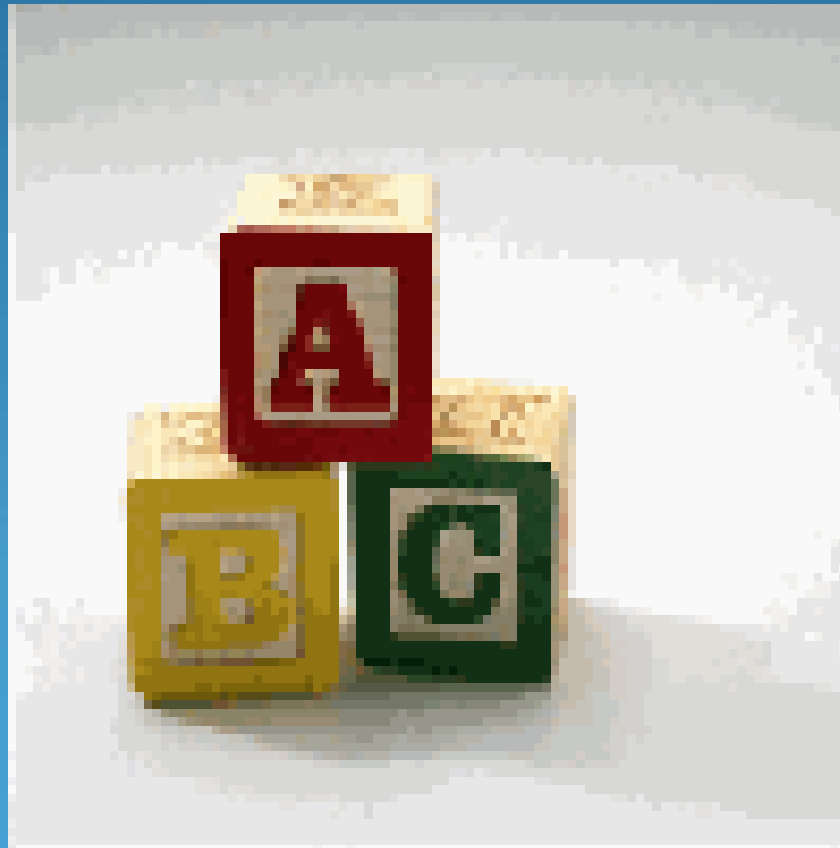


The **A,B,C's** of **Coaching** By Mitch MacMillan



What is a Coach?

- The original meaning of the term **coach** was that of a horse-drawn vehicle designed for the conveyance of more than one passenger and of mail, that is covered for protection from the elements.
- So by extension, a coach is someone who.....

A Coach is

1. A carrier of People
2. A carrier of Goals
3. A carrier of Dreams

Protecting them from the elements that would cause them harm.

The A,B,Cs of Coaching.

- A - Attitude development
- B – Behavior development
- C – Character development.

“A” -Attitude Development.

- “Attitude is not everything, but attitude is the difference maker.” John C Maxwell.
- Attitude vs Aptitude.
- Attitude vs Aggression.

“B” Behaviour Development

- Behavior modification/development can be obtained through.

1) **Fear** (Scaring the life out of them versus loving the life into them.)

Bullying has a lasting effect on the heart and can be devastating on future behaviour.

-The family fight situation.

Behaviour Development

2) Enticement

- Can have a positive affect on a certain percentage of the people. Provided that it is genuine.

3) Example / desire to follow

- Coaches teach what they know, but attract who they are.
- This is where the character of the coach comes into play.
- It has the most lasting and positive influence on the future performance of the people.

Character Development

- Building a player instead of bullying a player.
- Everyone looks for models to follow and actions to mimic.
- We do create generational coaches both good and bad.
- The servant mentality of coaching.

Character Development

- Help take the “U” out of failure.
- Develop players areas of strengths as that is where they will succeed.
- Develop the mindset of no success without sacrifice.
- Teach the Accountability C.U.R.E.
 - Correction, Updates, Reminders & Encouragement

$$E=MC_2$$

Effectiveness =

(Motivation)(Communication)(Commitment)

- Your effectiveness as a coach/teacher/mentor will depend on how well you.....
- Motivate – Honking vs Yelling
- Communicate – Clear messages/ Hearing not just listening.
- Commitment – People will not care how much you know, until they know how much you care.

Be the Good Coach

- Be someone that leaves a lasting impression for the right reasons.
- Principle Centered coaches will always be needed.
- Remember there will be a cost.
- The rewards are much more than trophies and ribbons.



Thank You So Much.