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ECASB VARIETY

Six Lessons From Inspiring Football Coaches - A Resource from SuperEval

A coach is accountable for the outcome of the game - win or loose. Coaches are also counselors to players, mentors, and friends. They push their players to reach full potential and inspire. A coach is a leader.

1. Never Quit -

“Never quit. Set a goal and don’t quit until you attain it. When you do attain it, set another goal and don’t quit until you reach it. Never quit.” - Bear Bryant, Alabama football coach. If a program at the board level is not moving along as planned, face the challenge with a recommitment and a new approach. Seek input from those around you. Collaborate, reinvent and reengage.

2. Build a Diverse Team -

“We find it odd when women lead men, but women have been teaching men for years. We have to normalize it.” - Katie Sowers, Offensive Assistant Coach for the San Francisco 49ers. Try to have a diverse team. Diverse isn't just about gender, race, ethnic groups, or age, but also includes leadership style, tenure, organizational function, education, background and more. People with different backgrounds bring new information.

3. Put Support Mechanisms in Place to Achieve Success -

“Setting a goal is not the main thing. It is deciding how you will go about achieving it and staying with that plan.” - Tom Landry, Dallas Cowboys coach.

Look at where the people in your organization need support and resources to perform their work. Is there the appropriate staffing, technology support, funding and other resources? Ask those around you what they need to produce higher academic outcomes.

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Once you know what they need - put the plan in place.

4. Be a Leader Who Teaches -

“They call it coaching, but it is teaching. You do not just tell them...you show them the reasons.” - Vincent Lombardi, coach of the Green Bay Packers who led his team to 5 championships and victories in Super Bowls I and II.

Ask yourself what training is needed for those within your organization and who is best to support your employees. Determine what techniques, technologies and modalities could benefit the employees most. Are there leaders in the district that could flourish with one on one mentoring from a leader? Identify those that could use mentoring and those that would be outstanding mentors.

5. Establish Your Leadership Philosophy -

“It was a way of doing things, a leadership philosophy, that has as much to do with core values, principles, and ideals as with blocking, tackling, and passing; more to do with the mental than the physical.” - Bill Walsh, 49ers coach that lead his team to three Super Bowl titles.

Know what the culture of your school and district is. What motivates your employees? What is the rallying cry in your organization. If you can't define the culture or it does not come to mind, take the time to create one with input from leaders in the district. Those leaders should come from a cross section of administrators, teachers, staff, students and parents. The culture should be more than just a banner hanging in the school or the theme of the yearbook.

6. Listen More Than You Speak -

“Coaches have to watch for what they don't want to see and listen to what they don't want to hear.” - John Madden, coach of Oakland Raiders and color commentator for the National Football League.

As a leader, you have to divide your time and attention on the strengths within the district as well as the areas of need within the district. Know that every area of concern is an opportunity for growth and improvement. Know what areas need to be focused on for improvement.

Final Thought:

The teams that make it to the “Big Game” did not arrive accidentally or by an individual standout. It took much hard work, collaboration, reflection, hard work, improvement, perseverance, time, and effort to get the team to be able to achieve at higher levels.

