



Structures & Systems for a Productive Athletic Department



Bill Gunn, Athletic Consultant

Systems-Arise from Structures

“When it comes to standards, as a leader, it’s not what you preach, it’s what you tolerate.” - Jocko Willink (When setting expectations, no matter what has been said or written, if substandard performance is accepted and no one is held accountable—if there are no consequences—that poor performance becomes the new standard.)

How we go about doing this work in athletics

What can people expect from me

What are my expectations for coaches, athletes, parents, staff

Help me understand...



"Be careful what you tolerate, because you are teaching people how to treat you."

- Rosie Rodriguez (This quote focuses on interpersonal relationships, suggesting that your tolerance sets the tone for how others will interact with and treat you)

There is a Standard for doing this work and YOU set that standard

Define your Standard What will you accept or not accept?



Clear, Repeatable Expectations

These must reflect your Structures & Systems

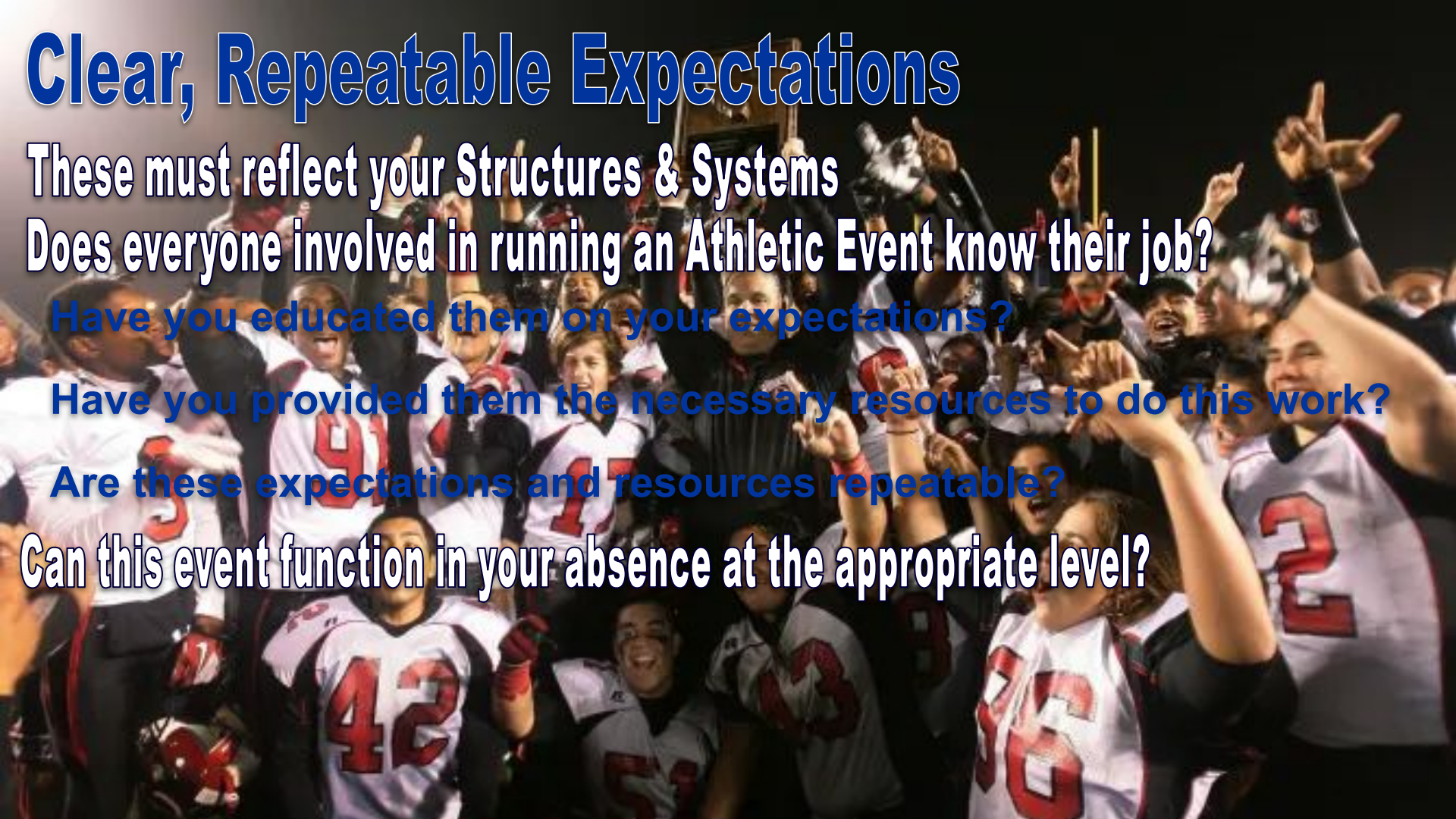
Does everyone involved in running an Athletic Event know their job?

Have you educated them on your expectations?

Have you provided them the necessary resources to do this work?

Are these expectations and resources repeatable?

Can this event function in your absence at the appropriate level?



It's your Journey, not everyone can go with you...

Leadership is HARD

Relationships will change

- You will make decisions that affect people's lives
- You will be criticized, disliked and often misunderstood

Sometimes you have to leave people/relationships behind

Be your Authentic self



Everything Starts and Ends with YOU

- You are ultimately responsible for the success or failure of the Athletic Department
- Excuses are for Amateurs, own the work!

*“On any team, in any organization, **all responsibility for success and failure rests with the leader.** The leader must own everything in his or her world. There is no one else to blame. The leader must acknowledge mistakes and admit failures, take ownership of them, and develop a plan to win.”*

— Jocko Willink



Who are your Board of Directors?

People you Trust to tell you Truth

Credibility

Wisdom

Will you Listen?



Who are your Board of Directors?

BOARD OF DIRECTORS

Chris Gunn
Spouse

Sam Buenrostro
Superintendent
CIF President

Aaron Shires
District Athletic
Director

Matt Logan
Head Football
Coach

Reggie Thompkins
Superintendent
CIF President

Alexis Barile
Superintendent
CIF President

Kevin Rogers
VP / Planet Fitness

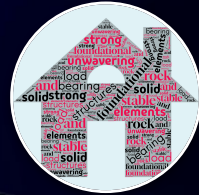
Ben Roberts
Admin Director



KEY TAKEAWAYS

1

Identify your site Structures/Foundational elements of your Athletic program



2

Do you have Systems in place that align with these foundational elements?



3

Do you have Structures & Systems in place that are repeatable, even when you're not present?



4

What is the definitive Standard for the work being done in your Athletic department?



5

Everything Starts and Ends with YOU, have the right people on your team!



The work in Athletics is too important to not make strategic decisions that benefit you and your school community!



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