Vern Gambetta | Keynote Presentation
Coaching Excellence – Building champions in sport and life.

Introduction

It will be about learning lessons from the past and the present based on my experiences and observations during my career. It is designed to help us all build a better future. It will be about what I know and what I do not know. It will be about successes and failures and what I have learned from both. This will be about change - Why change, how to manage change, what to change, how to change and how to lead and innovate. This will be about my passion – coaching. A passion for excellence, no BS, no hype just good old fashioned teaching and training to guide people to be the best they can be. I hope you enjoy and learn from the presentation as much I have on this journey.

Core Beliefs – The Guiding Light

- Coach & Teach The Way You Would Want To Be Coached & Taught
- It Is Always About The Athlete
- Focus on the Process - The Pursuit Of Excellence Has It's Own Rewards
- Embrace and Lead Change
- Relentlessly Pursue Growth And Learning
- Use All Dimensions Of Communication
- Always Ask Why?
- Never Take No For Answer
- Less Is More - Simplicity Yields Complexity
- Be Passionate and Enthusiastic
- Be Humble

Innovation & Change

- Where will innovation come from?
- How will change occur?
- Is innovation and change necessary?
- Beware of the tyranny of dead ideas
  Build on the past and learn from it, don’t repeat it
  Too many coaches still act as if the world is flat!

- The Medici Effect
  Connect seemingly unrelated fields by stepping into the intersection of fields, disciplines or cultures
  Allows combination of existing concepts into a large number of new ideas
  Look at different disciplines and search for places where they intersect. At these intersections there is a myriad of new ideas and applications to be explored.

- Complexity Science
  The study of systems composed of many and varied parts that interact in complex and non-linear ways.
  Systems cannot be understood simply by understanding the parts - the interactions among the parts and the consequences of these interactions are equally significant.
• Change is a Constant
• Leading Change
• Instituting Change
  Outside the tent pissing in or inside the tent pissing out
• Managing Change
• 1% Rule
• “Walking the Stairway” - Success comes one step at a time

Communication

• Ability to communicate what you mean effectively might be the single most important element distinguishing average from excellent in coaching
• It not what you say - it is what they hear
• It is not what you write - it is what they read
• Verbal & Non Verbal - Body Language
• Dimensions
  Sending
  Receiving
  Being There

Sustained Excellence

• “You do not merely want to be the best of the best. You want to be considered the only ones who do what you do.” Jerry Garcia
• “A Champion is something you have been and can become – it is never something you are” Bjorn Daehlie
• Why is the Dinosaur Extinct?
  They were completely adapted!
• Why did the cockroach survive?
  They are adaptable
• Are you adaptable or adapted?
• Lessons from “Good to Great”
  #1 – First who – then what
  #2 – Confront the brutal facts and never lose faith
  #3 - A culture of discipline
  #4 – Use technology as an accelerator not a centrepiece
  #5 – Good to great does not happen overnight, it is a process

Time – Friend or Foe?

• Time Zones - Past >>> Present >>> Future
• 1440
• Be here now! In the moment
• Managing Time (“The Simplicity Survival Handbook” Bill Jensen)
  Say no more often
  Question more often
  Call Time Out and Whoa more often
• “The best way to predict the future is to invent it” Alan Kay
Experience

- Stand on the Shoulder of the Giants
- “Experience is not what happens to you; it’s what you do with what happens.” Aldus Huxley

Leading and Following

*Leadership consists not in degrees of technique but in traits of character; it requires moral rather than athletic or intellectual effort, and it imposes on both leader and follower alike the burdens of self-restraint.* ~ Lewis H. Lapham

- Leadership is complex, personal & relational
- You can’t lead if no one is following
- Leadership and management are not synonymous
- Lead by example
- Words are hollow

Winning and Losing

- If it only about winning then there can only be one winner
- Own the Podium
  - Just words
  - How do you own the Podium?
- “Win the workout”
- 110%?

Personal Productivity

- Achievement Zones
  - Comfort >> Performance >> High Performance >> Peak
- Mindset
  - Fixed
  - Growth
- Acceptable is not good enough, it must be exceptional
- ICE
  - Intensity
  - Concentration
  - Effort
- Often what you do not do is as important as what you actually do!
- Seek knowledge rather than information
- Specialize in being a generalist
- Get a mentor not a guru
Coaching

- Are you training them or are you coaching them
- Art or Science?
  Coaching is not something you do, it is something you are!
  Separate Beliefs and Mythologies from Facts and Best Practice
- How do you coach?
  Are you a Simplifier?
  Are you a Complexifier?
- Being a Generalist
  A generalist has the skill of making connections among seemingly unrelated information.
  It's not the links, but the linkages that make the system.
  The specialists focus on the links, generalists can stand back and see, in the bigger, "holistic" picture, how they work together
- In organizational life, you can have influence over others or you can have freedom from others, but you can't have both at the same time. Bob Sutton
- Start with what you know; then remove the unknowns
- Sometimes the best management is no management at all -- first do no harm! Bob Sutton
- 95 percent of any creative profession is shit work
- If everything is equally important, then nothing is very important
- Don't over-think a problem
- The rest of the world counts

Failure & Risk

- “Fail Forward” – Tom Peters
- Keep changing – whether you win or lose
- Know your weaknesses - and do something about them
- “You miss 100% of the shots you never take” Wayne Gretsky
- Believe in yourself – If it is to be, it is up to me!

Call to Action

- Be a leader not a follower
- Achieve mastery
- Beware of Sheep Walking
- Free the Lunatic Within!
- Take Care of the 98%
- Remember it is not about you or me, it is about the ATHLETE
- “There is more in us than we know. If we can be made to see it, perhaps, for the rest of our lives, we will be unwilling to settle for less.” Kurt Hahn

Conclusion

We are all fortunate to coach! So let's all insure that that we continue the quest for knowledge to allow our athletes to run faster, throw further and jump higher and longer. Be the best you can be, so that your athlete’s can be better.
Suggested Readings