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Let's align in our beliefs:

### Do You Share My Beliefs?



- Trained people ALWAYS outperform untrained people.
- Everybody needs a coach in life.
- We are competing against our own potential.

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Let's align in our beliefs:

### Why I Believe It...



- College Athlete
- High School Coach
- Dissertation on Leadership
- VP of Sales – Talent Supply

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Overview:

## Manager into Coach

1. Mindset of a Coach (3 Things Great Coaches Do)
2. Tap into their Potential (Whole Person Theory)
3. Recruit Talent (Are you a person of influence?)
4. Train Talent (Training is something we DO)
5. Retain Talent (Brand within the Brand)

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Introduction:

## The Mindset of a Coach

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Introduction:

## Great Coaches Do 3 Things...



- 1) Make us have conversations we may not want to have.
- 2) Make us do things we may not want to do.
- 3) Help us become something we never thought we could become.

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Mindset Shift:

## From Manager to Coach

I'll **run through the wall** for my manager.  
Said nobody, ever!

**Question:** Would you want to play for you?

**Intangibles:** When I'm with you I feel...?

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Mindset Shift:

## Exercise

Share the name of your favorite coach...

What **traits** did you most admire in them?  
What shared **beliefs** did you have?

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Think Like a Coach:

## Manager vs. Coach (Qualities)

### Managers = Oversee others

- Onboarding
- Conduct Meetings
- Delegate Tasks
- Give Feedback
- Monitor Progress
- Deal with Conflicts

### Coaches = Empower & Inspire

- Two-Way Communication
- Actively grow skill-sets
- Proactive in growth
- Self-Sufficient
- Take Ownership to find solutions on their own
- Drive initiative (championships)

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Think Like a Coach:

## 2 Main Types of Coaching Styles

**1) Players Coach**

Example: Pete Carroll

**2) Disciplinarian**

Example: Bill Belichick

**“Dominant Focus” No Matter the Coaching Style =**  
Empower team members to take ownership of their potential. You’re the guide. They’re the hero.

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Exercise: Mindset of a Coach

## Interaction

- Which type of coach do you see yourself as?
- What are examples of great coaches you’ve “played” for and what did you appreciate about them?

***Pro-Tip:** I’ll run through the wall for my coach. Would you want to play for you?*

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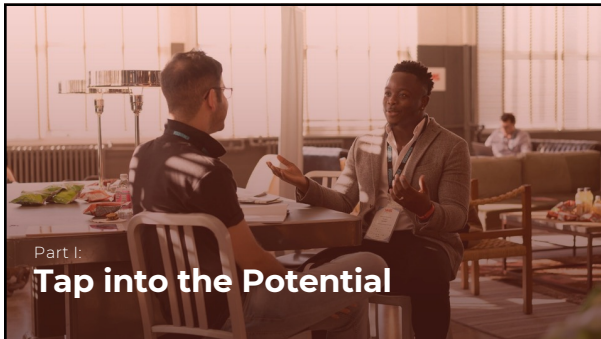
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Part I:

## Tap into the Potential

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Part I: Potential

## Some Assumptions



- 1) Have the right people on your team (are you the GM?).
- 2) See work as vocation vs. occupation.
- 3) Your team is aligned in beliefs (Core Values).
- 4) Willing to have "crucial conversations" with players.

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Part I: Potential

## What is Potential?

Potential is just energy that's stored until utilized.

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## Tap into the Whole Person



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Part I: Potential

## Four Different Quotients PQ/IQ/EQ/SQ

- 1) What good is knowledge and skill with no desire or confidence?
- 2) Confidence is the ONE thing that effects EVERYTHING.

**NOTE:** We coach our team members the **4-Hour Workday**, which has 90-Minutes of Personal Development.

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Part I: Potential

## What are Their DRIVERS: How can you “meet” them?

- 1) Autonomy = Work for freedom.
- 2) Purpose = Work for greater good.
- 3) Mastery = Work to be the best.
- 4) Progress = Work towards an end goal.

**NOTE:** Personality testing can help with this. Have you done these tests with your team? Which ones?

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Exercise: Tap into the Potential

## Interaction

- How are you tapping into the WHOLE person for each of your players?

**Pro-Tip:** Each person has four different “quotients” to coach.

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Part II: Recruit & Attract

### Who Do You Want to Attract?



**Choose vs. Inherit:**

- 1) Clear opportunity filter = Traits of people you want
- 2) Shared Beliefs = Values of people you want

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Part II: Recruit & Attract

### What are Players Attracted To?



- 1) Energy/Confidence/Results
- 2) A Culture that Wins
- 3) People want to be part of something bigger than self

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Part II: Recruit & Attract

## Become a Person of Influence



- 1) What are you doing to get more attention for YOUR brand and your company?
- 2) Person of Influence = Community/industry leader

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Part II: Recruit & Attract

## How to Become a Person of Influence?



- The Humble Brag  
(Celebrate Success)**
- 1) Organization results
  - 2) Team results
  - 3) Player results

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Exercise: Recruit & Attract

## Interaction

- What are you doing to make your organization/team/players more "attractive" to others?
- Are you leveraging your players' success as a recruiting tool? Referability Definition.

**Pro-Tip:** Can't be afraid to celebrate your success and become a "person of influence" in your industry/community.

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Part III:  
**Train & Develop Talent**

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Part III: Train & Develop  
**Decrease Probability of Leaving...**

Training is engaging people in a **systematic, ongoing process** that helps them do something better tomorrow than they can do today.

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Part III: Train & Develop  
**Decrease Probability of leaving...**

Training isn't something you DID.  
**Training is something you DO.**

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## Accountability Systems



- 1) Daily Accountability
- 2) Weekly Benchmarks
- 3) Monthly Evaluations

Create a "**player profile**" for each team member, and review with them monthly.

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## Train the Trainer



- Millennials CRAVE feedback and COACHING.
- If you're interested in train the trainer concepts and tools please let us know.

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## Interaction

- Which type of coach do you see yourself?
- What are examples of great coaches you've "played" for and what did you appreciate about them?

*Pro-Tip: Training isn't something we DID, it's something we DO.*

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Part IV:  
**Retain Talent**

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Part IV: Retain Talent  
**Building a Culture that Wins...**



- 1) Intangibles (Culture)
- 2) Free Prize (Operations)

Can you articulate them? If not, then your team won't be able to.

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Part IV: Retain Talent  
**There will be turnover...**

Are your **SYSTEMS** duplicatable?

- Onboarding = Knowledge
- Training = Skills
- Expectations = Confidence
- Benchmarks = Desire

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### Decrease Probability of Leaving...

What if we train them and they leave?  
*What if you don't and they stay?*

We live in the information-age, so if you don't give it they'll find it somewhere else.

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### Building Brands within Brands



- **Player led meetings** = Give them ownership over topics. Accountability pods.
- **Train the trainer** = Help them lead (best way to learn is to teach).
- **Person of Influence** = Community or industry leader. Multiplier Activity for recruiting too.

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### Intrepreneur vs. Solopreneur

An **intrepreneur** is a person who behaves like an entrepreneur whilst being employed.

A **solopreneur** is a small business owner who is solely in charge of daily success and all aspects of their business growth.

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Exercise: Retain Talent

## Interaction

- What are you doing to EMPOWER your players?
- Are you confident in helping them build a “brand within the brand?”

*Pro-Tip: The future of business is intrepeneurs & solopreneurs*

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Conclusion:

## Crucial Conversations

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## Crucial Conversations



- Can't be afraid to **challenge them.**
- Manage to **expectations**, coach to their **potential.**
- What are YOU doing when nobody is looking? Do you **walk the walk?**

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Want More?

## Additional Resources

1. Train the Trainer QR Books (Bruce Lund)
2. The Five Dysfunctions of a Team (Patrick Lencioni)
3. From Good to Great (Jim Collins)
4. The 5 Emotional Cancers (Stephen Covey)

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