

Herb Sendek

Arizona State University

5/9/09 Nike Vegas Coaches Clinic

- Motivated and inspired by Coach Meyer. Traces of his wisdom in our program.
- We're coaches but also leaders. That subtle label means a lot.
- Live in a state of gratitude.
- Awesome responsibility as leaders, coaches and teachers.
- His dad was a coach. Tagged along with his dad.
- Didn't go into coaching to wear a nice suit or to be on Sports Center.
- Went into coaching to be like Coach Meyer.
- Pause and honor our profession in clinics.
- Magnitude of our responsibility as coaches.
- Keep our egos in check
- Fascinated with the art of communication.
 - How it impacts our lives and our coaching
 - We're always communicating
- Father Anthony DeMello—one of his favorite authors—"Awareness" live our lives in this state.
- If we're aware we're always communicating.
- Coaching in a heightened state of awareness.
- Communication—sender and receiver
- Can speak loudly through a whisper.
- What does our Team need NOW?
 - Know the pulse of the moment
 - When coaching in a heightened state of awareness.
- To be aware—we have to listen and see
- Pope John Paul II
 - When you were in his presence, he made you feel that you were important, the only person that mattered.
 - Dignifies the importance
- Someone asked Mother Teresa how do you pray?
 - I listen.
 - What does God do?
 - He listens too.
 - She captured the essence of prayer.
- Rick Barnes—when he first got the job at Providence, he just asked questions and listened.
- Information can come from unconventional sources.
- Have your antennae up, listen to our players.
- Seek advice

- He called Gary Barnett after losing a game to Toledo. What does my team need now?
 - Gave him the idea of the tennis ball in a coconut.
- Information can come from anywhere if you're listening.
- What are your players hearing from other people?
 - What are the voices in their ears
- Be tuned in and aware to what players are hearing.
- Make sure everyone is singing the same song.
- Listen to what someone doesn't say.
- Note to players in their lockers before practice.
- Message board for players.
- Message on the scoreboard at practice.
- Talk to every player every day.
- Daily from his trainer on an index card:
 - Sleep hours
 - Tests/ quizzes
 - Eat lunch/ breakfast
- Doesn't use a whistle in practice b/c you can't use one in a game
- When we're making a point in practice. Players must listen and make eye contact.
- They often hear what you whisper better than what you yell.
- Ask players questions.
- Pitino:
 - Wanted to know every play.
 - Everything the opponent did.
 - When you presented the scouting report to the team, you couldn't use any notes. So that it communicated to the team that we were prepared as a staff.
- Myriad of ways to communicate.
- Stan Van Gundy
 - On Pat Riley's preparation—wrote out every pre-practice talk to the team.
- How fast/ slow/ volume you use are all read. Body language.
- Timeouts
 - What do you do?
 - Give them 1 thing on offense
 - Give them 1 thing on defense
 - And repeat them
- Half-time
 - Give them 3 offensive things
 - Give them 3 defensive things
 - Must discipline ourselves as coaches.
- Post Game
 - Less said, the better we sound. Concise.
- Sometimes he will sit at half-time to look them in their eyes.
- Office Hours

- Do your players want to come and see you?
- Meeting without meeting
 - One of the best ways is in the cafeteria
 - We congregate around food
- When kids no longer have an out, their careers change
- Quality time/ ordinary time
 - Ordinary time—kids taking their first steps
 - Can't schedule these things
 - Find ways to spend ordinary time with players
- Are you taking full advantage of technology?
- Use articles, movies, books and guest speakers
- Are you communicating in meaningful ways with player's circle of influence.
- Power of the internet
 - What we do here is family...
- Books
 - Jerry Spence—How to Argue and Win Every Time
 - Frank Luntz—Not What You Say, What They Hear
 - Dennis Waitley—Books on self-talk
- Aware and dialed in
- Find something nice to say and say it.
- Anger is one letter short of danger
- When Lincoln would get upset with a general he would write a letter to the general and pour out his emotions, put it in his desk in an envelope. Then, come back in a few days and his mood had changed.
- Allow perspective to set in.
- It's OK to admit that you're wrong
- Servant Leaders
 - Leadership starts at the top
 - They must see us:
 - Are we the last to eat?
 - Last off the bus?
 - In the center of pictures?
 - Do you ever drive?
 - What's on your office walls?
 - Who's on your media guide, schedule cards, etc.
- Two types of leaders
 - One will come through the curtain and everyone feels someone important just came in.
 - Another, will come in the room and everyone feels like they are a little bit better and they're important.
- Not a top down leadership tree
 - b/c 1 cable is easily severed
 - uses more of a matrix..everyone needs to contribute
 - Cultivate til the end
 - Can't wait till they're seniors to knight them with leadership.

