

KB Head Coaching Manual Example for All Coaches (09/01/19)

Dear Coach of Any Sport,

It is with great respect for the demanding job you do as a coach within the sport(s) of your choosing, that I humbly share an example of my Head Coaching Manual with you.

As a younger coach, I had the great privilege to learn under some outstanding head coaches and coordinators, and I observed how they organized their thoughts, philosophies and action plans into a cohesive document. It was back then, before I had earned my first head coaching opportunity that I began creating my coaching manual, which I've updated annually ever since. Humbly, my staff members over the years have said that my coaching manual has been a valuable learning tool for them, and that it would be beneficial if I could share it with other coaches eager to learn. Therefore, if you have an interest in moving up to become a Head Coach and lead your own program or wish to modify your existing approach as a current Head Coach, then I hope this manual helps you accomplish your specific goals.

Each off-season as a Head Coach, I hold a very important meeting with my returning staff members. In my view, it's the best staff meeting of the year and it happens to be my favorite meeting. Roughly 6-8 weeks after the conclusion of our season - after I have confirmed which of my staff members are returning, we hold a structured, "Staff Input Meeting." The Input Meeting affords each of my Assistants about 25-30 minutes to present their creative ideas to the entire staff regarding what they would do, on & off the field, if they were to become the new head coach. During their demo they use handouts, videos, power-points, etc. *There is No Debate* during the Input Meeting, and I only listen. It's for the healthy in-take of information. Without a doubt, it's a liberating experience for all of us; and allows everybody in the room to listen and learn without any type of impediment. All of us cherish the wide-open brainstorming experience!

After the Input Meeting, we go out and socialize to relax and laugh. Then, I spend the next couple of months tweaking and updating the information that goes into my coaching manual for the next season - policies, new X's & O's, strategies, philosophies, key dates and all.

When building a program, a trusted saying in the coaching industry is, "Year three is key." It takes a good plan, working the plan and adjusting during the journey to build a winner. You can add or delete information from this manual as you develop. And, for the collegiate and professional levels, to include league mandates, your staffing roles, player evaluation and recruiting systems, transaction funnels, organizational structure and operations matrix.

*When applying for a Head Coaching position, ***your manual should be customized*** for the intended job and submitted by you, in addition to your cover letter, resume and references.

Hopefully, some of the ideas that you discover upon review of this coaching manual will benefit you and your staff, and your entire program. Best of luck moving forward in your career!

Sincerely,

Kurt Bryan

<http://kurtbryan.blogspot.com>



(Arroyo High School - 2019)

Head Football Coaching Manual

By

Kurt Bryan

**Dates listed are subject to change*

Academic Success Enables Athletic Options

Coaching Philosophy

As the varsity head coach of the **Arroyo High School** football team, and as the leader of the school's football program, my coaching staff and I employ a "team first" and "we" approach.

Student-Athletes should be led by a head coach with integrity that delivers a positive outlook, supported by excellent football knowledge, hard work, consistency, respect, and maturity. My advice to the student-athletes, especially during times of stress is well thought out, and coincides with my strong, good-natured leadership. Utilizing a fair amount of flexibility without sacrificing the vision of the program is crucial. In twenty-seven years of coaching football, the opportunity to learn from excellent people and implementing successful teaching methods has been great. As a coaching staff, we will help the student-athletes improve and excel as football players and assist them in developing valuable skill sets for their lives outside of football.

It is my responsibility and that of my assistant coaches to teach our student-athletes the values, core principles and broader world views, such as:

- Belief in a greater team purpose will help to improve a situation & lead to success
- Successful team goals and then individual achievements are the top priorities
- Student-Athletes will always put their academic success ahead of football
- Student-Athletes will be encouraged to play multiple sports and multiple positions
- Student-Athletes will work hard to reach their potential and enjoy the challenge
- Student-Athletes will contribute to their local region with Community Service
- Student-Athletes will develop speed, power and endurance through proper training
- Student-Athletes will be encouraged to sustain a nutritious and healthy diet
- Student-Athletes should ask questions – the door is always open
- Student-Athletes should be willing to learn new football techniques and strategies
- Student-Athletes will display good sportsmanship & behavior - on and off the field
- Student-Athletes are not allowed to take steroids or performance enhancement drugs, and Student-Athletes are not allowed to use tobacco products, drugs or alcohol
- Student-Athletes must understand the team Disciplinary Policy and its consequences

Organization and Communication

Principal and Athletic Director:

It's my duty to set high standards and realistic goals for the team, and to follow through on my Action Plan each year. I must understand the pulse of the team and the mission statement of our school for the student-athletes. If I am unsure of what an Administrator's position might be regarding a sensitive issue, then I will seek their counsel. I am also capable of making proper recommendations and decisions based on my experience of handling a variety of "hot-button" issues throughout my twenty-seven-year coaching career.

Returning Football Players & Recruiting New Student-Athletes on Campus:

I will meet with the returning football players as a group, and with many of the veteran players individually to get to know each other even better.

Student-Athletes should be encouraged to play multiple sports if they want, and each level of our football program will be responsible for helping us to recruit on-campus players annually.

***EVERY Player WILL Play in EVERY Game** – regardless of the score on (JV & V).

In my 11-years as head coach at Piedmont & Arroyo, I've played every player - in every game.

Criteria: The player must be in academic good standing, physically cleared to play by the Trainer, and must have participated in practice during the week of the upcoming game.

At least once per season, I will coordinate a 'Family Event' function to bring together the football parents and coaches, in addition to our regular team functions.

I will create a four-member Captains' Council of Senior players and meet with them weekly during the season to share ideas, listen to any concerns, and I will take-action when needed.

Parents/Guardians and Key Family Members:

I will hold a group meeting for the Parents, Guardians and Key Family Members that are responsible for the student-athletes in their care. I will also meet individually with those families that need to visit with me privately.

Assistant Coaches/Trainers/Equipment Manager:

The assistant coaches, trainers and equipment manager will understand team policies, and how to deal with differences of opinion within our staff. A unified view regarding the actions and deeds permissible from the staff is paramount. Harmony and respect within the staff are crucial, especially during times of stress. Furthermore, my communication with the Trainers regarding injured players and their status and heeding the Trainer's advice is important. It's expected that our team's equipment manager will collaborate with the head coach and training staff regarding

the equipment that's in-stock, needs to be ordered, should be returned or refurbished, or that has been rendered no longer useful.

Administrative/Maintenance/Custodial:

Appreciating and helping our administrative staff and athletic department personnel makes a big difference in day-to-day operations. We will respect the facilities maintenance and custodial crews that are the backbone of an athletic facility, and we will keep things clean and organized.

Officials and Referees:

I always treat the football officials and referees with respect. In addition, I will defend our players when it appears that a poor officiating decision has occurred. I'm aware of the harsh rigors placed upon the officials, and I will learn from them why a specific penalty transpired, and how to potentially prevent it from happening again in the future. The assistant coaches, players and team personnel are not allowed to negatively engage the officials or leave the sidelines, ever.

Media and Social Media:

I will not put anything in writing or purposefully say anything that could seriously harm the football program or the school. Interacting with our fans and the media should bring as much positive attention to the football program and school as possible. I will shoulder the 100% of the blame for any loss on the field of play. I will never turn the players, assistant coaches or the officials into public scapegoats when we lose a football game. And, when we win football games, the players and the assistant coaches will get the credit.

Proper and respectful Social Media messaging is expected to be the norm - both internally and externally - coming from any member of our football program (coaches, players and staff). Individuals are responsible for what they say and for what they do.

Team Travel and Developing an Annual Road Trip Game:

An annual Road Trip game is a great team incentive and recruiting tool. I call upon years of fundraising and team travel planning to execute our itinerary for our Road Trip game event.

I have successfully planned many overnight road game trips, each time responsible for approximately 90-100 people per trip... (Calaveras, Weaverville, Bishop, Laguna Beach, Truckee, Kern Valley and Amador in Sutter Creek.) I have also successfully led a one-week team training camp experience out of the state to Portland, Oregon.

Athletic Boosters and Alumni:

Successfully raising money takes a lot of planning and hard work. Working with our Boosters and interacting with them at functions builds goodwill in the community and expands our reach. I will be involved with the Boosters to help them raise money with our annual Crab Feed and Car Show, and other approaches needed. I will also reach out to our Alumni for input and assistance.

Modes of Attack on the Field of Play

Player Personnel and Talent Evaluation:

In collaboration with my assistant coaches, we have assessed the player talent available and are building the best system for our players in 2019. We will develop the players to learn our systems in meetings and on the gridiron, while always teaching them to function within our “team-first” value-based system.

Offense:

Our offense will be sound, flexible and unpredictable. Our approach will be from both under-the-center and the shotgun formation. We will enter each game with approx. 28-plays (including our 20 Core Plays) that have been well-practiced during the week and/or the season. We will have a smart, powerful and fast Offensive unit that stresses our opponent’s defense by using various personnel and motions, sometimes from a ‘No Huddle’ or up-tempo attack.

Defense:

Our aggressive defensive base will be from the 3-5-3. Our Defensive Linemen will be fast and smart, and our Defensive Backs and Linebackers will disguise their coverage by feathering in-and-out of different pre-snap looks to “cloud the read” of the quarterback and receivers.

Special Teams:

Our special teams will be a source of pride for our players and coaches. For example, during our punt returns we might fake a reverse or give it on a reverse. When it’s our turn to punt the football, we will have the ability to use a, “Check with Me” system enabling our quarterback to either audible and “go for it” on 4th down, or Quick Kick the football.

Athletic Training & Character Building for the Athletes

“Speed never has a bad night,” is a relatively true adage.

In our 2nd off-season, core-focused conditioning program, our excellent S&C staff will emphasize cardiovascular conditioning and explosiveness.

Speed: Sprinters perfect their running technique daily, and it’s no surprise that football players benefit by learning how to use proven techniques to make themselves faster.

Agility: Being able to change direction quickly is critical to becoming a great football player. Using Everyday Drills (EDD) with ground ladders, short-burst cone drill and dot drills, etc., will enhance the agility and rapid-fire ability of our players.

Power & Explosiveness: Power is the ability of a player or group of players to physically overwhelm their opponent most of the time to make them surrender. We will maximize every aspect of Power and Explosiveness training in the weight room and on the field.

Endurance: *Most* football games are won in the 2nd half. Football players possessing speed, agility and power is great; but they will need to sustain a high-level performance threshold throughout the course of an entire game. Our football practices will be crisp, using the principles of exaggeration in our teaching methods. Our practices will be vigorous and much of our post-practice conditioning will focus on increasing the endurance of the athletes - with opt-outs too.

Nutrition: As coaches, we have restrictions on what types of products we can recommend; but making the players more aware of proper nutrition and hydration is important.

Rest: It’s vital that we know when to give the players the proper amount of rest needed for them to recover and revitalize their bodies. The fatigue factor can wreck a team’s performance and keeping tabs on the health and energy level of the team is critical.

Team Character: We will review the input from the Captains Council. When needed, I will implement their suggestions, modify our plans or policies, and incorporate some of the more fun or necessary team-building activities.

Individual Character: In addition to my visits with the veteran players, I will also conduct fifteen-minute meetings with each new player in my office. Furthermore, the assistant coaches will meet with each player in their position group once per week, for approximately ten-minutes to discuss any important issues relative to that player.

2019 Arroyo Dons Football Program Disciplinary Policy

1. Players must be on time for every practice, meeting, game and organized function
2. Players will conduct themselves with honor and integrity when dealing with teammates and staff, opponents & officials, all types of media, when they are on our campus or on the road, and within the community.
3. Unless it's strictly a school matter, each negative situation will be reviewed by the head coach. Upon review of the facts, and if necessary after consulting with the appropriate people, the head coach will normally determine what type of disciplinary action to take. As it will be plainly stated in our Disciplinary Policy reviewed with each player, any violations outside of those listed will be dealt with fairly and justly
4. Players will **never** be involved in determining what type of disciplinary action will be taken regarding their teammates and/or themselves
5. Players are not allowed to take steroids or performance enhancing drugs
6. Players are not allowed to use drugs, alcohol, or tobacco products
7. Players will participate in the strength and conditioning program
8. Players must immediately clean and return all team-issued equipment at season's end
9. Players will help keep the locker room and facilities clean
10. One absence from a football practice - that player will not play in the first quarter of the upcoming game. If the player is not a Starter - that player will automatically drop one-spot on the Depth Chart and lose that spot for one game in the substitution rotation
11. Two absences from a football practice in one week - that player will not play in the next game. That player will practice the following week, but will automatically drop at least one spot on the Depth Chart
12. Three absences from a football practice - that player will be suspended or cut from the team for the remainder of the season, and must immediately return all equipment
13. Players are always expected to demonstrate good sportsmanship and behavior
14. Players will honor and respect the history of their football program
15. **Players can meet with me to discuss unforeseen circumstances and issues that occur**

Arroyo Football Action Plan for 2019

- Meet with Principal & AD to ensure we are on the same page & send the same message
- Student-Athletes' academic progress will be monitored as needed
- *Organize Micro Groups to Lead & Peer Monitor Players (Jan 28th – Aug 1st)*
- **Jan 28th – Aug 1st: *S&C Program (Mon/Tue/Thurs) (3:30pm – 4:45pm)**
- Meet w/Players to Review (dates/times and my expectations) Jan 25th @ 11:30am
- Set up 1-on-1 meetings with Veteran players. Review our “players” recruiting plan
- Advertise for potential assistant coaches and interview existing staff
- Discuss opportunities with potential assistant coaches. Review hiring guidelines/timelines. Construct staff and ensure NFHS/CIF/CPR/First Aid certified
- Communicate with Social Media & Video Coordinator for Football
- Hire a Strength & Conditioning coach and a Trainer
- Meet with Strength & Conditioning coach and Trainer. Discuss/Plan/Enact
- Communicate/Meet with the Parents (Parents' Night and Events) send out info
- Set up One-on-One private family meetings as needed
- Confirm Emergency Contact Info and Make Hard Copies for Coaches
- Communicate with: Teachers, Administrators, Maintenance and Custodial staff
- Ensure all Coaches, Trainers and Managers get Certified as required or recertified
- Meet with All Players, Strength & Conditioning Coach & Monitor Workout Program
- Meet Boosters. Review Fundraising initiatives/goals (Crab Feed, Car Show & Misc.)
- Reach out to Alumni. Introduce myself and the direction of our Football Program
- **Approach Companies:** Sponsorships and/or Foundation Grants for Arroyo = \$\$\$
- Promote at SLC's & Middle Schools about our Football Program & opportunities

- Review the Budget and order supplies & equipment as needed with the Trainer
- Annual Road Trip Game: Friday, September 20th @ Bret Harte in Angels Camp
- **Plan all items for the Annual Road Trip Game and Get Forms Approved in advance!**
- Ramp-up all Fundraisers that will be utilized during Spring, Summer and Fall
- Attend the Annual Crab Feed Fundraising Event (Feb 23rd)
- Meet with All Players, Strength & Conditioning Coach & Monitor Workout Program
- Fundraising Event(s) Annual and New Ideas to implement
- Renew Hudl.com video / Set up 7-on-7 games and OL/DL battles
- Meet with my coaching staff & plan 6-days of Spring Football Practice (Tue/Wed/Thurs)
- Meet with my coaching staff and Plan our Spring Football Practice
- Attend Annual Car Show Fundraising Event (May 11th)
- Update Playbooks (O/D/ST)
- Monitor Academic High-Risk Student-Athletes
- Submit Photos and Letter for PDP Online and Mailer Fundraising Campaign
- Meet with my coaching staff and begin planning the Summer Football Program
- Assign all coaches a specific position group to work with. All Forms/Dates (Issue-Process)
- Launch First Wave of PDP Fundraiser (May 21st & 22nd) during Spring Ball
- **May (21st – 23rd & May 28th – May 30th)** Spring Football Practice (6-days)
- Get Volunteers (Snack Bar / Equipment Managers / Chains / Scorekeepers / Announcers)
- Collect All 1st Round of PDP Letters No Later than May 30th
- After Spring Football Practice is over...finalize our Playbooks (O/D/ST)
- **June 17th – Aug 1st** Summer Football (Mon/Tues/Wed/Thurs) (5:00pm – 6:30pm)
- *NO Summer Football Workouts During Holiday Week (July 1st – 5th) OFF

- Begin constructing Installation Schedule and Practice Plan for Training Camp
- Register for and Attend Coaching Clinics (Regional and/or National) and Learn
- Meet with All Players, Strength & Conditioning Coach & Monitor Workout Program
- Invite local Law Enforcement to meet with our coaches & players (respect is key) August
- Begin constructing our regular In-Season Practice Schedule (Macro version)
- Head Coach & Assistant Coaches: Help Promote Bingo Night with Boosters (Apr/Oct)
- With Trainer & Equipment Manager - review items needed/in-stock & orders still needed
- Coaching staff: Complete our Final Playbooks (O/D/ST) by June 15th
- Complete our Installation Schedule & Practice Plans for Training Camp by (July 15th)
- Meet with All Players, Strength & Conditioning Coach & Monitor Workout Program
- Plan Parents/Coaches Night Kick-Off Potluck (Thurs, Aug 22nd @ 7:00pm) TBA
- Finalize our regular In-Season Practice Schedule (Macro version)
- Team will participate in Summer 7-on-7 as prescribed (Home & Away)
- *Ensure all players have completed their physical exams/forms/academic items ASAP*
- Coaches report for August Training Camp staff meetings (June & July)
- Schedule all team buses for away games (JV / V)
- Confirm Team Pictures on Thursday, August 29th @ 4:00pm-5:00pm
- Invite Alumni and Local Successful Business Leaders to meet with our Players
- **August 5th**: All Players Report to Training Camp
- Review the Disciplinary Policy and Expectations with the players & parents again
- V & JV Parent Meeting. August 5th, 7:00pm-8:30pm in Gym (Sign-ups & Volunteers)
- Volunteers: (Snack Bar / Equipment Managers / Chains / Scorekeepers / Announcers)

- Ask one Family to Host Varsity Weekly Team Dinners – Potluck
- Launch 2nd Wave of PDP Fundraiser (August 7th – 14th) due by August 14th
- Issue Playbooks & review: important dates, times, and mutual expectations
- Plan for Annual Coaching Staff BBQ at KB’s House (September) TBD
- Meet with All Players, Strength & Conditioning Coach & Monitor Workout Program
- By the End of Week 1 Training Camp – select 4 members for the Captains’ Council
- Select our Team Captains and establish Captains’ Council weekly mtg. (Monday’s)
- Have Captains Council develop Pre-Game Music (No Foul Lyrics) for Home Games
- Announce our Team Captains to the team, to the school and to the Boosters Club
- Review Possible Home Game: Military/Police/Sherriff/Fire Dept. Appreciation Day
- With the staff, review feedback obtained during my meeting with the Captains Council
- All coaches will meet with each player in their position group once per week, for approximately ten-minutes to discuss any important issues and academics
- Announce criteria & awards for selecting our team’s Player of the Week for (O/D/ST)
- Plan for 2nd Annual Arroyo Jamboree and confirm all teams (Friday, August 16th)
- Host 2nd Annual Arroyo Jamboree Scrimmage (Friday, August 16th)
- Plan & Draft Players for Annual Red vs. Black Game (Friday, August 23rd)
- Parents and Coaches Night Kick-Off Potluck (August 22nd @ 7:00pm) Location TBA
- Attend the Annual WACC Head Football Coaches Pre-Season Meeting (August)
- Each Player works to earn 10 commitments from students & fans to attend our Games
- Before Opening Day, the players and coaches will participate in Community Service
- Invite Alumni, Local Businesses, and Middle School students to attend our games
- Check with Players & Trainer and Every Tuesday Issue the Injury Reports

- Finalize our JV & V Team Rosters and announce new Rosters to the Players
- Team Pictures on Thursday, August 29th @ 4:00pm-5:00pm
- Plan the Dates/Time/Location for our Team Dinners (Potluck) & Helmet Awards
- Opening Day and Fulfill the Regular season and Post-season schedule of games
- Create Squads & Launch Discount Card Fundraiser (Sept 3rd – 17th) Blitz Night is 17th
- Homecoming Game vs. Hayward, Week of October 4th, 2019 (Friday)
- Annual Helmet Game vs. SLZ, Week of October 26th, 2019 (Saturday)
- Meet with All Players, Strength & Conditioning Coach & Monitor Workout Program
- Fill Out CIF-NCS Playoff Application Forms Online and Submit
- Discuss potential Team Awards and All-League nominees with coaching staff
- Plan the end-of-the-year Team Banquet – order all Awards for November 14th
- Attend All-League Mtg. Thursday, November 7th and Inform the Coaches & Team
- Monday: after final game has been played: All Equipment is cleaned and returned
- Help our potential Next-level players navigate collegiate options & talk with Recruiters
- Annual Review with Administration, Coaches & Players
- Plan and confirm next year's non-league schedule & Annual Road Trip game & items
- Refurbish and Order all Equipment and Uniforms needed
- Register for and Attend Coaching Clinics (Regional and/or National) and Learn
- Interview and Hire new potential assistant coaches
- Help my assistant coaches prepare for other jobs they want to pursue & set deadlines
- Seek out new ideas and innovations for on and off the field potential usage

Notes: