

# The Coaching Culture

## Podcast Notes



### Episode 215 Tales From the Trenches: From the NFL to #GirlDad with 14-year NFL Veteran Brad Meester Part 2

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**Guest:** Brad Meester

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#### Meester Discusses:

- How he connects with players
- The inspirational story of Luke Akerstrom
- Becoming a sports parent
- Catching a pass in his final home game

14-year NFL veteran Brad Meester joins the podcast to discuss how he connects with players as the offensive coordinator at Mount Vernon High School. Meester also shares the inspirational story of Luke Akerstrom, his transition to becoming a sports parent, and catching a pass in his final home game.

#### How to Connect and Build Relationship with Big Groups

- Making a conscious effort every day to interact with your players.
- Use stretching time to talk to players – ask them how their day and/or school was
- Create a moment for someone to open up
- Avoid talking about the X's and O's
- Show that you care
- Get to know every player at a personal level

#### Rocking Chair Moment (or Harley) – I hope that I impacted the players that played for me...

- Created kids of character
- Great people
- They understand that we care about them.
- They know that they can reach back to ask for help after many years of them being gone.

#### Coaching Changes in Our Culture (how coaches lead / how they coach)

- It needs to be about the kids, their experiences, and their growth more than wins and losses.
- Create a culture that will impact the kids' lives.



- A culture where kids learn life lessons.
- “The stain that teachers and coaches can leave on kids.”  
-Andy Landers
- Aware of the kind of impact that we can create if we are intentional about our approach.

### **Luke Akerstrom Story**

- How helping others can make an impact in your life.
- Resiliency and never giving up.
- Make an impact in someone’s life.
- Relationships are important – treat people the right way.

### **Sports’ Parents**

- Enjoy the moment.
- Avoid yelling and screaming.
- Everyone makes mistakes.
- What do you think you did well?
- What do you think you need to do to get better?
- How are we going to get there?
- Be realistic about what your kids can and can’t do.
- Make sure that kids have a great experience.
- Encourage them to work to get better and never give up.
- Understand that every kid has different athletic abilities.
- Sports end at some point.
- Sports should enhance the relationship between kids and their parents and not the other way around.

### **Last Home Game – Red Zone**

- Create lasting experiences for your players.

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