



Things You Didn't Know You Needed to Know About Coaching

Keri Sanchez- Head Coach Soccer, Colorado College



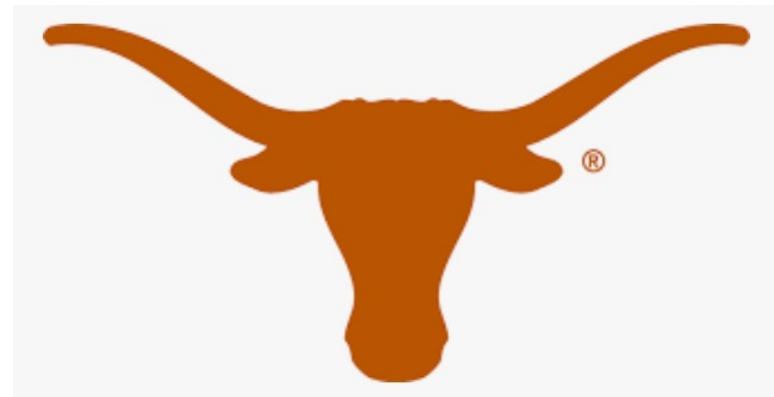
My Story



- Multi Sport Athlete High School: Cross Country, Volleyball, Soccer, Track and Field, Swimming (one season)
- 2-Sport College Athlete at UNC-Chapel Hill: soccer, track and field (400m hurdles)
- Youth and Senior National Team experience with soccer
- Professional Playing Experience- Japan, WUSA, WPS
- My Road to Coaching: who you know, leveraging your experiences

Transition from Player/Head Coach to Assistant Coach

- Control
- Modeling
- Off-field responsibilities
- Support Head Coach
- Professional Development
- Networking



Transition from Assistant Coach to Head Coach

- Developing your coaching philosophy
- Creating your recruiting philosophy
- Establishing and maintaining your Team Culture/Values
- Hiring and Firing of Staff
- Alumni Relations
- Community outreach (on and off campus) and community service
- Fundraising
- Administrative Duties
- Delegation
- Professional/Staff Development
- Work Life Balance
- Evaluation/Self-Reflection



Focus

Years 1-3

- On Field Coaching
- Building Key Relationships
- Develop philosophy of coaching and recruiting
- Establish and maintain team culture/values
- Administrative duties
- Staff- roles and responsibilities
- Supportive Family/Friends

Years 4-6

- Continuing to build relationships
- Professional Development- personal and staff
- Leadership Development- yourself, your staff, your team, your incoming players
- Alumni relations/Fundraising
- Community Outreach on and off campus
- Technology
- Work-Life Balance

Focus

Years 7-10

- Evaluate all aspects of the program- if possible, use an outside source
- Leadership development- continued
- New experiences- observe other coaches in and out of your sport
- New challenges

Years 11+

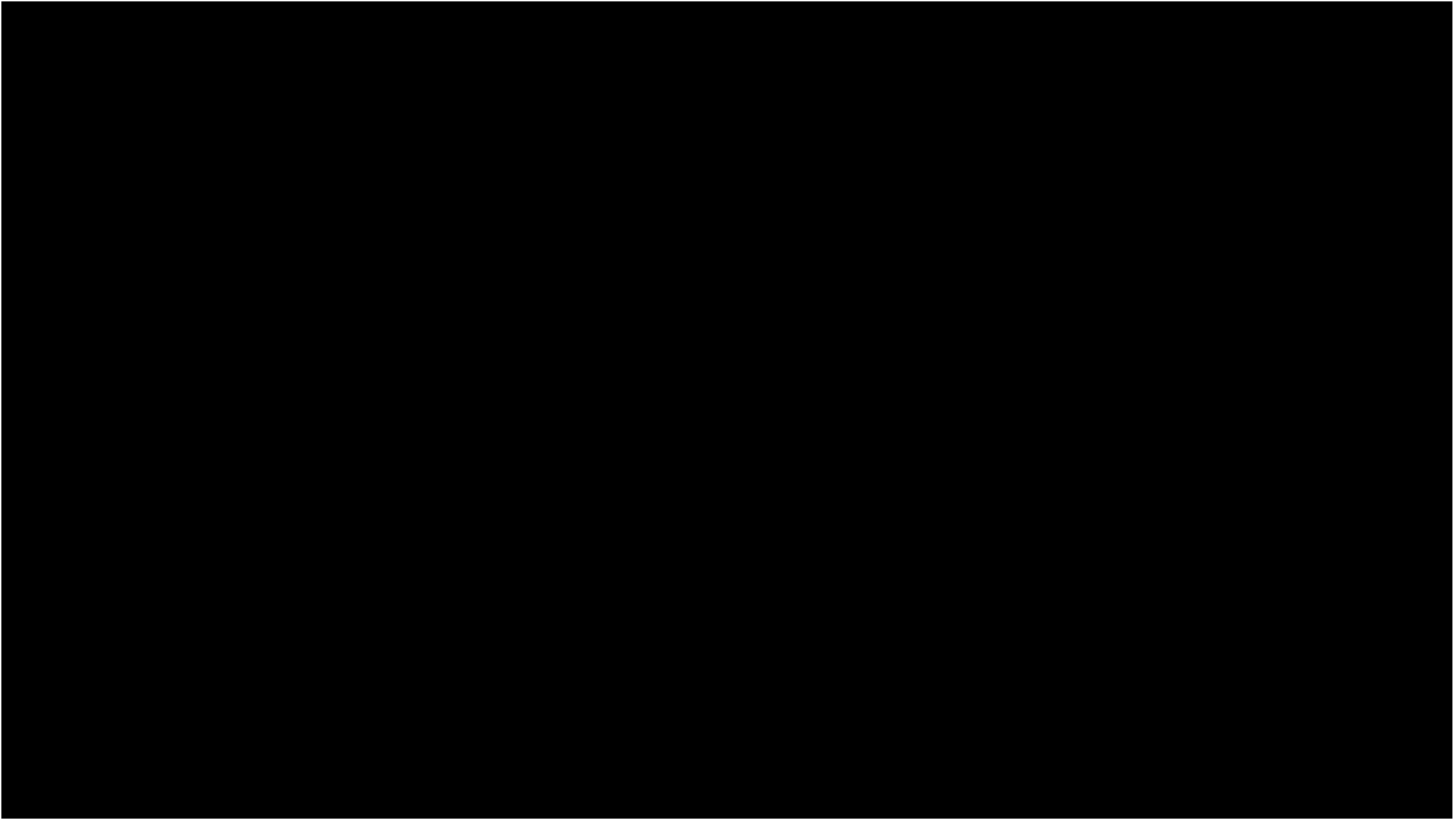
- Stay relevant with your SA's
- Be innovative
- Take risks
- Be ok not knowing everything
- Maintain work/life balance

Things I Didn't Know I Needed to Know About Coaching

- Relationships are KEY- spend time to develop them
 - Staff
 - Players- current, incoming, alums
 - Administrators
 - Key campus constituents
 - Community
 - Other Coaches/Networking
- Get good at administration- organize, time management
 - Must learn to multi-task
 - Create strategies to be sure you get things done on time

Things I Didn't Know I Needed to Know About Coaching

- Coaching is a big responsibility
- Never Stop Learning
- Do well at your current position and that will be best preparation for your next position
- Communication is key
- Know when to ask for help
- Master-Mentor-Make a Difference



RESOURCES

- Mentors/Mentees
- Your Board of Directors
- WeCoach
- What Drives Winning
- Books
 - *Black Box Thinking, Slight Edge, Winning Ways of Women Coaches, Win in the Dark, Twin Thieves, Chop Wood Carry Water*, Jon Gordon Books
- Podcasts
 - Work Life, Brene Brown, We Can Do Hard Things, Serendipity, Vision of a Champion, No Stupid Questions, Finding Mastery