

ORGANIZING A PROGRAM/CULTURE CONDUCIVE TO WINNING CHAMPIONSHIPS

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Staff Core Values Standards Forced Multipliers Communication

I. Staff

- a. Starts with Loyalty
- b. Three keys to being a great assistant
 - i. Make me look good
 - ii. make my job easier
 - iii. Help me win games
- c. “Best job in the world – because it is mine” Steve Fisher
 - i. Assistants need to understand this
- d. Trust and Conviction to the staff's message must be present by all staff members
- e. Must know their main objective from year to year
 - i. Ours this year is “Get our players better every day”

II. Core Values

- a. What are your team’s core values?
 - i. *Values we hold which form the foundation on which we perform work and conduct ourselves. Core values are not descriptions of the work we do or the strategies we employ to accomplish our mission. The values underlie our work, how to interact with each other, and which strategies we employ to fulfill our mission. The core values are the basic elements of how we go about our work. They are the practices we use (or should be using) every day in everything we do.*
- b. Have your team establish their own core values.
 - i. Guide them but help them make the final choices
- c. Use these with a purpose throughout the season
- d. Have them Visible, branding in your locker room, etc
 - i. “You hear – you forget, you see – you remember – you do – you understand”
- e. UNLV Core Values; **Trust, Toughness, Sacrifice, Grind, Consistency**

III. Standards

- a. Standards reinforce core values
 - i. Player lead warmups
 - ii. The standards we walk by are the new standards we set
 - iii. If we see something say something
 - 1. If you have a chance to correct a teammate... Do so
- b. Goals are performance-based – standards and values are behavioral based
- c. Train to standards instead of time – We will not move on until we get this right
 - i. THIS BUILDS TOUGHNESS

IV. Forced Multiplier

- a. If we continue to do these actions, it will make us better by inches every single day
 - i. Communicate, accountability, toughness
- b. Build trust with the team when you do them every day
- c. What makes us vulnerable? What can we stop doing that makes us vulnerable?
 - i. UNLV Force Multipliers – team
 - 1. Communication
 - 2. Know your Role
 - 3. Focus

V. Communication

- a. Volume, Name, Ready, Attack
 - i. “Suicide, Ready, Attack”
- b. Make the Quiet guys accountable
 - i. Run if they are not the loudest in a particular drill
- c. Be honest with your players
 - i. “explain why”
- d. Teach them how to listen
 - i. To understand not to respond
 - ii. Defending yourself is a formed habit
- e. 80% of Communication is nonverbal
 - i. Bending over, frustrated etc.

VI. Marvelous Take Away's

- a. What is a good teammate
 - i. Do your job
 - ii. Hold your teammates accountable
- b. When to let a player go.... Let him/her go if they're hurting the team
- c. Adversity creates the possibility for growth to take place
- d. Make sure the lessons you teach are actually getting thru!
 - i. For example, what is tough?
 - 1. Definition – When you're physically strong but mentally weak – are you tough? Give them your idea on what it is.
 - 2. My Definition – Become physically tough first because it takes longer to become uncomfortable having to tap into your mental reserve/toughness.