The Six C’s For Coaching a Winning Team

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The Six C’s

- Commitment
- Constructive Conflict
- Clear Communication
- Credible Leadership
- Common Goals
- “Coach” the Team
Credible Leadership

• Competence
• Consistency
• Walk The Talk
• Authenticity
• Honesty

“To be credible you must be consistent. Any sign of inconsistency you lose credibility instantly.”

-Coach Pat Summitt, UT Women’s Basketball
Credible Leadership

• Know Your Stuff
• Build Trust
• Model the Way
• Define and appreciate Roles
• Create credible goals and plans
• Give Credit

“Leadership is a matter of having people look at you and gain confidence, seeing how you react. If you’re in control they’re in control.”

-- Coach Pat Riley, Miami Heat
Clear Communication

• Open & Honest
• 2-Way
• Listening
• Verbal
• Non Verbal

“Over the years I’ve learned to listen closely to players – not just to what they say, but also to their body language and the silence between the words.”

-- Coach Phil Jackson, Los Angeles Lakers
Clear Communication

• Be Direct
• Be complete and specific
• Repeat, Repeat, Repeat
• Audience Level
• Check for Understanding
• Be Positive

“It’s not what you tell them, it’s what they hear.”
-- Coach Red Auerback – Boston Celtics
Constructive Conflict

- What do we mean by “Constructive” Conflict?
- What’s the upside of conflict?
- What does healthy conflict bring to a team?

“Happiness is not the absence of conflict but the ability to deal with it effectively.” -- Anonymous
Constructive Conflict

• How important is the result?
• How important is my relationship?
• Begin with agreement
• Focus on issue not person
• Manage your emotions
• Empathize

“Any dispute is an opportunity to solve the underlying problem not to inflict wounds on each other.” – Coach Pat Riley, Miami Heat
Commitment

• Leader Commitment
• Team Member Commitment
• Team Commitment
• Motivation
• Ownership

“Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work.”
– Vince Lombardi, Green Bay Packers
Commitment

Involvement

“Responsibility = Accountability = Ownership. And a sense of ownership is the most powerful weapon a team or organization can have.”
--Pat Summitt, UT Women’s Basketball
Common Goals

• Clear & Compelling Vision
• Mission & Values
• Defined Objectives
  – Individual
  – Group
• Results vs. Activity

“If you don’t know where you’re going any road will get you there.”
---Unknown
“Coach” The Team

- Select the Right People
- Create the Environment
- Develop Relationships
- Provide Feedback
- Focus on Developing Others

“People don’t care how much you know until they know how much you care.”

--Coaching Principle
“The coach has a role too: to organize and direct, to create an environment where talent can flourish, to do everything possible to enable the team to win. The major part of my job isn’t to tell the players what to do. The most important thing I do is to create a great setting for them to work in.”

-- Coach Pat Riley, Miami Heat
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