

NAVIGATING YOUR COACHING CAREER

LEARNING CAPABILITY COACHING DEVELOPMENT TRAINING COACH STRATEGY IMPROVE COMPETENCY TRAINING MENTORING SKILLS LEADING PERSONAL GOALS SOLUTIONS APTITUDES CAREER HELP COACH



VENTURA

KEY FACTORS

- Are you having success in your current role?
- Who are your influencers and advocates?
- What is your reputation?
- Do you know what you want to do? Must stay focused.

PROFESSIONAL DEVELOPMENT AND INVESTING IN YOURSELF

- Who are your mentors?
- What are the institutions/organizations that fit you?
Write them down!
- When it comes to your career. Treat it like **RECRUITING!**
- Do you know the influencers? Conference staffs, ADs, top boosters, community influencers, etc...
- If they don't know you...they can't hire you!

HIRING TRENDS

- Offense vs. Defense
- HC vs Coordinators
- Power 5/Group of 5/FBS/FCS
- Coaching Tree importance
- Wins and Losses vs Character, Compliance and Reputation

THE ROLE OF A SEARCH FIRM

- Identifying, evaluating, and assessing rising talent with a focus on diversity, analytics, leadership and integrity
- Someone an AD can **TRUST**
- Background checks and referencing
- Recruiting talented coaches who are happy in their jobs
- Facilitating a seamless and confidential process
- Running interference for the AD with media, influencers, boosters, and Alumni

IS THAT A GOOD JOB?

- **People**- Make sure you are familiar with the Athletic Director, the President, all Stakeholders, and that you completely understand the culture of the University.
- **Challenge**- This is about tools. Does this institution have the tools to be successful? Top facilities, nutrition, strength and conditioning program, commitment, great academics, budget, tradition, branding, marketing, etc
- **Opportunity**- This is about fit. Why is this job a great fit for you not only professionally but personally? Recruiting? Fit for your family?
- **Growth**- Can you win here? This is about building something special, creating significance, and leaving a legacy. WINNING CHAMPIONSHIPS!
- **Money**- Top of the conference? Commensurate to your background

DO'S OF THE SEARCH PROCESS

- Do have a clean and easy to read resume
- Do be prepared for the interview; walk-in, dressed professionally, portfolio, pad or pen to take notes.
- Do have your 5-10 min introduction speech ready
- Do tell stories and maintain eye contact with the AD or Committee
- Do be prepared to answer hypothetical questions
- Do send “thank you” note or emails and follow ups
- Do show your personality, people want to work with people they like.
- **DO BRING ENERGY AND ENTHUSIASM, BUT ALSO SHOW HUMILITY!**



DON'TS OF THE SEARCH PROCESS

- **Don't** say anything negative about the former coach or the coach's philosophy
- **Don't** say you “want to be a head coach” (no kidding rule)
- **Don't** negotiate salary, incentives, benefits, prior to being offered the job
- **Don't** hand out materials or portfolio until the end of the main interview, unless referencing a specific document during the interview
- **Don't** be afraid to say “I do not know”

GOLDEN RULE

If you are a “jerk” as an assistant coach, trust us, this information will come out during reference calls

- Main reference calls: Sports Medicine staff, Academic Advisors, Strength & Conditioning coaches, Compliance staff, etc.