

# GOING FROM GOOD TO GREAT

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## **1. Good coaches plan... Great coaches plan every detail based on a strong personal philosophy.\***

### **Team Philosophy**

- Establish what type of program you offer
- Detail what your athletes are expected to do from sideline to the community to competition
- Develop cheerleading standards not rules – Cheerleaders’ handbook
  - Define consequences and follow thru
  - Stay consistent
- Develop a Lines of Communications for problems/concerns/frustrations for both cheerleaders and parents (sample enclosed)
- Market your team – From try-outs to banquet – (Public Relations handout enclosed)
  - Promote program in the school, community, newspaper, and on Facebook & web site
  - Develop a team logo, team mission
  - Create a positive reputation
- Develop a strong staff with the same coaching philosophy as you
  - Have staff meetings
  - Provide education
  - Know your strengths – Book - Strength Finder \*
  - Delegate jobs (staff, parents, cheerleaders, etc)

### **Communications**

- Calendars/schedules
- Web site: Shutterfly, Weebly
- Calendars: Google, Shutterfly, Weebly
- Parents’ handbook
- Weekly emails
- Texting/phone tree
- Meet with your Administrator

## **2. Good coaches talk about expectations... Great Coaches have cheerleaders who meet those expectations\***

**Define success**

### **Team mission**

- Samples (enclosed)
- Book – Championship Team Building \*

### **Train strong leaders (captains)**

- Pamphlet - Captains - 7 Ways to Lead \*
- Book - Team Captain's Leadership Manual \*

### **Power of Feeling Important**

- Everyone needs a sense of purpose – Encourage and value each position on the team
- Give everyone a job – Job Task form enclosed
- Develop competition mindset – empower them to achieve

### **Goal Setting**

- Put your goals in writing
- Mark the goals on your calendar – always have a deadline!
- Roles for all involved defined
- Sample form enclosed

### **Team Values** – relates back to team mission

- Ambitious – Dedicated – Passionate Competitors – Courage – Physical and Mental Toughness – Class. Each value is broken down into what it looks like in practice, on game day and away from the team.

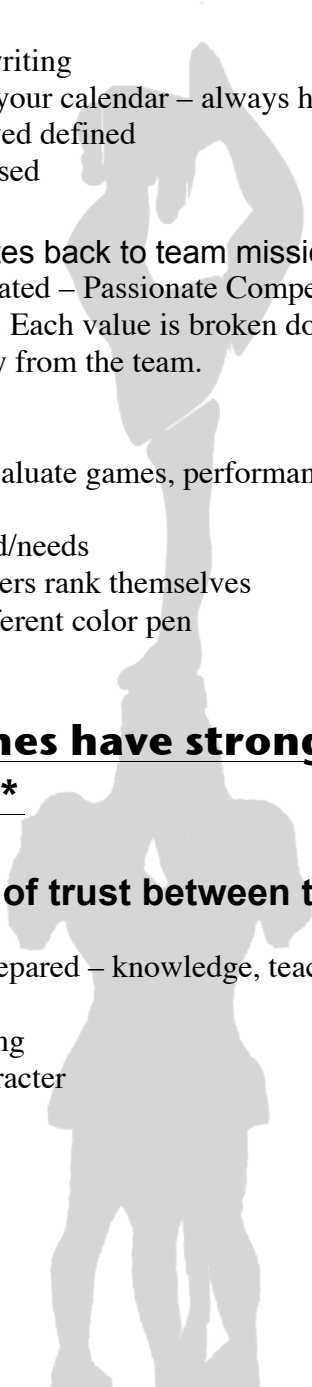
### **Evaluate**

- Take the time to evaluate games, performances, competitions, community service – hits/misses
- Exit interview good/needs
- Have the cheerleaders rank themselves  
Coach ranks in different color pen
- Seniors' reviews

## **3. Good coaches have strong beliefs... Great Coaches are believed! \***

### **Create a climate of trust between team members and coach**

- Team trust coach
  - Professional prepared – knowledge, teaching ability, style
  - V.I.C. Dolls
  - Personally caring
  - Purposeful character



## **4. Good coaches teach life lessons... Great coaches model life lesson in how they coach.\***

### **Coaches Teach Life Skills Along With Sports Skills**

Pamphlet - Life Lessons for Athlete \*

### **Actions Speak louder than words**

Personal integrity

High Standards

## **5. Good coaches are positive... Great Coaches have a positive passion\***

### **Connects with cheerleaders**

- Make eye contact
- Smile
- Nod
- Listen
- Watch for reaction
- Check for understanding
- Reward positive behavior
- Use positive words like standards not rules, focus instead of listen.

### **Sets positive environment**

- Add fun to practices
- 10 Traits Successful Program - handout enclosed
- Top 10 Attributes Championship Program - handout enclosed

### **Get sentimental** - [http://www.oakharborcheer.com/Motivation\\_TeamBonding.html](http://www.oakharborcheer.com/Motivation_TeamBonding.html)

- Poems, personal stories, small tokens
- Motivation days – individual and small group days
- GEMS, VIPs and Personal surveys of team members
- Secret sisters, Veteran to Rookie letters, etc.
- Legacy
- Banquets
- Senior night
- Letter to cheerleaders

“In the life of a coach, everyday provides a chance to change, mold and make a difference in a life. “

“What you encourage, you teach. What you permit, you promote.”

### **A Coach’s Legacy by Gwen Holclaw**

I will teach my team the pleasures of hard work  
And the importance of teamwork.

I will show them the joys of reaching a goal  
And the satisfaction of finishing strong

I will explain to them the beauty of integrity  
And the fulfillment of fitness.

I will know their name  
And demand their best.

I will do these because I love them  
And respect them.

The surest way I know to teach these things  
Is to have them learn by example

### **Recommender Resources**

Championship Team Building, Jeff Jansen

The Team Captain’s Leadership Manual, Jeff Janssen

The Impact of Trust, Bruce E. Brown

Captain’s – 7 Ways to Lead, Bruce E Brown

Turning Around Athletic Programs, Bruce E Brown

First Steps to Building a Successful Team, Bruce E Brown

Life Lessons for Athletes, Bruce E Brown

Strengths Finder 2.0, Tom Rath

Developing a Successful Cheerleading Program, Pam Headridge

101 Spirit Ideas, Pam Headridge

V.I.C. Dolls – oakharborcheer.com \$15

PRIDE+ - A Coaches Handbook, Barry D. Kipnes

\* 1001 Motivational Messages and Quotes fro Athletes and Coaches: Teaching Character Through Sport, Bruce Eamon Brown

# Procedures for Handling Concerns/Problems

1. If a cheerleader has a concern, she must try to resolve her concern/conflict with the coach. Parents should not talk to the coach about an issue; it is the athlete's responsibility to voice their grievance. This is an opportunity for the athlete to learn how to solve her own problems. Parents should encourage their athlete to talk to the coach one on one; not try to solve the problem for her. Do not let the cheerleader fall back on fears and excuses like, "The coach doesn't like me" in order to not approach the coach. This is a great learning lesson. Help them learn and grow into strong, productive, capable young adults.

2. If a parent needs to talk to the coach, make an appointment. Never approach or confront the coach before, during, or after a game/competition/practice unless the coach requests this. Coach's primary focus must be on the team. Often, these periods can be busy and emotional times for both the parent and the coach and does not promote objective analysis of the situation.

3. Once the meeting is scheduled, the cheerleaders should also be in attendance because the concern affects her. Managing the grievance discussion is very important. It is important to have the cheerleader involved, listening, and providing examples so that the true facts can be brought to the table instead of misrepresentations and innuendos. Come with an open mind and prepared with valid solutions to the situation.

3. If the meeting with the coach does not result in a satisfactory resolution to the problem, call and set up an appointment with the Athletic Director and Coach to discuss the situation. At this meeting the appropriate next step can be determined.

## **Public Relations: How Does Your Team Rate? \***

Coaches have learned that developing a positive image within our school and local community can really pay off. When you evaluate your own team's public relations savvy, consider several key areas:

### **1. Overall Team Appearance & Image**

Maybe you can't judge a book by its cover, but the way your team members look and behave is a direct reflection on your team and your school. Do you have strict team rules about the way our cheerleaders can dress when representing the school (even at practices)? Require everyone to dress exactly alike for games and practices. From socks to team bags, jackets and bows, everyone's identical. At practices have matching practice shorts and T-shirts. Presenting a uniformed appearance even at practice gives a sense of organization and team discipline.

Looks are just a part of your team's overall image. What team members say and do is also important. Consider having a seminar on etiquette each season to be sure that your team exhibits common courtesies and good manners. Your attention to this detail will pay off.

### **2. Community Relations**

In additions to games and practices, have your cheerleaders participate in a minimum number of community outreach events each season. Call these Merit Events because team members earn merit points for each one that they volunteer for. Additional privileges are given to those who earn the most points each season.

Make appearances at everything from parades to retirement homes and children's hospital wards. Holding a one-day youth cheerleading clinic is another way to develop raving fans for your school and it's also a great fundraiser.

### **3. School Relations**

You may need to remind your team that as cheerleaders they are very highly visible on campus. Kind of mini-celebrities. Other students will watch and see how they act and form their opinion of the cheerleading squad as a whole based on the way they carry themselves on campus.

Another part of school relations is supporting all of the clubs and activities on campus -- not just the athletic teams that you cheer for. One of our team members is designated as the team secretary. Their duty all year is to have the team sign and send out good luck, congratulations, get well, and thank you cards. How surprised would your debate team or school chorus be to get a good luck card from your squad? Do you remember to thank your marching band at the end of each season?

#### **4. Crowd Relations at Athletic Events**

Above all else, it is so important that we don't forget what the word CHEERleader is supposed to mean. Focus on your crowd. Be certain that you don't get so involved in performing those complicated stunts and pyramids that you stop involving the fans. Music is great, so coordinate cheers with your band. Use signs, get a sound system or use megaphones so they can hear what you want them to yell. Keep the cheers easy for the crowd to learn and keep thinking of new ways to involve them in what you do on the field.

#### **5. Promote Your Program**

I know you've heard the old saying that the squeaky wheel gets the grease. You've got to let people know about the great things your program is doing. Enlist the help of a team parent or a senior cheerleader who writes well. Have them prepare regular press releases about events that you are involved in and send them with photos to the school and local newspaper. It works!

Send out holiday photo greeting cards with a picture of your team on them. Sign a little note at the bottom saying 'Seasons Greetings from the \_\_\_\_\_ Cheerleaders' and then we send them to the local TV sportscasters, sportswriters, radio stations, or people who have helped or supported us during the year. You will receive a ton of positive publicity by doing this.

Present area businesses that support your program with a plaque that thanks them for 'Sharing the Spirit' and have a clear plastic space for a team photo. This photo can be easily replaced with a new one each year. Your business supporters will love and proudly display this for customers to see, which is positive publicity for both of us.

Public relations is hard work and sometimes you have to do the right thing not just because someone else is watching, but simply because it's the right thing to do. It is satisfying to know that at practice, at a game, out in the community and in the classroom, our cheerleaders are recognized as a source of great pride.

# Mission Statements – Samples

It is our mission to uphold the pride and tradition of the \_\_\_\_\_ . We will strive to consistently work hard, practice and perform with heart, dedicate ourselves to this program, and above all have fun. We recognize that this program is not built on one person, but our spirit squad as a whole.

As COACHES, we will strive to instill tradition, honor, commitment and pride in our team and in each other to reach our goals. We will work to be organized, consistent and supportive to make this an exemplary program.

As the CHEER TEAM, we will aim to create unity within our team and the spirit squad program. We will honor ourselves, the team, and our school as a whole and represent the squad with pride on and off the field/floor. We will provide our own motivation for continuous improvement physically, mentally and academically. We will focus as a team to successfully improve; therefore, becoming role models and raising the bar for cheerleading in Washington. By carrying on \_\_\_\_\_ traditions, we will draw fans to the game, as well as be good representatives of our school. We will always wear our school colors with pride. Our passion as cheerleaders will ultimately shine through in our performances, and our service to the school and community. We will help to inspire all members of the spirit squad to stay true to the commitment we have taken upon ourselves. In the end, we hope to complete this journey as a stronger team with NO REGRETS!

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College Softball Team  
D – determination  
I – Integrity  
R – Reputation  
T – Teamwork

C – Confident  
H – Honorable  
E – Enthusiastic  
E – Efficient  
R – Respectful

P – Persistent  
O – Optimistic  
M – Motivated  
S – Self-reliant

# JOB TASK FORM

Work Smarter

SMARTER goals are: specific, measurable, acceptable, realistic, timely, educational, and rewarding to those involved.

## 1. TASK

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## 2. STEPS TO EXECUTE TASK

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## 3. NEEDED MATERIAL

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## 4. AMOUNT OF TIME NEEDED TO COMPLETE

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## 5. DEADLINE

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## 6. EVALUATION

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# ORGANIZATION

# THEME/SLOGAN

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY

# PURPOSE

## OBJECTIVES

- 1.
- 2.
- 3.

## GOALS

- 1.
- 2.
- 3.

# PROGRESS CHART

WHAT	WHO	WHEN	DOING	DONE

# CURRENT PROJECTS

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## Bruce Brown - *Athletic Traditions*

### Ten Traits of Successful Programs

1. **Consistent and clear standards and values** – Preset team values are the foundation or cornerstones for every successful team. What is your team's identity? Great teams establish their own culture.
2. **The team members feel a collective responsibility to learn and follow the team values** – People commit to the team values and live it in their actions. "This is the way we do things around here" is something the team members are proud to express. The feeling is that "we don't want to do anything that would let down the coaches, the team and each other". Everyone is accountable.
3. **Master Teachers – Master Motivators** – The first way coach's gain credibility, respect and trust is how much they know and how well they can teach it. Successful coaches understand the game and their players and how to teach both.
4. **Positive role models** – Coaches must consistently live the team values in their actions. The seniors are the best examples of team values. In these programs freshmen or sophomores can be told, "If you are not sure how hard to work or how to act in any situation, just watch our seniors and follow their lead". Your older players and most talented players must be your best workers.
5. **All roles are valued** – When there is relationship-based leadership everyone who contributes to the team is shown value. Credit is shared. When all roles are valued, players are more willing to accept roles and teams are more successful.
6. **Positive rites of passage** – Intentionally created positive traditions provide a path for athletes to be welcomed, and to grow into leadership. Nothing that could be considered hazing is ever present.
7. **Consistent performance feedback** – Coaches know how to balance praise and correction. Athletes take correction as a compliment – they are coachable.
8. **Trust** – Players trust each other and their coaches. They trust their training. Mutual trust allows direct, open, honest communication and fearless play.
9. **Sense of Urgency** – There is a high energy level. Individual and team discipline is visible in the focused attention and focused effort of everyone. Details are important. Only disciplined teams have a chance to win championships.
10. **Impact the player's lives** – Players in these programs treasure the experience so much that they carry the lessons and values over beyond the season and into their lives. They build successful teams of their own.

## **Top Ten Attributes of a True Champion by Dr. Schulte**

1. A champion takes pride and pleasure in the thrill of victory, while recognizing that they did not get there alone but had lots of help along the way.
2. A champion suffers the agony of defeat with dignity, because even champions will suffer losses sometimes. A champion uses the lessons learned in defeat to redouble their efforts, pick themselves up, and try again, harder and smarter.
3. Champions take lessons and listen to coaches or mentors. They realize that natural talent only takes you so far and even the best have to keep learning or risk being left behind. Champions are not "lone rangers."
4. Champions are not satisfied with good enough, because good enough is lazy and it's never really good enough. Champions always want to be better, to reach for the best.
5. A champion works as a member of a team, even when engaged in a solitary event, knowing that working for others adds value, inspiration, and motivation to individual effort.
6. A champion practices the basics over and over until they become automatic and then practices some more so they stay automatic. You don't hear a champion say "It's boring" and boredom's not used as an excuse to avoid attention to fundamentals.
7. Champions don't want easy victories. They seek challenges that will stretch their skills and make them grow. They learn from adversity more than they learn from success.
8. Champions show up and do their homework. They prepare for every contest and do their best every time, not just when it's convenient.
9. A champion is self-disciplined, doing what needs to be done on their own, and for the discipline of the event, not because someone else demands and enforces it.
10. A champion realizes that a victory this year won't make things easier next year. In fact, next year will likely be harder. This year's success raises the bar of expectation so they must redouble their efforts if they want to stay on top. Champions relish new and harder challenges.