

# The Coaching Culture

## Podcast Notes



### Episode 199 Taking Over a New Program | Part 2 Building Relationships

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#### Highlights

- Building connections and relationships from day one.
- Become a leader and a mentor.
- Become a better coach through vulnerability.
- Be a servant leader.

#### NATE

**The elixir for change is the relationships that undergird your ability to bring in new ideas, new system, and new ways of doing things.**

- Tactics, techniques, and skill development are more difficult if you do not invest in the time to start building the relationships that are going to make those things possible.
- Connect with players to understand:
  - ✓ Where are they coming from?
  - ✓ What are their challenges?
  - ✓ What is their schedule is like?
  - ✓ What are their ambitious for the program?
  - ✓ What did basketball mean to them in the past?
- Create a partnership where the players are trying to help the coach merge the coach's vision with their desire for the program and work together in that direction.

**Invest early in the relationships.**

JP



**In the first interaction with players coaches need to be very intentional about the person that they are presenting so they do not create obstacles early on.**

- Position yourself as the guide that is going to help them achieve the things that are important to them.
- Establish your credibility as a coach but ensure them that you are there to serve them and led them. This is especially important from day one.

**“Be a Servant Leader.”**

NATE

**What players are looking for when the new guy walks in the room, first meeting, first practice, or open Gym is:**

1. Somebody that they can believe in.
2. Somebody that believe in them.

**Three Stages of Culture from the book the Culture Code by Daniel Coyle**

1. Connections.
2. Trust that is built through shared vulnerability.
3. Shared purpose that drives the mission beyond...

**When you start in a new program:**

1. Trying to facilitate connections and starting to build trust requires vulnerability on behalf of the coach.
2. Using vulnerability to promote vulnerability from players – trust happens when we start walking together towards new things.

**Vulnerability – Important questions to ask yourself.**

1. How much do we reveal?
2. When?
3. What is the right setting?

JP

**Focus on vulnerability in two ways:**

1. Reveal something about you the person not the coach. Use your coaching journey to bring credibility as an effective guide for the team.
2. Step back and talk about the human not the coach.



### Vulnerability creates an environment where:

1. Allow others to accept that they are not perfect, and they can make mistakes.
2. Helps others come forward and express their doubts, and fears; and express their uncertainties and struggles.

### NATE

**“Forcing them to see you in the way you want to see them.”**

- You want them to see you as a human being who coaches basketball—that you are more than just the basketball coach.
- Modeling the humility that you are hoping for your players to have when they make a mistake.
- Position yourselves as co problem-solvers. You are working on a problem together.
- There is something that fosters connection when you are tackling a challenge together.
- When taking over a program you need to create a relationship with the stakeholders at the school and in the community.

### JP

- Establish a good relationship with parents.
  - Tell me about your son or daughter.
  - What makes him/her tick?
  - What gets him/her excited?
  - What is important to him/her?
- Establish a good relationship with teachers.
  - They can help you identify issues early on when players are falling behind at school.
  - They will let you know when they are behavior issues.
  - They will tell you when things are not going well in the kid’s life.
- Identify key players.
  - Who are the influencers?
  - The player(s) that everybody looks to them on how to behave.



## NATE

- Need to identify the person that his/her narrative is going to matter the most in the community. Get them on board with what you are trying to do in your program.
- Having consistent one-on-one conversations with your players is the most important thing that you could do.
  - When can I ask for individual meetings?
  - What do I talk about the first time a player sits down with me one-on-one?

## JP

- Have early one-on-ones.
- Create a safe space that they feel safe in.
- Present options for one-on-ones.
  - In person
  - Phone
  - Video Chat
- Constantly communicate to the players that you want to invest on one-on-ones because:
  - They are important to you.
  - Their development is important to you.
  - Your relationship with them is important to you.
- Player development plan.
  - Where do you see them?
  - What they need to do to improve?
  - Talk about the plan moving forward.

## NATE

**What's the relationship that you would like to have with your players after they graduate?**

**Mentorship type relationship.**

### **1-on-1 Meetings**

- Learning about the individual.
- Finding a common ground.
- Find a way to connect beyond just the game of basketball.
- Move the relationship beyond the sport.



**JP**

**Have conversations early on so the players know what to expect.**

Three levels of relationships:

1. Coach and Player – focused on their time playing for the coach.
2. Thinking beyond high school/college – What do they want to pursue after high school or college as far as their career? “What do they want to be when they grow up?”
3. It is about the person who they are becoming. Who do you want to become?

Some are not ready for this type of conversation and are uncomfortable which creates a lot of resistance. It is important to:

1. Know what is their appetite for the relationship.
2. Meet them where they are at.
3. Know what to do moving forward.

**NATE**

- The player determines when the relationship advances.
- It is not going to happen overnight.
- Find a place to connect.
- Bond over something that you both have in common.
- Create a safe place where players can open up if they want.
- Care about them outside of the sport.

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