



# *WCCCA 2023*

*Grantsburg High School  
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APPRECIATION!  
COMMUNITY!  
PURPOSE!

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**Grantsburg Team  
Champion Runner Up  
with 1st place Valders  
following the 2021  
State Meet Competition**



# Success begins with: **PASSION**

## Coach Chuck, Mentor



Inspired me to be a coach with passion and purpose.

What I've learned and Goals I've created for my athletes:

- To have a servant heart
- Give best effort practice/meets
- Run as they have trained and are capable of running
- Celebrate every PR, even if **1 second** improvement!
- Run their own race- race the clock, not other people
- FUN

# BEST ADVICE FOR NEW COACHES:

## Learn & Give back

### 1. Who is your Mentor?

- Provides feedback
- Offers Advice
- Lends Support
- Trust

### 2. Involvement

- As a Coach, go beyond what is required
- Families/Community buy in

### 3. Growth Mindset & Continuing Education

- Attending clinics, Fitness Conferences
- Network with Coaches
- Study and learn about programs, training methods, communication skills, leadership development, and creating program standards
- Social media connections

### 4. Gratitude & Purpose

- Giving back to the program
- Coach and Mentor others
- Advocate for athletes & Sport

# COACH UNCLE MARTY STERN

## *PHILOSOPHY AND MOTIVATION*

1. The athlete and Coach must communicate at a high level.
2. Our Program is based on the truth. We must look each other straight in the eye and be honest.
3. The athlete must have no inhibitions while performing in his meets. We want the athlete to show "the real me" on the athletic field. Athletes express themselves just like artists, writers and musicians.
4. The athlete will make no decision without checking with the Coach. No changing of schedules, no doctors, no dentists, nothing that has any remote connection to their performance on the athletic field is permitted without the Coach's knowledge.

**5.** I pretend that I came to the meet with only one athlete. Each athlete gets as much attention from me as if they are my only athlete.

**6.** At the end of the day, go through in your mind the relationship and communication that you had with every athlete on the team. You must continually try to give every athlete all of yourself.

**7.** The athlete's weight is closely watched. They cannot get too heavy or thin. There are no eating disorders in our program. They are swiftly detected and either removed from the team or given medical attention. The program will not tolerate eating disorders.

**8.** No breaking of any rules (NCAA, local, school, and civil laws). Since our program is based on truth, we must stay clean.

- 9.** The athlete must study. Our team has a 3.17 cumulative average.
- 10.** No interference from parents, uncles, aunts, boyfriends or girlfriends permitted. They must believe in the program and not have anyone trying to make them disbelievers.
- 11.** We will not meet the parents by themselves. All parental meetings must include the athlete.
- 12** Use bulletin boards.
- 13.** Generate publicity.
- 14.** You must continually praise your assistance coaches and athletes. Always be positive.
- 15.** Don't be negative, and don't hurt anyone's feelings.
- 16.** You must understand the difference in coaching men and women.

**17.** The Coach must be strong and confident and must not show worry.

**18.** Never enter an athlete in a race that is above their level.

**19.** Minimize failures.

**20.** Have clean and attractive uniforms. Provide your athletes with T-shirts and other motivational type attire.

**21.** Write little notes of encouragement to your athletes and have them arrive by mail.

**22.** Frequently refer to past famous athletes who have graduated from your program.



# "That's how it's always been"

Ask: What is best for the athlete and team?

Advocate for  
Student Athletes  
and Program

Standards &  
Expectations are  
clear as coaches  
and as a Team

Excellence &  
Integrity in actions  
and appearance

Mentor/Study-  
avoid complacency

# RELATIONSHIPS & WELL BEING FIRST



# PROGRAM DEVELOPMENT



FAMILY CULTURE



PROGRAM PHILOSOPHY



PURPOSE

***DON'T ASPIRE TO  
BE THE BEST ON  
THE TEAM, ASPIRE  
TO BE THE BEST  
FOR THE TEAM.***

***TOP 3 COMPONENTS THAT DRIVE OUR SUCCESS...***

# #1 FOCUS: OUR TEAM CULTURE

RELATIONSHIPS

HUMAN  
BEFORE  
ATHLETE

EVERYONE  
PLAYS A ROLE

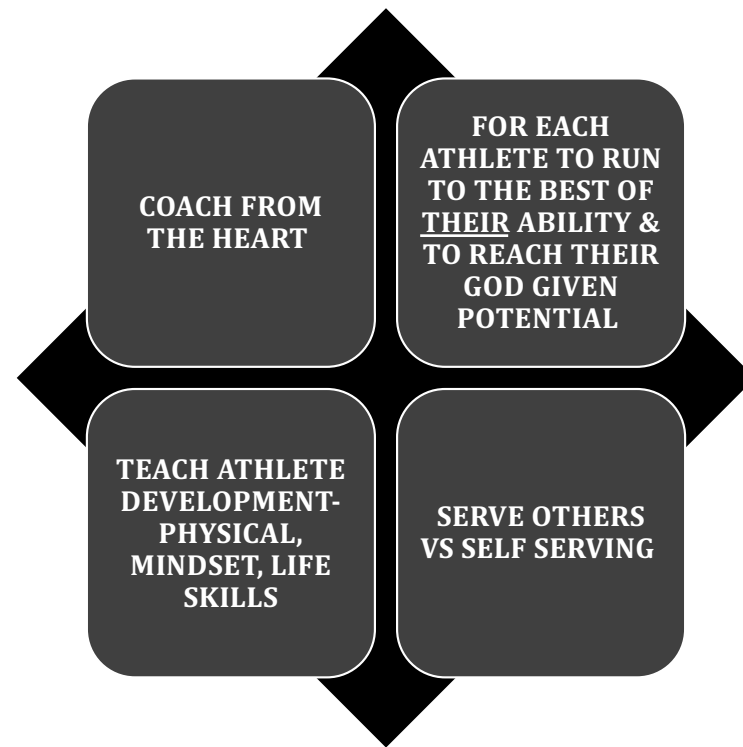
SERVING  
OTHERS

GRATITUDE

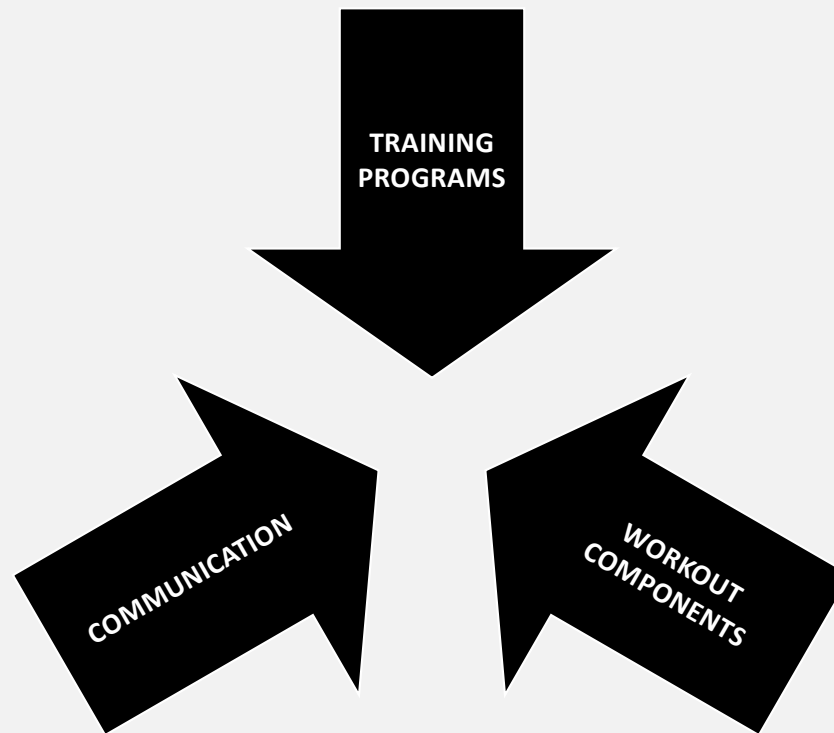
FUN



# #2 Focus: Philosophy Our "Why"



# #3 Focus: EVERYTHING MUST SERVE A PURPOSE



# PRACTICE PHILOSOPHY

## TRAINING

### 1. BE INTENTIONAL

- Prehab- 15 minutes
- Dynamic Drill- 30 minutes
- Workout
- Recovery/Learning/Breakdown

### 2. ADAPT AND INDIVIDUALIZE

- Workouts
- Communication Style

### 3. EVERY WORKOUT MUST SERVE A PURPOSE

- Warm up drills
- Workout Training Methods
- Strength/Mobility/Flexibility
- Prehab/Recovery Methods

## ATMOSPHERE

### 1. FUN

- Games
- Challenges
- Team Bonding

### 2. INCLUSIVENESS

- Belonging, Community

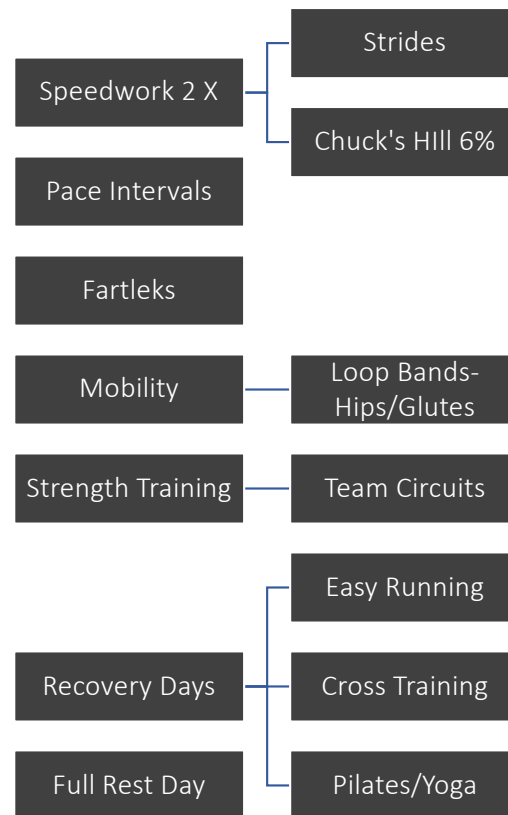
### 3. AUTONOMY

- Ideas, Requests
- Trust

- LEADERSHIP OPPORTUNITIES

### 5. TEAM BREAKDOWN

# DEVELOPMENT





# PREHAB & RECOVERY

Deep Breathing

Rolling/Massage,  
Mobility

Post Workout  
Fuel Fridge/Bin

Ice immersion,  
Compression

Sleep Reminders



Success is in the *Extra Details*

**OUR CULTURE**

- TEAM CAMP RETREAT/ TRAINING TRIP
- TEAM DINNERS PRIOR TO MEETS
- SATURDAY BREAKFAST RUNS
- OFF SEASON EVENTS- CONNECTION
- TEAM COMMUNITY SERVICE WORK
- MIDDLE SCHOOL CONNECTION
- NOTEBOOKS TEAM MINDSET,GOALS
- LEADERSHIP- CAPTAINS, TEAM
- SOCIAL MEDIA ENGAGEMENT
- CELEBRATION- PRS, WEEKLY GATORADE AWARD & SHOUT OUTS

**PERFORMANCE**

- FUELING FRIDGE, FUEL BIN - XC NUTRITIONIST EDUCATION
- SPORTS PHYSCOLOGIST- PREMIER SPORTS PSYCHOLOGY
- YEAR ROUND RUNNING, OFF SEASON SUPPORT, EMPHASIZE REST
- RUNNING, STRENGTH,CORE, PILATES &YOGA FOR RECOVERY & FOCUS
- TRAINING BASED ON EACH ATHLETE'S INDIVIDUAL PERFORMANCE



# NOTEBOOK REFLECTION

*TRAIN THE MIND DAILY*

## PRE-MEET

What am I grateful for today?

What are 2 things I want to improve on for my race?

What can I do now to prepare?

What is in my control?

How can I serve my team?

## POST-MEET

What are 2 things I did well?

What are 2 things I learned from this race?

What are 2 things I can improve for the next race?

What am I grateful for today?



# MEET DAY

- INTEGRITY- DRESS, SAME ROUTINE, FUELING
- COMMUNICATION-TEAM PREP/EXPECTATIONS
  - Athletes, Managers, Coaches
- DEEP BREATHING. VISUALIZATION
- PREHAB, FOCUS TIME
- PREP TIMELINE POSTED IN TENT
  - PREHAB
  - DRILLS
  - RACE FUEL
  - RACE TIMES
- TEAM BREAKDOWN

***Goal: To help set up each athlete for success***

# Keep it real.

- Back to the basics
- Celebrate the small wins!
- Gratitude and Appreciation
- Process vs outcome
- Consistency and discipline *over* motivation
- Pressure is a privilege. We "Get" to attitude....
- Throw perfection out the window
- Control the controllables
- Get comfortable being uncomfortable

# FOR LIFE.

Trust

Overcoming adversity

Lifelong community through running

Running for well-being

Ability to do hard things

Gratitude

*Our Goal: Lead our athletes to become the best version of themselves*

# **THE STORY**

“COACHING IS A  
PROFESSION OF LOVE.  
YOU CAN'T COACH PEOPLE  
UNLESS YOU LOVE THEM.”

Eddie Robinson



## **Coach Marty's Prayer**

**Dear God,  
Please let me coach these people well. Let the athletes perform skillfully using their God given talent. Let us feel good about ourselves and one another. Please spare us from injury before, during, and after this session. Dear God let us walk off this athletic field knowing we have made you smile.**