

COACHING NOTES FROM COACHING CULTURE

EPISODE 100 BEING A TRANSFORMATIONAL COACH IN A TRANSACTIONAL WORLD



Mentorship to Help You Transform Your Leadership: thriveonchallenge.com/mentorship/

Schedule a Mentorship Call with JP: calendly.com/thriveonchallenge/initialcall
With Nate: forms.gle/5f8VmQ5LM8uN1qJd9

Why is it so hard to be a transformational coach? Nate and J.P. dive into the challenges of transformational leadership in a world where players and parents are increasingly interested in a transaction. As Jerry Lynch writes in his book, *Let Them Play*, “Most kids show up to get... whether it’s more playing time, more at-bats, more recognition, or more fun.”

How do we become transformational coaches in a transactional world?

Opening Story: Why is it so hard to be a transformational coach?

When JP began his journey toward becoming a transformational coach, he encountered heavy resistance from players and parents who were far more concerned with playing time and winning than building character. Who their sons were becoming was always secondary.

The transaction that many demand is this: in exchange for the privilege of coaching their son, they expect certain things in return: playing time, recognition, exposure, etc.

Meanwhile, as transformational coaches, we expect individual players and parents to do what’s best for the team while growing as players and people. This is the point of conflict between coaches and players & parents.

What to do next? We live in a transactional society - we aren’t going to change the culture at-large. Rather, how can we leverage this mindset by articulating a better deal?

We offer a transformational experience. How can you communicate that in such a way that players and parents will value character development that will last long after their playing careers are over?

As coaches, we must be able to articulate... what is the transformation that your athletes will experience as a result of playing for you? What will they be transformed into?

Asking good questions of players and parents can help stimulate their thinking:

Players - Who do you want to become?

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Parents - What are your concerns for the next four years of your child's life?

Nate shared the story of Matt Sayman as told in his book *The Leftovers: Basketball, Betrayal, Baylor, and Beyond*. Sayman was a member of the Baylor men's basketball team when the program was devastated by the murder of a teammate and the corruption of the program that was exposed in the aftermath. Sayman's dream of playing the NCAA tournament was dashed, and he was forced to wrestle with this question: **What do you want when you can't have what you want?**

The Notecard Activity

Card 1 - Have players write individual goals on one side - and team goals on the other.

Card 2 - Tell players, "What if I told you today that it's impossible to accomplish a single one of those goals no matter how hard you work, no matter what we do as a team. *What would you want if you can't have what you want? What do you want your experience to be like?*"

Have players share.

Card 3 - Have players write specific things they can do to help create that experience for others.

This activity helps the team describe the type of experience they want to have together, and allows players to consider how they want to grow as a member of the team.

Brad Stevens asked the question, "If you couldn't play at all, would you be a valuable teammate every day?" See JP's article on the subject [HERE](#).

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The Mission of Thrive On Challenge - To Change Lives

- Podcast
- Articles
- Book
- Mentorship
- Retreats
- Workshops
- Culture Coach

The hope of Thrive On Challenge community is to walk through this journey, and face the challenges of becoming a transformational coach together.

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