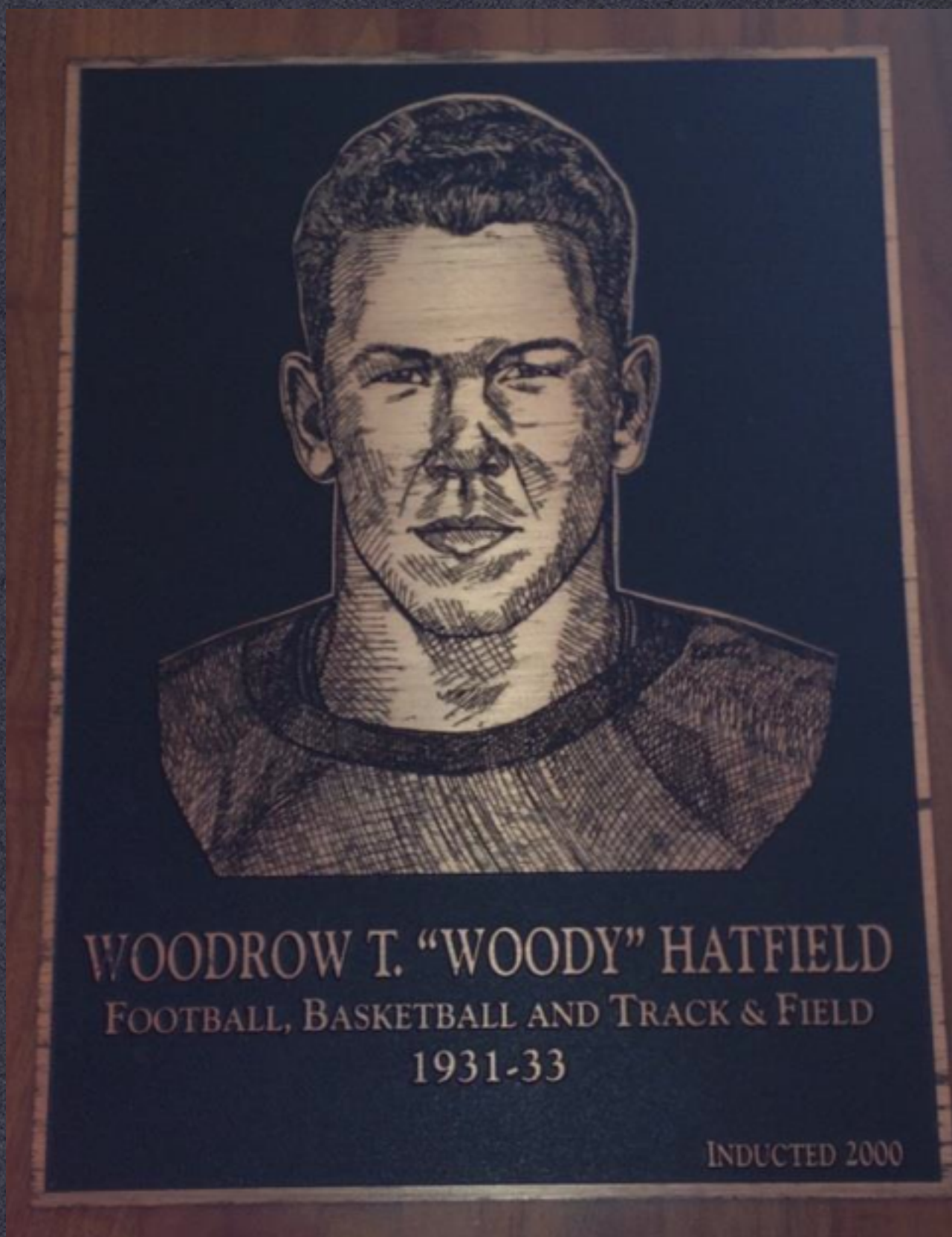


CREATING A XC CULTURE OF SUCCESS





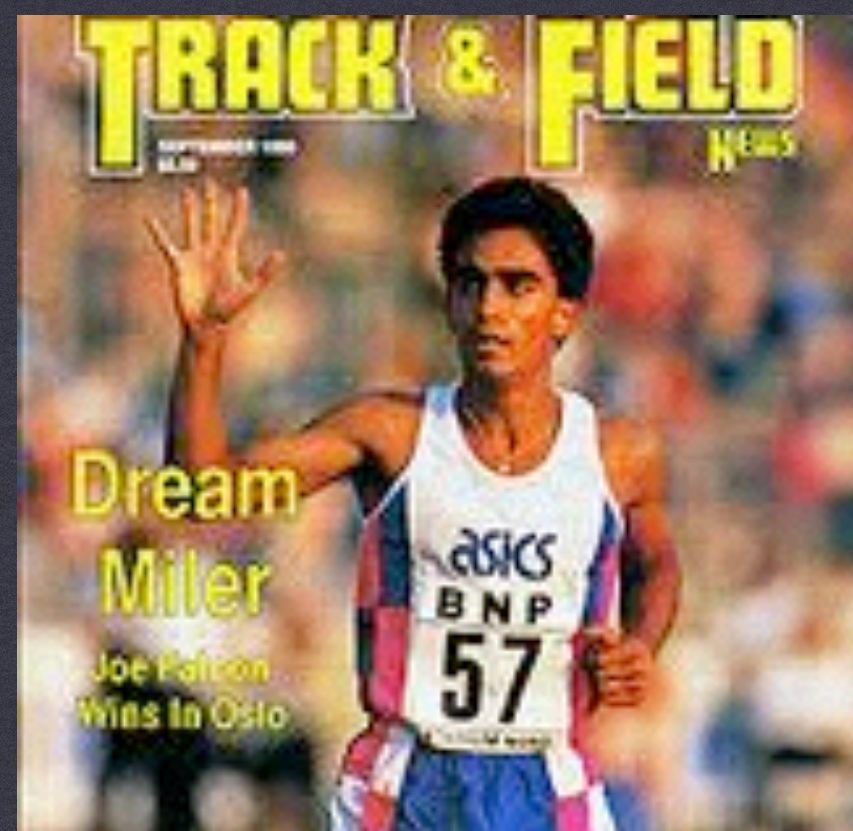
WOODROW "IRONMAN" HATFIELD (A.K.A. BUDDY)

UNIVERSITY OF MISSOURI, 1931-1933



COACH DAVE DENNY

LEE'S SUMMIT HIGH SCHOOL, MO



UNIVERSITY OF CENTRAL MISSOURI



Culture and Training

- * **The best laid out training plan in the world isn't as important as creating a culture that fosters following it.**





Vista's Culture in 2007

The Bad

- 4 kids in the summer of 2007
- Never been to state
- Subpar League finishes
- Negative culture
- No idea how to train
- No buy-in
- Worst 5A team in Colorado

The Good

- Great community
- Great school
- Tons of potential
- Big middle school program
- Lots of places to run
- Coach Eric Selle

Get the Right People On Staff

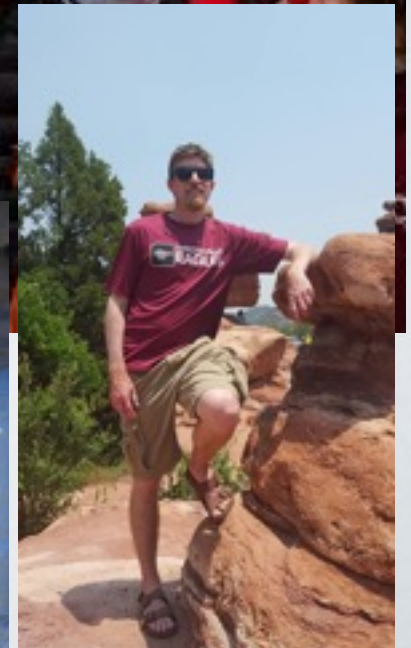
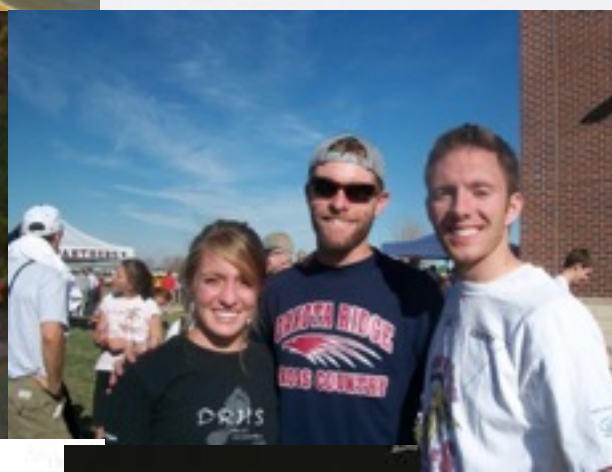
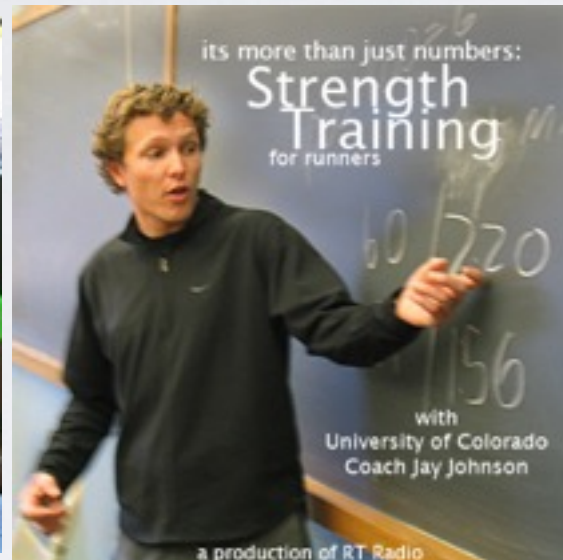
- * Being great with high school kids is more important than knowing a lot about training.
- * Get people on board that share and support your vision





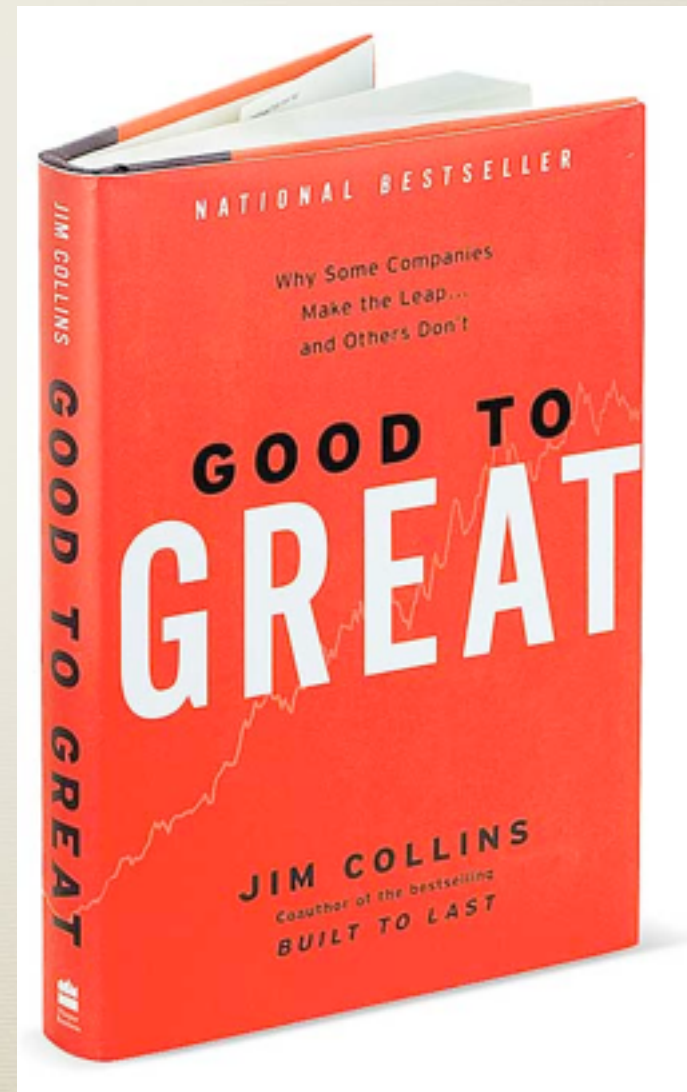
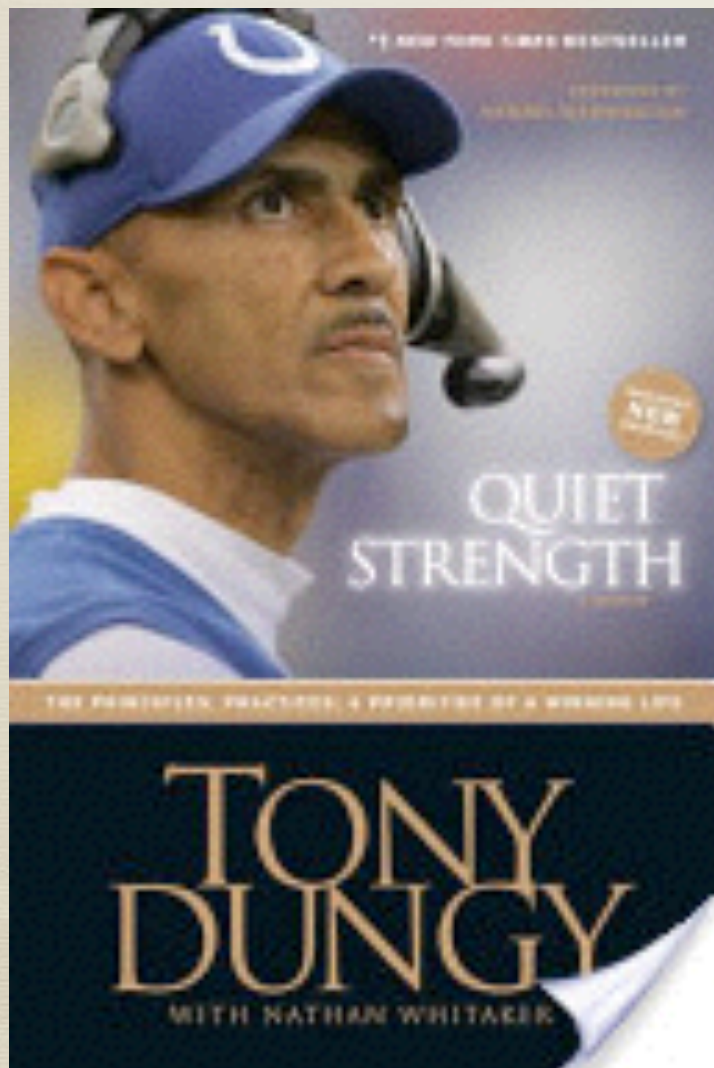
COACHING TREE

None of us know it all! The more you are willing to share the more your coaching tree will grow.



Coaching Resources

- * Tony Dungy, “Quiet Strength”
- * Jim Collins “Good to Great”





*** Develop a TEAM culture of success and have fun!**

Develop a TEAM culture of success and have fun!

- * Have things that are unique to your program that kids identify with
- * Social is more important than running to most HS kids
- * Once they know running is cool, challenge them physically and mentally
- * Get everyone moving in the same direction, not just your varsity



HEADED IN THE SAME DIRECTION



Vista Nation XC Culture



Vista Nation



Names Down Legs



Camping Trip



Run To Denver



Superman Shirts and Trophies

Create a Sense of Belonging Where Everybody Feels Necessary to the TEAMS Success



Choose a Goal and Work Towards It

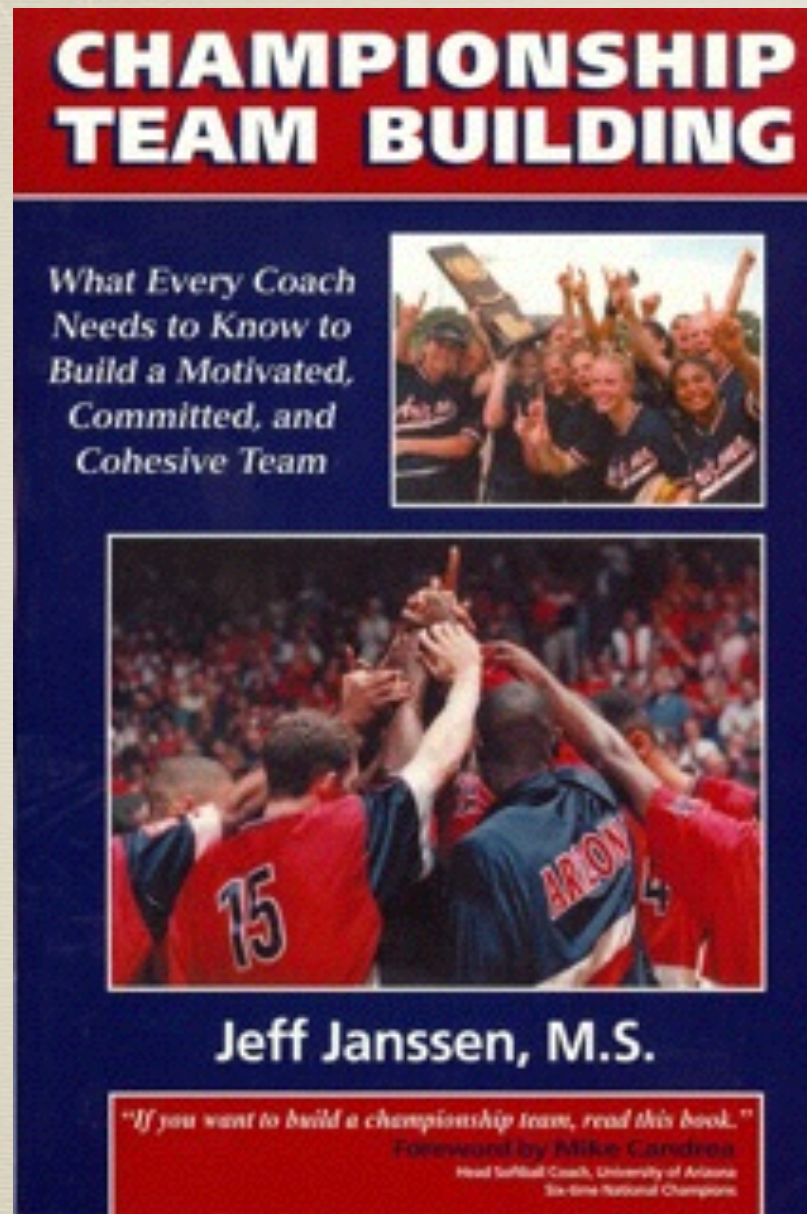


- * Help your kids set goals as a TEAM
- * Sit down with your kids individually and help them goal set
- * Focus on the process more than the outcome
- * Get your upperclassmen to take the lead

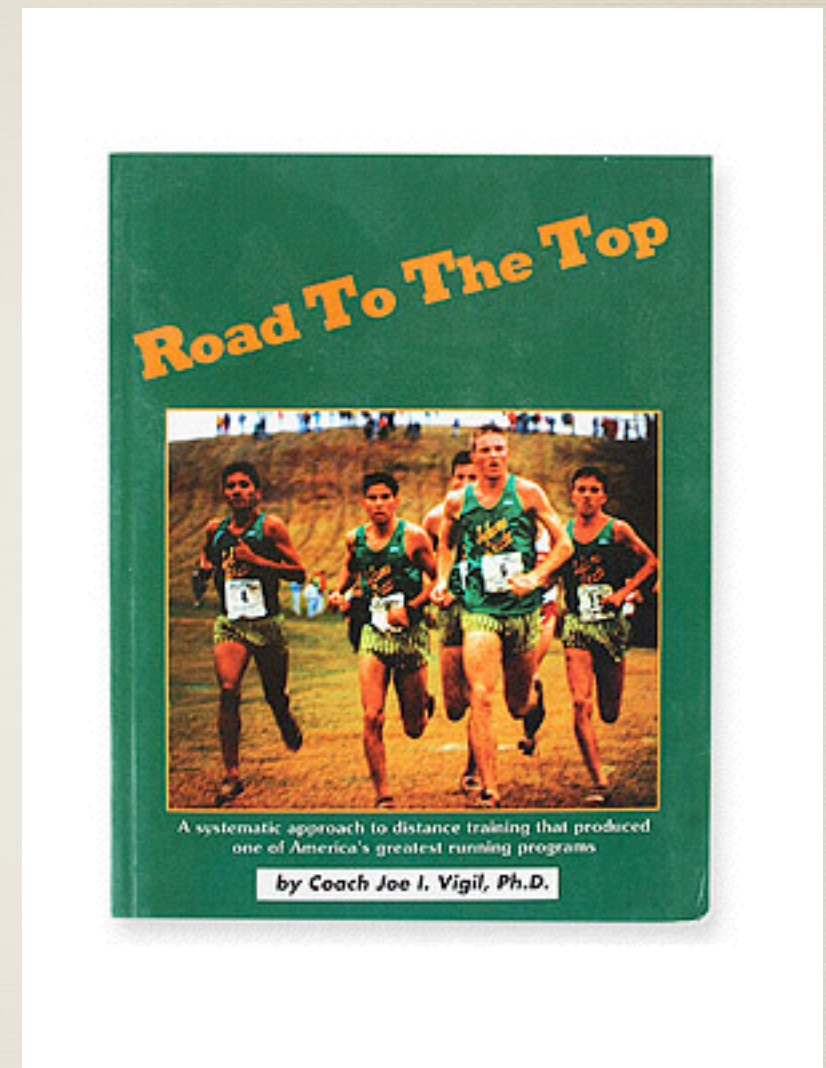


THE PROCESS IS MORE
IMPORTANT THAN THE
GOAL

Coaching Resources



**Championship Team Building
by Jeff Jansen**



**Road to the Top
by Dr. Joe Vigil
Chapter II "Team Dynamics"**

Communication

- * Communicate your vision to everyone involved
- * Teach everyone involved what it will take to achieve goals
- * Technology can help, especially when communicating with parents (we use emails, text/Remind, Twitter and a blog)
- * Currently, we post weekly training plans for athletes and parents to see on Google Docs



Parent and Community Involvement



**Mountain Ridge
Middle School XC**



**Supportive Vista
Nation Parents**

Parent Involvement

- * Parents are your best support system
- * Parents want to help, let them!
- * The more involved your parents are the more buy in they will have for your TEAM vision



Community Involvement



- * Support your feeder programs and coaches. Help get kids excited about running in your community!
- * If you don't have them, find ways to make running more visible in your community
- * Things we do: MS XC, Kids Run America Program, Elementary XC Race
- * Have a relationship with your MS coaches



Coach Towards The Future

- * Keep freshman and new runners involved in everything
- * Spend as much time with the freshman as you do the seniors
- * By the time they are seniors, they won't need you as much
- * “Success is contagious”



FERGUSON'S FORMULA

Harvard Business Review



SIR ALEX FERGUSON'S FORMULA

Eight leadership lessons from the
former Manchester United Coach

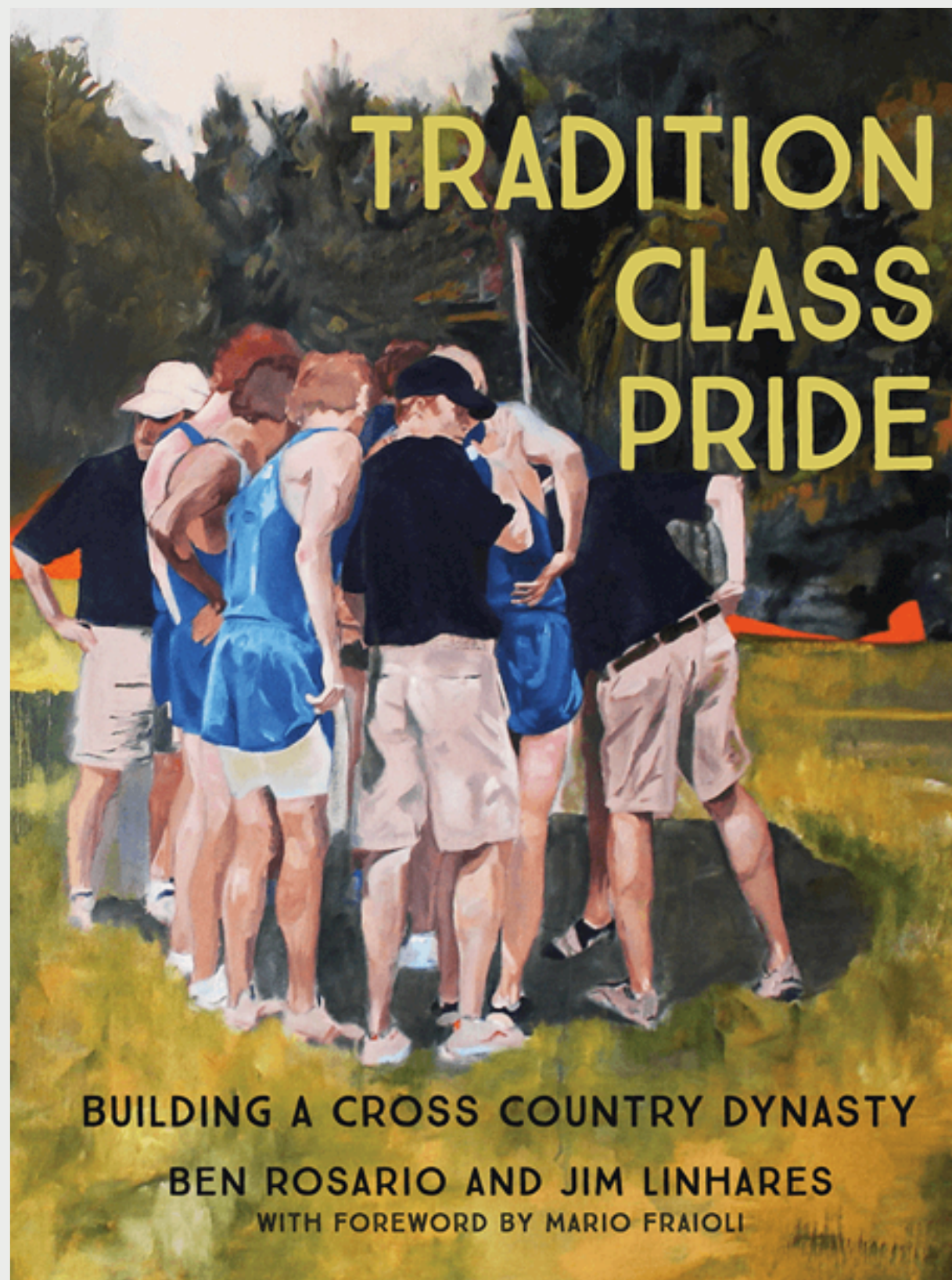
- 1** Start With the Foundation
- 2** Dare to Rebuild Your Team
- 3** Set High Standards – and Hold Everyone to Them
- 4** Never, Ever Cede Control
- 5** Match the Message to the Moment
- 6** Prepare to Win
- 7** Rely on the Power of Observation
- 8** Never Stop Adapting

HBR.ORG

PODCAST



TRADITION CLASS PRIDE



BUILDING A CROSS COUNTRY DYNASTY

BEN ROSARIO AND JIM LINHARES

WITH FOREWORD BY MARIO FRAIOLI

BE PATIENT



Be Patient



Be Patient



THANK YOU!!!
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