

Success “Off the Playing Surface” is more than a good work-out!

Would you like to have a successful season, as the team’s manager? When you think of “Off the Court or Field or Ice” do you think of your players doing push-ups, running and stretching?

Success off the Court or Field or Ice, is taking on a new meaning for coaches. Contrary to “breakin’ a sweat”, success Off the Playing Surface is about a “don’t sweat it” attitude, through effective team management. Across North America, most coaches have hired an individual to take on the role of Team Manager to be responsible for all the administrative tasks. As you know coach, you are the one responsible for the overall success of the team whether it is on or off the playing field. So, before you fret anymore about your team away from the action, follow these:

7 Fundamental Steps to Ensure a Successful Season

STEP 1 “Plan your Season”

If you want to go somewhere, you need to know where you are and where you want to go...and from that, you can develop a map. This map will tell you where to go, what routes to take and what alternatives you have to achieve your target. Your team management plan for the season is YOUR map to success.

Your plan needs to have:

- a) Clear goals - what it is that your team wants to accomplish (be, do, have) this season.
- b) Identifiable needs of everyone involved - coaches, parents, organization, league, community.
- c) Due dates and schedule of events - post all deadlines in a calendar.
- d) A financial picture - create a budget and a fund raising strategy and plan.

STEP 2 “Foresee the Problems”

Your map will tell you how to get there, but it will not tell you if there are roadblocks or construction detours along the way. You will need to identify areas in your plan that could cause you and your team some challenges, if not, problems. Handling them in advance gives you the power you need to succeed. Those who struggle in team management seem to dwell on the problems, while those who experience success more frequently focus on solutions.

Questions to help you foresee problems are:

- Can I (we) achieve our goal other ways than identified?
- Do I (we) need leverage - someone else (or something) to help?
- What if we do not achieve the goal in time? Can we still be successful?

STEP 3 “List Specific Actions”

It is great having a strategy and back-up, but if you do not write down specific tasks, then it is not complete. This is the key component that will help you manage the team to success. If you want things done by yourself or others, you need to be specific. For example, which would be easier for you to take-on if you were asked?

- 1) Raise \$500.
- OR
- 2) Call 1 company and ask if they would sponsor your team with an ad in your program for \$500.

The clearer the action the easier it is to achieve (and delegate!).

SPECIAL REPORT

STEP 4 *“Use your Resources”*

You will never be able to go through a season without help, so start asking! What you don't know is most people feel good knowing that they can make a difference in life. They like to feel important and be recognized. Some do it by being the hunters and others by being the farmer. Those that are the hunters will do tasks like phone calls, organize events or take on tasks that are require outgoing. The farmers on the team, will take care of the fields, like collect money, provide contact information or be present at a team event to make sure things are in place.

In your plan, look where you will need help and identify if it should be a hunter or farmer type person.

STEP 5 *“Take Action”*

A plan is great but until you take action, there is no way your plan will be of value to you or your team. Remember this is the major reason why plans are stamped as bad plans or successful ones. If you don't take action, your plan is not worth the paper it is written on.

REMINDER: A specific task is clear and easily understood that you can **hand it off to someone**.

STEP 6 *“Monitor & Measure”*

By this step you have started to move forward with your plan. But how will you know if you are successful? You need to keep track of what is happening. The easiest way is with a chart.

On a piece of paper (or in an MS Word table or Excel Spreadsheet) create columns and rows. Include these headers:

- | | |
|--------------------|-------------------------|
| - Goal | - Status of the action |
| - Specific action | - Possible Roadblock |
| - Expected date | - Possible Solution |
| - Actual date | - What else can help us |
| - Who will do them | achieve the goal? |

AND...Share the progress of the plan with your team, they will appreciate the information and possibly ask how they can help.

STEP 7 *“Celebrate Successes”*

Success breeds success. The more you celebrate the more you want to celebrate. Everyone will quickly learn that their efforts do make difference. Conduct monthly updates either through a team meeting or written communication.

Success off the ice boils down to the extent to which you are prepared, foresee and take action. Most people are not willing to do this. It's all too much effort and they're more interested in taking it in stride, which is why most teams are living examples of mediocrity in action.

We believe that you are more than that. Your interest is one of the key factors in determining your levels of success... so 'Manage effectively' and have some fun!

About Our Company:

Fire 'n idea Inc (producer of The Hockey Source) is a Canadian corporation that started in 2003, helping people in sports gain valuable information so they can make sound decision and have more fun.

"I hope that many people read your article and are reminded that no matter what aspect you are involved in, coaching, parent, player or manager...it is for the fun of it"

"...Team Manager's Program...a learning system for individuals to empower themselves to be better."

 *BONUS Report for you!*

Here is the latest report for you: "**12 Insider Secrets to managing a youth sports team**" is available at:

<http://www.thehockeysource.tv/sectionshop/12%20Insider%20Secrets%20to%20managing%20a%20youth%20sport%20team.pdf>