

COACHING NOTES FROM COACHING CULTURE



EPISODE 85 MOVING FROM TRANSACTIONAL TO TRANSFORMATIONAL LEADERSHIP WITH SHANE SOWDEN , HEAD MEN'S BASKETBALL COACH AT BRIAR CLIFF COLLEGE IN SASKATCHEWAN, CANADA

Often the catalyst for change comes from moments where we realize we are not the coach we want to be. The journey toward transformational coaching begins with **WHAT HAPPENS NEXT?**

Lessons from Shane's Journey

Shane's story of change began with Jeffrey Marx's book, [Season of Life: A Football Star, a Boy, a Journey to Manhood](#).

The Life Mapping Exercise - Create a timeline of your life with a partner and plot your memories both positively and negatively. What patterns do you see?

Wrestle with Key Questions:

- Why do I coach?
- Why do I coach the way I do?
- What is like to be coached by me?
- How do you measure success?

What does success look like for you?

“Ask me how my players are doing 20 years from now.”

Joe Ehrmann from his book, [InSideOut Coaching: How Sports Can Transform Lives](#)

- What kind of experience am I creating for my players?
- How am I building into them?
- Who are they becoming?
- Are they a better person for being part of my program and having me as a coach?

What is your relationship with winning and losing?

Change will always encounter resistance.

Many players and parents harbor certain expectations for what coaching behavior should be, and often that includes yelling, coaching with anger, etc. In truth, there may be times when that will produce results *in the short term*, but will stunt the athlete's development in the long term.

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Eventually players will learn to self-correct.

Intensity does not have to manifest in screaming and yelling.

A significant challenge is having players who have never been coached this way before. Some will find it refreshing, others won't know how to respond initially.

The key is to be consistent.

Don't be afraid to admit that you, too, are growing along with you players.

Mentorship can be an absolute GAME-CHANGER.

Mentorship with [ThriveOnChallenge](#) has helped me grow as a coach, as a husband, as a father, and as a person.

The Thrive On Challenge Mentorship Model

- Ask great questions
- Provide value
- Serve the coach
- Provide guidance

... all without judgement. It's worth the investment.

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