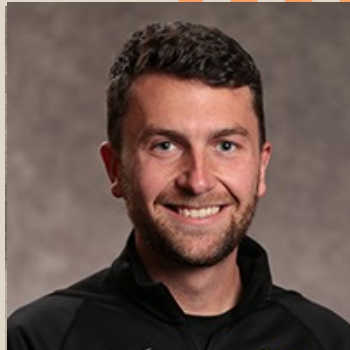
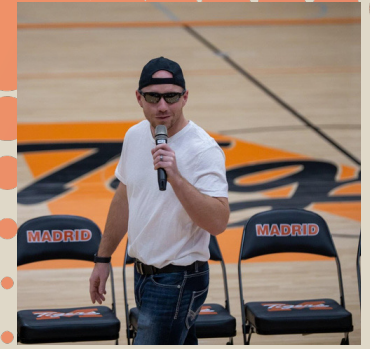




# BEYOND WINNING

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













## **ATHLETES' THOUGHTS ON ME SPEAKING...**

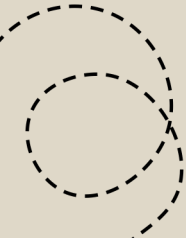


Do they HAVE to listen to you talk? Like can they choose not to?

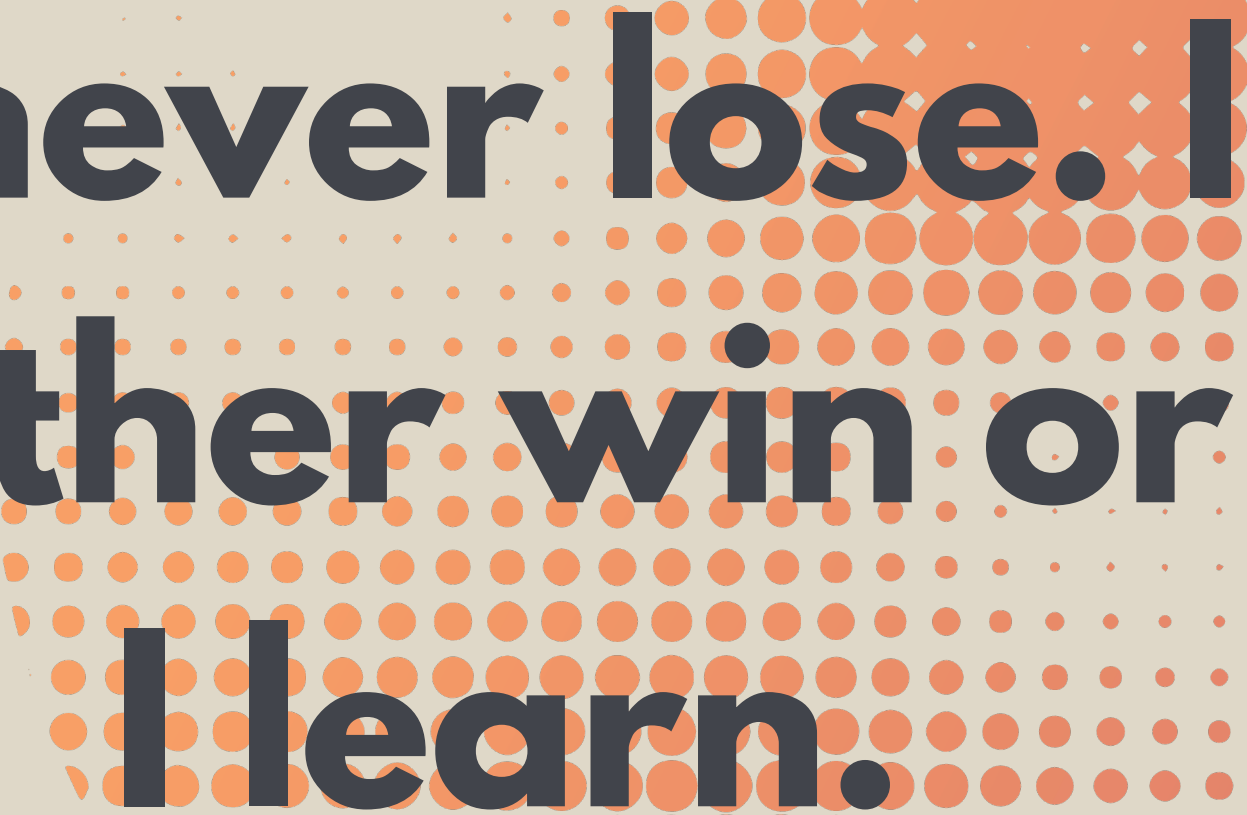
Nothing! Tell them nothing. They'll steal all our secrets.

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 of walking away, disinterested, her coach 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.

#### BOYS' CLASS-BY-CLASS TEAMS

##### Class 4A

Kolby Greiner, sr., Iowa City West  
Sam Hall, jr., W.D.M. Dowling Catholic  
David Holsinger, sr., Dubuque Hempstead  
Jack Pendergast, jr., C.R. Prairie

Tim Sindt, 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 Heibult, sr., Sheldon

Jerry Jorgenson, sr., Treynor

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 Nelsen, sr., ACGC (Guthrie Center)

Will Roder, jr., LeMars Gehlen

The other state meet runners were Landen Klatt, Rory McDermott (Sean's younger brother) and Chaz Watson. Matthew White, who competed during the season when Rory 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, Rams first champion

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,

#### GIRLS

##### CLASS

Ashly

Grace

Brook

Matti

Mical

CLAS

Ainsi

Adri

Gabi

Jane

Ellie

CLA

Mari

Cast

Sop

Emil

Ella

CLA

Ann

Emr

Pey

Col

Tay

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## Drake responds, survives in win over

...within a game. Despite Drake's 15

"In the huddles, nobody was panick-





# 10% RULE: GROWTH/CHANGE

10% for 10 years = 100%





# DRIVEN TOWARD VICTORY

GOAL

ATHLETE

ROUTINE

TRADITION

DATA



# GOAL-DRIVEN

A red dashed line graphic that starts near the top right of the slide and curves downwards and to the left.

PRE-SEASON GOALS

INDIVIDUAL GOALS

TEAM GOALS

GOAL CIRCLE

MEET SHEET=ACCOUNTABILITY

HELP THEM THROUGH WHAT IS HARD

FRIENDS VS. FOES

A black dashed line graphic in the bottom left corner consisting of two overlapping circles.





# ATHLETE-DRIVEN

A red dashed line graphic that starts near the top right of the title and curves downwards and to the right.

SHARED LEADERSHIP

OPEN ENDED QUESTIONS

INDIVIDUALIZED WORKOUT PLANS

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

WANT VS. HAVE

A black dashed line graphic consisting of two overlapping circles in the bottom left corner.





# ROUTINE-DRIVEN

A red dashed line graphic that starts as a semi-circle at the top right and then curves downwards and to the left, ending near the center of the right edge.

SLEEP, REST AND RECOVERY

FUELING

STRETCHING AND STRENGTHENING

RESILIENCY

CHIROPRACTIC CARE/PHYSICAL THERAPY

ADJUSTING MEETS

A black dashed line graphic consisting of two overlapping circles on the left side of the slide.





# TRADITION-DRIVEN

A red dashed line graphic that starts near the top right of the word 'TRADITION' and curves downwards and to the right, ending near the top right of the word 'DRIVEN'.

NOT ALL TIED TO VICTORY

MAKE THE SPORT HARD TO LEAVE BEHIND

ATHLETE-FOCUSED

FUN

OUR OWN

A black dashed line graphic in the bottom left corner consisting of two overlapping circles.





# DATA-DRIVEN

A red dashed line graphic in the top right corner, starting with a small upward curve and then following a wavy path towards the right edge.

MEET STATISTICS

SCOUTING

INDIVIDUAL STATISTICS

CALCULATED PACE WORK

REALISTIC EXPECTATIONS=ATTAINABLE GOALS

VO2 MAX/BODY TESTING

A black dashed line graphic in the bottom left corner, consisting of two overlapping circles.





# SOLID TRAINING PLAN

A red dashed line graphic that starts as a circle around the word 'PLAN' and then extends as a wavy line towards the right edge of the slide.

MACRO/MICRO CYCLES

10% WEEKLY MILEAGE INCREASE

LONG RUNS=20% WEEKLY MILEAGE

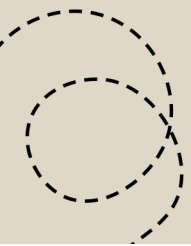
FLEXIBLE TRAINING GROUPS

HILLS, TEMPO, GOAL PACE, INTERVALS

CROSS TRAINING

STRETCHING & STRENGTH TRAINING

HEART RATE & RESPIRATION



# NEW(ER) ADDITIONS...

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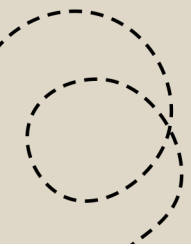
MONITORING RECOVERY TIME

SURPRISE SPEED WORK

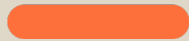
TEMPO MILES/CUT-DOWN MILES

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



**Kelley Grothus**

**Madrid Jr/Sr High School**

JH/HS Boys & Girls XC Coach

HS Girls' Track Coach

6-12 Instructional Coach

6-12 TAG Teacher

NHS Sponsor



**kgrothus@madrid.k12.ia.us**

**(515)795-2340**

**kelley.grothus@gmail.com**

**(319)321-3281**



**THANK  
YOU**



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