Coaching Character that Lasts a Lifetime

- Lynn Kachmarik, Director of National Growth – Play Like a Champion Today
- University of Notre Dame, Notre Dame, Indiana
1. Should High School sports have a win at all costs mentality?

2. Should high school coaches be fired for their win-loss record alone?

3. Are your coaches athlete-centered?

4. How do you as the AD know if your coaches are really developing the character of each of their student-athletes?
Test your awareness...

☐ Do the test – Copy the link below into your web browser and test your awareness.

http://www.youtube.com/watch?v=Ahg6qcg0ay4
Bad Coaching in the Headlines...

Girls HS coach arrested for sex abuse
Michael Osborn coached team at Madras High School
By KOIN 6 News Staff

“COACHING ABUSE: THE DIRTY, NOT-SO-LITTLE SECRET IN SPORTS”
IN THIS ISSUE:
“Coaching ABUSE: The dirty, not-so-little secret in sports”

What is wrong with a society that places so much importance on winning in sports that it blatantly neglects the needs and well-being of the child-athletes that it’s charged with educating and protecting? Are we so out of touch that we’ve lost our perspective on what really matters in life? Are too many parents making a “deal with the devil” and turning their kids over to coaches with questionable methods just because these coaches supposedly produce “champions”?

As a coach, just how important is winning to you? When your team or athletes win, does that mean that you are doing your job better? Does it make you a more effective coach? Similarly, when your athletes fail, does that mean you are failing? Are your athletes’ and team’s losses concrete evidence of your incompetence?

Why do athletes tolerate abusive coaches?
In locker rooms, insubordination is a worse crime than abuse of authority. Unless that changes, nothing else will

Bullying accusations in high school sports blur lines between good coaching and abusive tactics

Football Coach Accused of Years of Player Abuse Is Back on the Field

A Sad History of Abusive Coaches

Fired Mattawan basketball coach Dan Hoff accused of verbal abuse, unacceptable coaching tactics, documents show (with PDFs)
Good Coaching in the Headlines...

High School Football Coach Suspended His Entire Team for Character Concerns

Matt Labrum, the head football coach at Union High School in Roosevelt, Utah, has taken the concept of character-building to a whole new level.

Amid reports of cyberbullying and other off-the-field problems plaguing his team, Labrum suspended his entire football team—80 players in total—after a loss last Friday to Judge Memorial Catholic High School.

Team learns lesson of humility, sportsmanship

High school coach imposes own basketball lockout when grades slip

Illinois Basketball Coach Teaches Team Lesson In Sportsmanship

Charlie's angels: A sportsmanship lesson

Two middle school teams worked to include student

Granby High School Boys Basketball Team: Lessons in Sportsmanship

© PLAY LIKE A CHAMPION TODAY® Coaching for Character: University of Notre Dame
Cause for Concern...

Concerns for Athletic Directors:
- Athletic Directors are too busy to attend practices and competitions to really see behavior of coaches, parents and student-athletes.
- Pressure to WIN and coaches feel it and know it. Win at all Costs Mentality Develops.
- Pressure from stakeholders to have Winning Programs
- Decreasing Budgets
- Time Demands on Coaches for mandatory training-safe environment, harassment...
- Low Coach Salaries
- State coaching exams are on-line and research shows that on-line education has very little effectiveness in changing behaviors.
- Exploitation placed on high school athletes by college and professional recruiters

Concerns for Coaches:
- Drop Out
- Specialization
- Multiple Sport-Long Term Student-Athlete Development
- Politics of Travel Teams
- Coaches and parents living vicariously through athletes (Egocentrism)
- Parents
- Cheating
- Verbal Abuse
- Poor Sportsmanship
How do you hire and mentor coaches?

**PROFESSOR**

- Before Interview-Student and Peer Feedback
- Interview Process
- Observe Class
- Teach Class
- Student-Peer Feedback

**Coach**

- Before Interview-Resume and Recommendations
- Interview Process
The potential of sports...

- Sports can build Champions....
- Sports can build Character....

OR

- Sports can build **CHARACTERS!!!**
Enacting your school mission...

Play Like A Champion Today is Reclaiming the Educational Values of High School Sports

- **The Ultimate Game Plan** - A comprehensive design for coaches, parents, administrative leadership teams, athletes and the full student body.

- **Mission Driven Athletics** - Connecting the Vision of the Athletic Department with the School Mission.

- **Research-based** - Created and administered by the University of Notre Dame, with its rich athletic and academic heritage.

Designed to develop high performance athletes and to promote the moral and character development of athletes through their high school sport experience.
Goals and Take Aways

- **Expand** the definitions of coach-character educator.

- **Provide** a mastery motivation formula for the high school student-athlete.

- **Develop** strategies for building a cohesive team, their moral development and responsible leadership.

- **Develop** strategies for the character development in each student-athlete and team/individual sportsmanship.
Do Sports Foster Character Development?

- 43% of male and 31% of female high school athletes admit to cheating or bending the rules.
- 67% of male and 42% of female athletes admit to hitting another out of anger.
- 68% of male and 49% of female athletes admit to bullying or taunting.
- 500,000 high school student-athletes admitted to using steroids in the past year.
- Student-athletes are more likely to drink and do drugs.
Do Sports Foster Character Development?

- In response to dozens of fights that broke out during the mandatory postgame handshake, the Kentucky State High School Athletic Association decided to drop the ritual altogether.
- I was hardly surprised. Fifteen years ago my son complained that before shaking hands players on the opposing team frequently spit into their hands.
- Seven years ago a survey conducted by the Awards Recognition Association found that 63% of those polled believed that sportsmanship had declined from the time they were young; whereas only 5% thought it was better.
- Knowles (2010) found that the number of high school sport officials in Northern Florida had steadily been declining because of their perception of the lack of sportsmanship among coaches and fans.

From all indications, the culture of sportsmanship, died years ago, and the Kentucky State Athletic Association merely delivered the post-mortem.
WHAT DOES A COACH TEACH?

- Skill & Strategies
- Competitive attitude, virtues related to achievement such as effort and courage
- Social and moral-justice, being our sisters’ and brothers’ keepers, honesty, sportsmanship
For Coaches to Develop the Character of their Student-Athletes, they must Understand and Develop Morality


Stage 3: Individuals put themselves in others shoes and apply the golden rule. Moral motivation – mutuality and being good for goodness sake.

Stage 4: Individuals take the perspective of the team as a social system and seek the Common good. Moral motivation – Upholding the moral order and reputation of group.
Coaching for Moral Development

- **Transition from Stage 2 to 3** – wean players from extrinsic rewards and punishment to intrinsic and team-oriented motivation (please teammates).
- **Transition from Stage 3 to 4** – take the perspective of the coach, the officials, and the league administrators.

**Sports can help players to grow morally if coaches deliberately act as moral educators by:**
- Emphasizing that moral values come before all else;
- Taking time before each practice and game to call attention to moral values;
- Taking time after each practice and game to evaluate how well the team lived up to its espoused values; and
- Helping players to develop their moral reasoning by discussing moral problems with players (e.g., Bill gave Jim an elbow under the basket. What should Jim do if Bill tries that again? Why? What is the right way for Jim to respond and why is that the right way?).
Playing in the Zone?

- What do we mean by “Playing in the Zone?”
- Have you have been in the zone?
- Describe the experience in as much detail as possible.
FLOW

An optimal human experience in which a person is completely and happily absorbed in what he or she is doing.

*Flow is often accompanied by:*

- A loss of the sense of time & self
- Intense focus
- Effortlessness
- Complete control
- Peak performance
The Grow Approach
GROW: Goals

✓ Set physical and mental goals and character-oriented goals

✓ Set both individual (skills, mental, social) and team goals (winning, quality of play, moral community)
  - Build self-confidence and efficacy
  - Goal assessment beginning, middle and end of season
  - Orient goals in terms of value to team
    - “by improving my shooting, we become a better team”
  - Focus on effort and persistence (mastery)
    - self-referenced range of success
    - personal best vs. social comparison
  - Encourage intrinsic motivation
Instructional Communication

- Use specific, positive feedback
- Praise effort
- Avoid punishment
- Use the “Sandwich Approach”
Grow: Relationships

- Get to know your players
- Encourage them to learn about each other
  - Address diversity issues
- Promote encouragement of teammates
- Establish a sense of belonging (“family”)
- Facilitate team unity and cohesion (team building)
- Establish a positive climate-trust-care
- Foster sportsmanship (attitudes towards opponents and officials)
Threats to Relationships

- Hazing
- Bullying
- Cliques
- Popularity
Is My Team a Moral Community?

- Are my players willing to make sacrifices for the team?
  - What sacrifices are they willing to make?
  - Are all of my players willing to do this?
  - Are some holding back? What stands in the way?

- I can count on my athletes to...
  - Sacrifice drinking for sake of team?
  - Consistently put forth their best effort?
  - Say something to a teammate who is not following team rules?
  - Is everyone is included?
Winning

Do you have to win to be a Champion?
Summery

- Do your coaches understand that it is a privilege for them to coach their student-athletes?

- Do your student-athletes leave each season with more passion for their sport than when they started? *Not just the starters but all team members!*

- Do your coaches understand the “Power of a Coach” and what that truly means?
Conclusion

LEAD, COACH & PLAY...
LIKE A CHAMPION...
TODAY!