

COACHING NOTES FROM COACHING CULTURE

EPISODE 88 - CREATING POWERFUL MOMENTS FOR YOUR TEAM - PART 1



A DISCUSSION ON THE BOOK, THE POWER OF MOMENTS BY CHIP & DAN HEATH

Mentorship to Help You Transform Your Leadership: thriveonchallenge.com/mentorship/

We are opening up 2 spots for this special invitation only three days with J.P. Nerbun, Nate Sanderson, and other like-minded leaders in a mountain home near the scenic town of Park City, Utah! For more details and pricing click [here](#).

“Great experiences hinge on peak moments.” - Dan Heath

Four Ingredients that Make Moments Powerful

Moments of Elevation - An experience that transcends normal course of events or rises above the everyday; something that is literally extraordinary.

Moments of Insight - Defining moments rewire our understanding of ourselves or the world.

These are turning points, or paradigm shifts, sometimes called “aha moments”. Insights are best discovered.

Moments of Pride - Capture us at our best. These are moments of achievement, courage, recognition, accomplishment, etc.

Moments Connection - When we go through things together - an accomplishment, a challenge, a struggle. These are special, social moments, shared with others.

The Life Mapping Exercise - Create a timeline of your life with a partner and plot your memories both positively and negatively. What patterns do you see?

What does it feel like on the first day in your program?

When do players begin to identify with being part of your program?

- When did you players first feel like they belonged?
- When did they first feel like being part of your program mattered?
- When did they first feel like they mattered to the team?

If you don't know how your players would answer these questions, ask them! You might find that some are still waiting to feel like the belong and that they matter.

The challenge for coaches is to find ways to engineer these moments so they are assured to happen sooner rather than later. **Engage your players in creating your onboarding process.**

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Ask your players:

- What was your first day in our program like?
- What would you want that first day experience to be like for others?
- What can you and your teammates do to help make that happen?

Nate's Freshman Orientation at Summer Camp

- Upperclassmen will be assigned in-coming "Little Sisters" (those entering 8th & 9th grade)
- Big Sisters will text them before the first day, and be there to welcome them
- Big Sisters will practice with them to help the Little Sisters learn how to do many of our drills, but also to learn about who we are (modeling our culture)
- Big Sisters will also have opportunities to share some of their stories during the week on subjects such as struggling to earn a spot, being a multi-sport athlete, the transition to high school, etc.

Celebrate Beginnings on Social Media

Coach John Carrier makes formal announcements on the team's twitter pages of new freshmen receiving their practice jerseys for the first time. The posts introduce them to the fanbase and celebrate the start of their journey as a Warrior.

Find ways to create lasting memories around your players' "Firsts" - that could be their first day at camp, their first practice, their first start, the first time they put on a varsity uniform, etc. Firsts provide excellent opportunities for elevation, connection, and pride.school, etc.

What does it feel like on the last day in your program?

Make The "Lasts" Special

There are many "lasts" that can also become powerful moments in the playing career of your players. The final time they wear the uniform, the last home game (often Senior Night), the last rivalry game, the last banquet, etc. are all opportunities to create lasting memories.

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Create an Exit Ramp

Nate does a great job of creating a build-up to Senior Night including:

- Hosting Teacher Appreciation Night on Senior Night to help draw a crowd of people who have also invested in your student athletes
- Invite teachers to the game by sending them appreciation cards in the weeks leading up to Senior Night. We dedicate about 20 minutes during practice for players to write specific notes to teachers about two weeks prior to Senior Night
- Seniors present their “Last Lecture” to the team on the Wednesday prior to their final home game. Here they reflect on what it’s meant to them to be part of the team and what lessons they hope to pass on to the players who follow (you can view an example of [Randy Pausch’s Last Lecture HERE](#)).
- Varsity players write letters to our seniors which are included in their Senior Night gifts
- Create a slideshow video or poster display for people to see as they enter the gym for Senior Night
- Have seniors write a letter “To The Player Who Will Wear My Jersey” and read them at the banquet. [See Macey Miller’s example HERE](#).

The Heath brothers share the powerful example of a school hosting an [Academic Signing Day](#) for non-athletes to celebrate their college choices.

Moments of insight naturally follow these exit celebrations as others are inspired by seeing others where they want to be themselves someday.

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