



## Episode Creating Staff Alignment

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### BULLETS

- **Helping Staff Develop a Growth Mindset**
- **Moving Toward a Transformational Vision**
- **The Commitment Conversation**

### Thrive on Challenge Retreat

Join us from August 1st - 4th for our 2nd annual [TOC retreat](#). We have limited spots remaining! The retreat features:

- Sessions on Leadership, Culture, and Program Development
- A technology detox
- Opportunities in the mountains of Utah for walking, hiking, and being in nature
- Sharing with like-minded coaches through discussions, games, meals, and more!

### Characteristics of the Ideal Assistant Coach

- 1) They have a growth mindset
- 2) They are committed to a transformational approach
- 3) They are willing to put the time in during the season and in the off-season

The role of the head coach is to use their influence to help their staff grow.

Our greatest frustration comes when our expectations are not met. How often do we communicate our specific expectations to our staff members?

### Consider Three Continuums

**Growth Mindset** <-----> **Fixed Mindset**



*Someone who is interested in learning, growing, and developing and finding more effective ways of doing things.*

**Transformational** <-----> **Transactional**

*Those who use sport to develop people.*

**Full-Time Commitment** <-----> **Part-Time Commitment**

*Coaches who are all in, all the time.*

### Where do we start?

The worst case is to have a highly committed coach who is very transactional, but having a growth mindset could help them to change.

### How do we help others to develop a growth mindset?

- 1) Model It - Consistently ask for feedback from others
  - a) *What am I doing well?*
  - b) *What can I improve?*
- 2) Be continuously invested in your own development and share what you're learning

### How do we help our staff align around a transformational vision?

- 1) The head coach must begin to change first even before sharing the vision
- 2) Start by investing in the relationships with your players

All of these steps require the head coach being vulnerable to acknowledge areas of growth, and having the courage to take steps to change.

**Model a Think Aloud** - Narrating for your staff how you think through certain situations, approaches, challenges, etc. Sharing how your thinking has evolved can be powerful and persuasive.

**Extend an Invitation** - When you commit to a new direction, invite your players / coaches to come along as you pursue a new way of thinking and doing things.



With staff members who are resistant to change, that invitation may include the hint of an ultimatum. We are going in this direction - if that's not for you, then you may need to make a decision about your future in the program.

As Mano Watsa shared in [Episode 183](#), great culture becomes polarizing. It attracts those who share these attributes, and repels those that don't.

### **How do we navigate conversations about time commitment?**

We may perceive those coaches who are absent in the off-season as being less committed, but the reality is that they may actually have a life outside of basketball (which might be a healthy thing).

Ask your coaches, *What time can you give us in the off-season?* If their time is limited, work together to figure out how to maximize the time they can give.

### **Very few assistant coaches will ever be as committed as the head coach.**

At the same time, if there is a minimum time requirement that should be communicated clearly.

### **Establish Minimum Standards and Non-Negotiables**

If you expect coaches not to use shame, anger, profanity, humiliation, etc. these standards must be communicated and enforced.

The non-negotiables for transformational coaching and a growth mindset need to be established clearly.

### **Be attentive to these phrases that are immediate **RED FLAGS****

- *That's the way we've always done it*
- *That's just the way I am*

View JP's courses that are available to share with your staff [HERE](#)

- The Competitive Cauldron
- The Captains Council
- The Playing Time System



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### **Create Moments of Insight with Your Staff**

- Attend a [workshop](#) / clinic together
- Read a book together
- Attend a coaching retreat

**Leverage your players' positive response to change.** If the players enjoy a new approach the staff is more likely to buy-in as well.

**Be mindful of your expectations** - Work from where your coaches are currently at - don't compare them to the ideal assistant coach you may have in your mind.

The goal is GROWTH. We want to see them improve on each continuum.

**Begin staff meetings by sharing your successes.**

Email [JPNerbun@ThriveOnChallenge.com](mailto:JPNerbun@ThriveOnChallenge.com) if you are interested in hosting a virtual workshop with your staff!