12 LEADERSHIP PRINCIPLES
FOR INDIVIDUAL AND TEAM SUCCESS

by William Jurgens

1. Personal Development
   - Be Professional at All Times
   - Consistent Persistence (8) with Patience
   - Enthusiasm—Let your Passion Show
   - Adopt Core Values for a Winning Attitude, Respect for Others and Being Honorable (6)

2. Career/Academic Well-Being
3. Social Well-Being
4. Financial Well-Being
5. Physical Well-Being
6. Spiritual Well-Being
7. Caring and Helping Others Promotes Well-Being
8. Make the Right Choices
9. Have the Courage to Do What is Right
10. Build Trust—Make Sure Your Intent is Aligned with Your Team Members

3. Character/Integrity
   - Discipline On and Off the Field
   - Play, Laughter and Fun—Necessary for the Coach
   - Time Management—Figure Out How to Get It Accomplished
   - Prioritize and Concentrate Effort

4. Structured Environment
   - Maintain and Improve Equipment and Facilities to Show Pride and Desire to Be the Best You Can Be
   - Dress Team Members and Coaches to Reflect the Image You Want to Project
   - Use Signage (Branding) to Motivate and Show Pride in Program

5. Caring

6. Teacher
   - Develop a CULTURE of Academic and Athletic EXCELLENCE with Loyalty, Commitment, Persistence, Consistency, Patience and Determination
   - Explain, Demonstrate, Execute and Critique—Repeat, Repeat, Repeat (7)
   - Teach Lifelong Values - Coach-Up Every Team Member
   - Sportsmanship for Players and Fans - Maintain High Expectations
   - Proactive in Addressing Adverse Social Issues, i.e., Gambling, Alcohol, Drugs, Sexual Harassment, Academic Dishonesty, Bullying and Hazing

7. Recruiting/Hiring
   - Recruiting/Hiring the Right Person is the Most Important Responsibility You Have
   - Avoid Expendng Unnecessary Emotional Energy, and Hire Someone Who Fits Your Model
   - When Recruiting Team Members, Make Sure Recruits are a Strong Academic Fit; This Will Improve Their Athletic Success and Retention

8. Teamwork/Relationships
   - “Building a Team is About Building Relationships” (6)
   - Trust Your Team Members and Give Them Reasons to Trust You
   - Praise Individuals for their Contributions to the Team
   - Place Individuals in Roles that Best Serve the Team and Themselves

9. Competition
   - “Building a Team is About Building Relationships” (6)
   - Trust Your Team Members and Give Them Reasons to Trust You
   - Praise Individuals for their Contributions to the Team
   - Place Individuals in Roles that Best Serve the Team and Themselves

10. Continuous Daily Improvement
   - Listen to the Thoughts and Concerns of Team Members
   - Share with Players Your Expectations for Them, and Listen Carefully to Their Expectations of You
   - Review Role of Every Team Member
   - Review Team Goals and Develop Player Goals

11. One-On-One Communication
   - Develop a CULTURE of Academic and Athletic EXCELLENCE with Loyalty, Commitment, Persistence, Consistency, Patience and Determination
   - Explain, Demonstrate, Execute and Critique—Repeat, Repeat, Repeat (7)
   - Teach Lifelong Values - Coach-Up Every Team Member
   - Sportsmanship for Players and Fans - Maintain High Expectations
   - Proactive in Addressing Adverse Social Issues, i.e., Gambling, Alcohol, Drugs, Sexual Harassment, Academic Dishonesty, Bullying and Hazing

12. Planning
   - Competency
   - Role Model
   - Mastery of Job (4)
   - Mastery of Technical Skills
   - Must be Part of Your Planning Process
   - Have a Mindset to Improve at Every Practice

©2015 William Jurgens. All Rights Reserved.