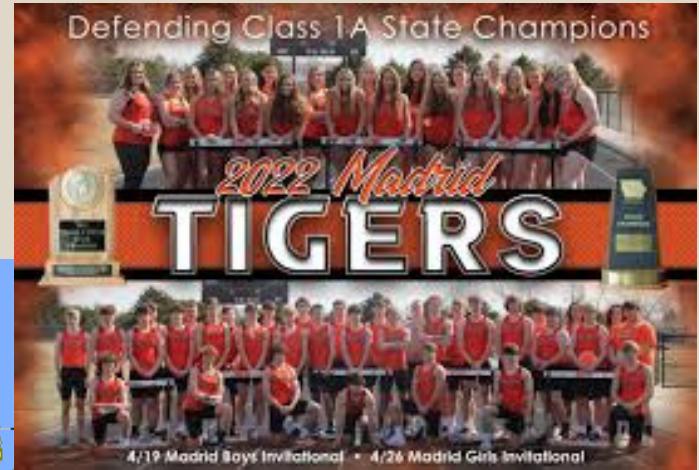


BEYOND WINNING

KELLEY GROTHUS
MADRID, IA JR/SR HIGH SCHOOL
XC & GIRLS' TRACK COACH









ATHLETES' THOUGHTS ON ME SPEAKING...

Do they HAVE to listen to you talk? Like can they choose not to?

Nothing! Tell them nothing. They'll steal all our secrets.

Tell them to feed their athletes lots of pancakes and they'll get faster...

When you're winning you feel like you're on top of the world. But when you struggle, that's when you really need your coach.

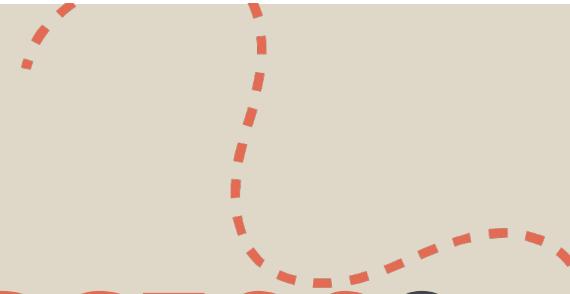
I never lose. I
either win or
I learn.

-Nelson Mandela



The more I
win, the less I
need to.

-Me

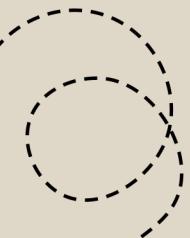


IS ALL WINNING *SUCCESS*? IS *SUCCESS* ONLY WINNING?

WORTH VS. PERFORMANCE

WHO DO YOU COMPETE FOR?

HUMBLE WINNER, GRACIOUS LOSER



All-Iowa Cross Country

BOYS COACH OF THE YEAR

Grothus helps Madrid end 53-year drought

John Naughton
Des Moines Register
USA TODAY NETWORK

The most important moment of Kelley Grothus' high school running career was when she couldn't compete at all.

As a Solon athlete, she missed part of a season sidelined with an injury. Instead had her perform duties as if she was an assistant coach.

The experience stuck with her and she went on to enter coaching.

"I was able to see running through a different lens," Grothus said.

Grothus, who this fall led Madrid to its first state cross country championship since 1965, has been named the Des Moines Register's All-Iowa boys' cross country coach of the year.

Grothus, who grew up in Solon, was also inspired by her father to go into coaching. She recalls watching him at home, preparing lineups for meets.

She started as an assistant at Madrid in 2005 and was named the team's head coach three years later.

Madrid does not have a great cross country tradition, but was ready to build one this season.

The conversation concerning the season started on the team bus following last year's state meet. Madrid placed third and had all seven runners returning.

"It hit me that we were going to start the season ranked No. 1," Grothus said. "We used that as a motivator to have confidence in our ability."

This year's squad was led by Sean McDermott, who won the Class 1A individual championship. He set the team's tone as a senior leader.

Jason Renze, a sophomore who is a gifted natural athlete, placed fifth. Gabe Soda finished 10th and Clay Pehl took 18th.



Kelley Grothus

BOYS' CLASS-BY-CLASS TEAMS

Class 4A
Colby Greiner, sr., Iowa City West
Sam Hall, jr., W.D.M. Dowling Catholic
David Pendergast, sr., Dubuque Hempstead
Josh Pendergast, jr., C.R. Prairie
Tim Siedt, sr., Ankeny
Class 3A
Cody Mertens, sr., Mount Pleasant
Nate Mueller, soph., ADM (Adel)
Quinton Orr, soph., Humboldt
Luke Post, soph., Center Point-Urbana
Rees Tyler, jr., Gilbert
Class 2A
Joe Anderson, sr., George-Little Rock/
Central Lyon
Eric Heubut, sr., Sheldon
Jerry Jorgenson, sr., Tremonton
Caleb Shumaker, soph., Tipton
Reece Smith, sr., Garner-Hayfield/Ventura
Class 1A
Joshua Baudler, jr., Nodaway Valley (Green-
field)
Louden Foster, jr., West Central Valley (Stu-
art)
Sean McDermott, sr., Madrid
Noah Nielsen, sr., AGCC (Guthrie Center)
Will Roder, jr., LeMars Gehlen

The other state meet runners were Landen Klett, Roy McDermott (Sean's younger brother) and Chaz Warson. Matthew White, who competed during the season when Roy McDermott was injured, also was a key team member.

Everyone contributed to the drive to a state championship.

"They all brought something," Grothus said of her runners. "It was more than a team effort, it was a family effort."

Together, they earned a state title. It was a big accomplishment, but not one that motivated them to train on hot summer days or cold, damp fall days.

"Runners don't run for awards or honors," Grothus said. "They run for themselves."

GIRLS' COACH OF THE YEAR

Willeford, Ra first champions

John Naughton
Des Moines Register
USA TODAY NETWORK

Chad Willeford surveyed the Class 4A cross country competition this fall and thought Southeast Polk had a chance to do well.

The Rams had qualified for state the previous season. They finished in 15th place in the team standings out of 15 programs.

"I think we would have been elated if we had made the top 10," Willeford said.

You could say Willeford's team performed better than expected. Southeast Polk won its first girls' cross country state team championship.

Willeford has been named the Des Moines Register's All-Iowa coach of the year for girls' cross country.

He came to the school in 2007 and was named the head coach after one season.

Southeast Polk had some tools to get the job done. But with one senior, Paige Blackford, it would require young runners to mature quickly.

That's just what they did. The runners improved throughout the season.

"They got better every week," Willeford said.

One key move was to recruit Mattison Plummer from the school hallways. A talented soccer player, she came out for the team in order to stay in shape for her primary sport.

The newcomer had participated in track last spring, but long distances were not her forte.

"She was more of an 800 runner," Willeford said.

Plummer took state runner-up honors.

Teammate Grace Larkins, best known as a standout basketball player,

Drake responds, survives in win over

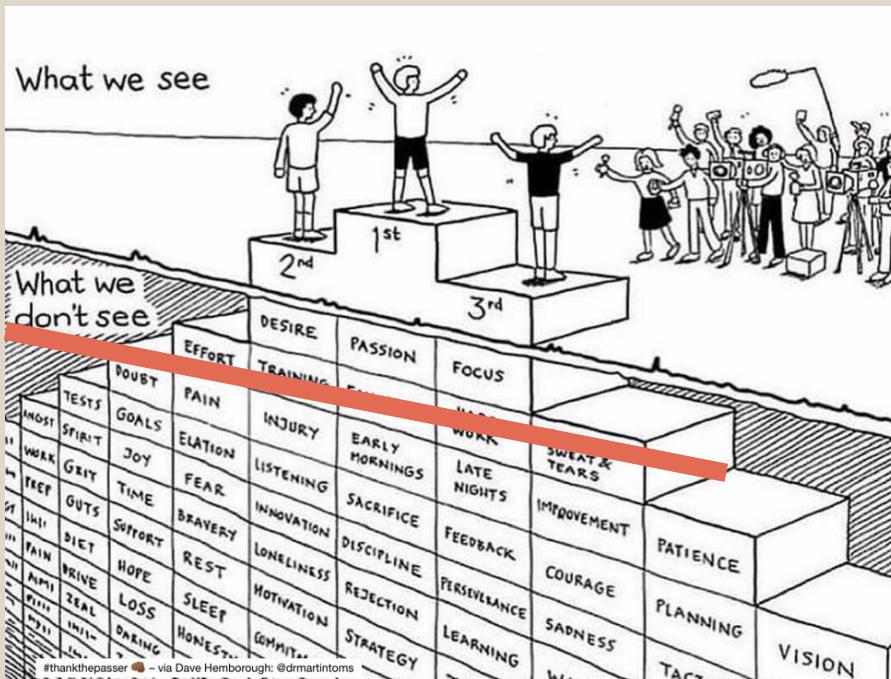
"Within a game. Despite Drake's 15-

"In the huddles, nobody was panick-

8

the

8



PAST 10 YEARS

**4 XC State Team Titles
6 “deck” appearances
1 Individual Champion
23 All-State Team Members**

10% RULE: GROWTH/CHANGE



DRIVEN TOWARD VICTORY

GOAL

ATHLETE

ROUTINE

TRADITION

DATA



GOAL-DRIVEN

PRE-SEASON GOALS

INDIVIDUAL GOALS

TEAM GOALS

GOAL CIRCLE

MEET SHEET=ACCOUNTABILITY

HELP THEM THROUGH WHAT IS HARD

FRIENDS VS. FOES



ATHLETE-DRIVEN



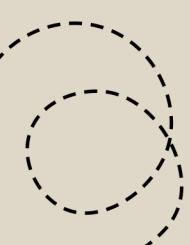
SHARED LEADERSHIP

OPEN ENDED QUESTIONS

INDIVIDUALIZED WORKOUT PLANS

INVEST IN THEM OUTSIDE THE SPORT
(THERE IS LIFE OUTSIDE OF RUNNING)

WANT VS. HAVE





ROUTINE-DRIVEN



SLEEP, REST AND RECOVERY

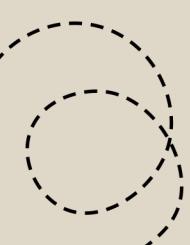
FUELING

STRETCHING AND STRENGTHENING

RESILIENCY

CHIROPRACTIC CARE/PHYSICAL THERAPY

ADJUSTING MEETS





TRADITION-DRIVEN



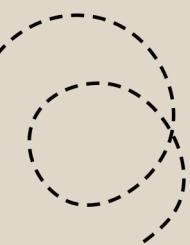
NOT ALL TIED TO VICTORY

MAKE THE SPORT HARD TO LEAVE BEHIND

ATHLETE-FOCUSED

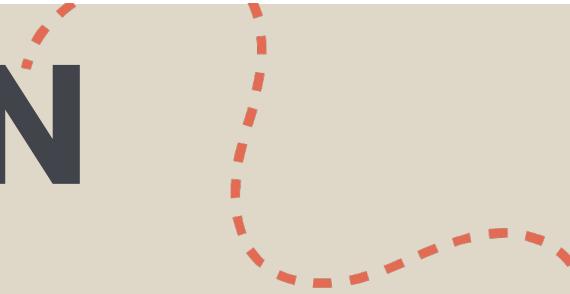
FUN

OUR OWN





DATA-DRIVEN

A red dashed line starts at the top right, curves down and to the left, then back up and to the right, ending with a small dash.

MEET STATISTICS

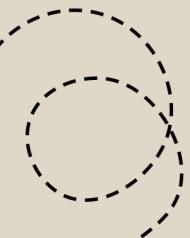
SCOUTING

INDIVIDUAL STATISTICS

CALCULATED PACE WORK

REALISTIC EXPECTATIONS=ATTAINABLE GOALS

VO2 MAX/BODY TESTING





SOLID TRAINING PLAN

MACRO/MICRO CYCLES

10% WEEKLY MILEAGE INCREASE

LONG RUNS=20% WEEKLY MILEAGE

FLEXIBLE TRAINING GROUPS

HILLS, TEMPO, GOAL PACE, INTERVALS

CROSS TRAINING

STRETCHING & STRENGTH TRAINING

HEART RATE & RESPIRATION

NEW(ER) ADDITIONS...

MONITORING RECOVERY TIME

SURPRISE SPEED WORK

TEMPO MILES/CUT-DOWN MILES

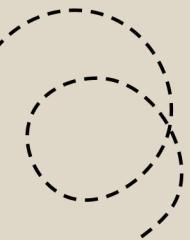
CHASE PARTNERS

PACE WORK IN EXCESS OF RACE DISTANCE

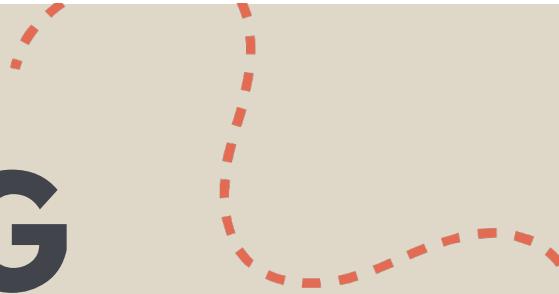
CHANNELING PERFECTIONISM



EXCESSIVE PERFORMANCE
PRESSURE
FIXED MINDSET
ANXIETY
BURNOUT
ADDICTIVE



DRIVE &
DETERMINATION
SUCCESS
ACHIEVING GOALS
WORK ETHIC
SELF-ESTEEM





That was the worst race of my season.

I could have run so much better if I just relaxed and enjoyed it.

My memories of that day are not of winning.

**The world will celebrate your
athletes' **victories**.**

**Your job as a coach is to
nurture, recognize, and
celebrate their **success**.**





**Relentlessly pursuing success
will lead to victory.**

CONTACT INFO

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**THANK
YOU**

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