders within your team
- Let them know what you want to work on, but ask them what they think

### Game Based Coaching

- Working on technical, tactical, physical, and psychological
- Better transfer into the game
- They are working on decision making
- Meets the needs of the players

### Using Questioning

- Hardest part is letting go of your power
- What are we doing well?
- What are we not doing so well?
- How are we going to do it better?
- Guided Discovery Process
- 1-2 minute process to do in a practice

### How to create a “fun” environment?

- Cultural architects- find the “person” who has the personality to lift the team up!
- Game based approach drives competition- use a scoring system (i.e. competitive cauldron check out episode 52 to learn more!)
- Reward the characteristics that you are trying to develop and grow in your environment

### Biggest Key

- Shared purpose, shared goal
- What do you want to achieve? Why are you here?

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