

# WHY OUR LEADERSHIP MATTERS



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# Our Goals For Today!

- Share information that causes you to reflect on what you do and how you do it.
- Give you practical applications to bring back to your schools.



# INTRODUCTION

The GREATEST part about being here at this National Convention is the opportunity to network with other experts in the field!

Take two minutes to meet a few people!



What is YOUR “WHY”!



# Why Are You Here Today?

**Somebody Saw Something in You...**

**Somebody Believes in You...**

**Somebody is Giving You an Opportunity...**



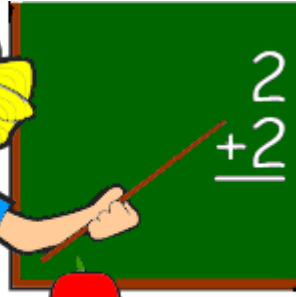
# DID YOU KNOW?

In 2015....By October 26th (299th day of the year) there were 1,246 paperback books published with the word “Leadership” in the title.

Amazon offers 57,136 books with the word “Leadership” in the title.

Joe Iarocci - [Why are There so Many Leadership Books? Here are 5 Reasons.](http://serveleadnow.com)  
serveleadnow.com





PLE  
UNITY



conceptualization  
building-community  
Servant leadership  
healing foresight  
persuasion listening  
stewardship  
empathy awareness  
commitment  
Leadership



# SERVANT-LEADERSHIP PRINCIPLES

1. Support your team
2. Grow your people
3. Listening skills
4. Build a community
5. Reflect and learn





“Before you are a leader,  
success is all about growing  
yourself. When you become  
a leader, success is all about  
growing others.”

- Jack Welch



[facebook.com/BradleySugars](https://facebook.com/BradleySugars)



# The First Athletic Director that I Remember...

- Demanding and Loving
- Passionate
- Patient
- Fun-loving
- Mentor
- Life lessons mattered more than wins
- Fair
- Inclusive

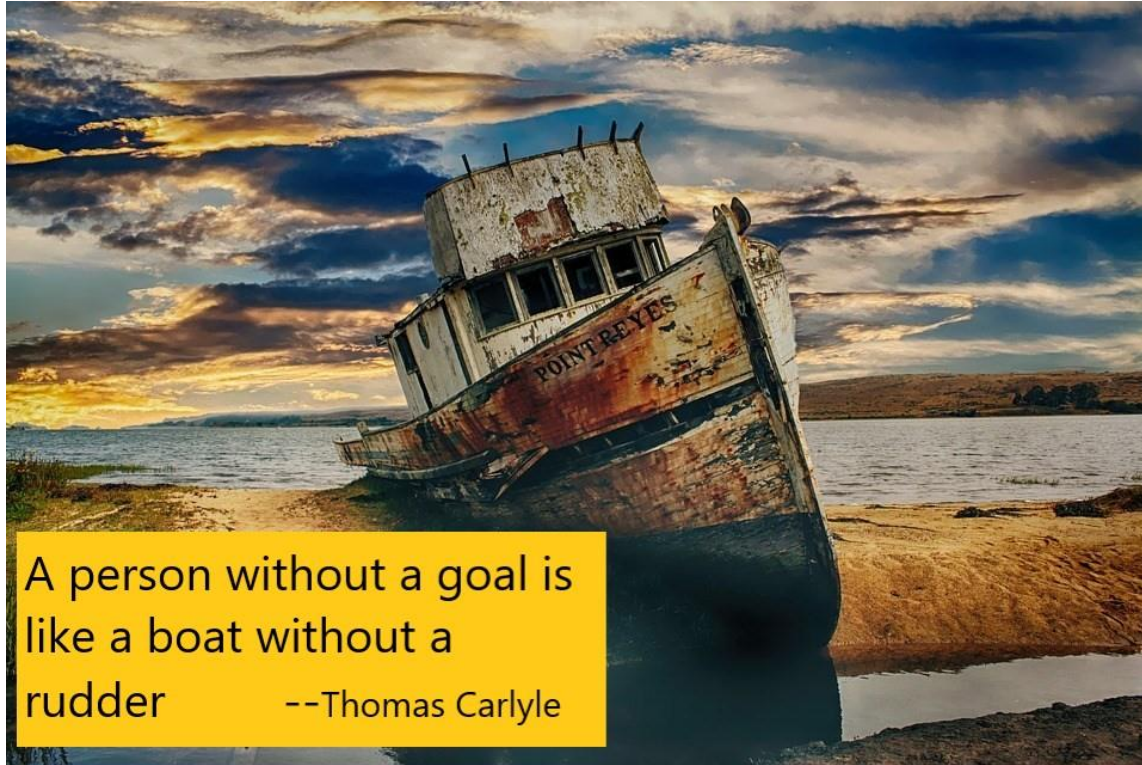


# What Made Coach Young a Great Leader?

- **Vision** - core values or goals
- **Courage** - step bravely into uncomfortable situations
- **Character** - no matter the person, no matter situation, decisions are made based on values.



# The Importance of a Vision: Goals Are The Rudder



A person without a goal is  
like a boat without a  
rudder

--Thomas Carlyle



# A Model of Leadership

- Communicate
- Build & Empower Teams to Execute
- Control Environments
- Choose Long-Term Success (over Short-Term Wins)



General George Casey, Jr.



# Communication

*everything spoken and written is aligned with the vision*

ADs - our emails, presentations, and publications always refer to the vision

Coaches - give them resources to help them do this work

Meetings - remind people of the vision and refer to it as ideas are shared and decisions are made: Is this aligned with our vision?





# Build Relationships

**“They don’t care how  
much you know,  
unless they know how  
much you care.”**



Pat Summitt



# Encourage Ideas and Creativity from your Team

The role of a creative leader is not to have all the ideas; it's to create a culture where everyone can have ideas and feel they're valued.

– Sir Ken Robinson





# Building and Empowering Teams

With our coaching hats on, we know these are attributes of successful teams:

- Athletes who hold each other accountable
- Athletes are prepared and want to make decisions
- Athletes feel safe making mistakes
- Athletes have a growth mindset
- Athletes joyfully support each other



# Control Environments to Uphold Goals

What we allow to happen is the strongest indicator of what we value (or what we don't value)



# Choose Long-Term Success over Short-Term Wins

The HARD RIGHT

versus

The EASY WRONG



# Major General John Stanford

Served in Vietnam and Desert Storm

Seattle Public Schools Superintendent, 1995-98

First African-American administrator

Life cut short by leukemia



“Leading means inspiring, not commanding. Leading means loving the people you lead so they will give you their hearts as well as their minds. It means communicating a vision of where you can go together and inviting them to join.” From *Victory in Our Schools: We Can Give Our Children Excellent Public Education*



# AS A LEADER IN ATHLETIC ADMINISTRATION....

**YOU ARE EMPOWERED TO LEAD IN MANY WAYS.....**

- **PROVIDE A DIRECTION FOR THE ENTIRE DEPARTMENT**
- **PROVIDE AN IDENTITY**
- **HIRE COACHES WHO ARE LEADERS**
- **PROVIDE PROFESSIONAL DEVELOPMENT OPPORTUNITIES**
- **DEVELOP PEOPLE**



# PROVIDE A DIRECTION

HAVE YOU DEVELOPED A MISSION STATEMENT?

WHAT ARE THE CORE VALUES OF THE ACTIVITIES DEPARTMENT?

WHERE ARE YOU TAKING THE ACTIVITIES DEPARTMENT?

HAVE YOU COMMUNICATED THIS VISION TO STAKEHOLDERS?



# CREATE YOUR IDENTITY

IT'S IMPORTANT TO CREATE YOUR IDENTITY.....

NEED TO REFLECT ON WHAT YOUR IDENTITY IS....HAS IT CHANGED?

WHAT DO YOU WANT YOUR IDENTITY TO BE.....

IN REALITY....DOES YOUR IDENTITY MATCH WHAT YOU WANT IT BE?



# HIRING COACHES

WHAT IS YOUR PHILOSOPHY FOR HIRING HEAD COACHES?

WHAT ABOUT HIRING ASSISTANT COACHES?

DO YOU HAVE VOLUNTEER COACHES? WHAT ARE YOUR GUIDELINES?





# PROFESSIONAL DEVELOPMENT

WHAT PART DOES PROFESSIONAL DEVELOPMENT PLAY IN YOUR ATHLETIC DEPARTMENT?

WHAT IS YOUR PHILOSOPHY?

WHAT IS YOUR BUDGET?



# DEVELOP PEOPLE

IT IS OUR RESPONSIBLE TO DEVELOP OUR STAKEHOLDERS....

- COACHES
- SUPPORT STAFF
- STUDENT-ATHLETES
- PARENTS
- FANS



To Sum Up.....



**10 Steps To Becoming A Mentor Leader**



# 10 STEPS TO BECOMING A MENTOR LEADER

1. **EVALUATE YOUR FOCUS...**Is it centered on benefiting others?
2. **EVALUATE YOUR INFLUENCE...**Are you focused on developing your “coaching tree” – building leaders who build leaders, generation after generation?
3. **EVALUATE YOUR AUDIENCE...**Are you able to preserve a long-term focus on growing others while at times appropriately exercising more direct control and involvement?
4. **LOOK AHEAD...**Know your vision, mission, and values, but remember that life is about the journey, too.
5. **FOCUS ON THE PRESENT...** What can you do today to build into the lives of the people around you? Don't miss the now. Remember, tomorrow may never come.



# 10 STEPS TO BECOMING A MENTOR LEADER

6. **EVALUATE YOUR VISION...** What do you hope the future will look like as you proceed?
7. **EVALUATE YOUR PERSONAL AND ORGANIZATIONAL MISSION:** Does it clearly tell you and the world what you're about, why you're here, and why you have chosen these Goals?
8. **EVALUATE YOUR VALUES:** Are your "rules of behavior" consistent with your principles? Does your "rudder" steer you in a good direction for how you will behave and treat others?
9. **EVALUATE YOUR APPROACH WITH YOUR FAMILY, TEAM, BUSINESS, FRIENDS AND OTHERS...** Mentoring is a lifestyle.
10. **REMEMBER THAT MENTOR LEADERSHIP IS ALL ABOUT SERVING...**



# Our Job is to Create an Empowered, Compassionate Team

"A successful person finds the right place for himself. But a successful leader finds the right place for others."

- John Maxwell



# THANK YOU



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