

“Beyond Winning”
An Evening with Coach Don Meyer & Buster Olney
Youth Reach International
April 21, 2011
Gwinnett Marriott Place

Introduction – Buster Olney

- The most fun he had was covering the DLU vs. Belmont rivalry games, because those were good guys, they played hard & they tried to play the game the right way
- Buster learned something early on in life from his mother
 - “Appeal to a broader audience”
 - Quote from his mother – “Buster you have tremendous potential to be very boring” after relaying a blowout loss in Little League baseball to his mother
 - His family cares nothing about sports

Don Meyer

1. Service

- a. Please & Thank you
- b. Difference between Chick-Fil-A & everyone else
- c. John 13 – Washing feet, follow his example / influencing others – example is the only thing that matters

2. Team Building

- a. Shared Ownership
 - i. Our Team
 - ii. Not mine, me, or I
 - iii. “Cocky Pants” – nickname given by Carmen to a Coach in their league
- b. Shared Suffering
 - i. Must have tough practices
 - ii. Can’t baby a kid into toughness
- c. Individual Responsibility
 - i. The only time we use the word individual
 - ii. Football coaches say accountability because that’s all they can pronounce
- d. Collective Pride
 - i. George Will “Envy is the only one of the 7 deadly sins that doesn’t give the sinner a second of pleasure”

3. Mentoring

- a. Best way to help others is to help yourself
- b. Be a model & example
- c. “Cornell Notes” – line down the center, take notes on everything, put the things that will help you out to the side
- d. Learn – Always learn – Talk to Old People & Young kids (Heart of a child to get into heaven)



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- e. Do everything with God by your side (like Butler’s “Omni-Present” defense)

4. **3 Rules**

- a. Everyone takes Notes
- b. Everyone Picks up trash
- c. Everyone says Please & Thank you / Yes sir, No sir, Yes ma’am, No ma’am
 - i. “Buy in”
 - ii. You best player must be your hardest work
 - iii. Good team – 1 or 2 players do the dirty jobs on a great team – everyone does the dirty jobs
 - iv. Best player at Northern State after a loss in the tournament, he’s not on the bus. Coach goes to look for him & he’s in the locker room picking up trash
 - v. John Kimbrell –folded towels neatly at Belmont after a game. Left a note for Rick Byrd thanking him after the game. Byrd still remembers that to this day.

5. **Attitude**

- a. Talent A / Mindset A = Derek Jeter (Although as Coach says now, maybe he’s not because he wants more money & he can’t hit)
- b. Talent A / Mindset B = Coach Killers. Physically gifted, but doesn’t have the mindset to be great. Doesn’t know how to play the game.
- c. Talent B / Mindset A = Grinders. Butler’s Team. Love to play the game. They do 1 thing, 150 times to get it right. Coach Killers do 150 different things 1 time & never perfect it.
- d. C.C. Sabathia (Buster Olney)
 - i. would breakdown & cry on the mound in grade school. His mom would stand outside the dugout & point whenever he would do that, & tell him to go home.
 - ii. He was a sophomore in H.S. 6’8 250 lbs. They best at every sport. His mother keeps him out of basketball because he got a C in Spanish.
 - iii. He gets traded to play for the Brewers & he wants to pitch on 3 days rest, because his team is in the playoff hunt. His agent calls Management & pleads for him not to pitch. C.C. calls agent & says “NEVER DO THAT AGAIN. Now let me take you to dinner.” He’s an AA type of guy.

6. **Values**

- a. Matthew 25
- b. Coach K “How many sweaters do I need?” In response to taking the Lakers job.
- c. Process over Product / People over Products

7. **Roles**

- a. Define
- b. Understand
 - i. Steve Smiley, PG & MVP of Conference Tourney
 - ii. Couldn’t shoot 3’s, but he could handle & set screens
 - iii. He led his team & he was good at it



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c. Fulfill

8. Hiring

- a. Find out who their 3 best friends are & you can tell where they are going
- b. You can't tell the difference between an eagle & a buzzard when they are flying together
- c. “We push kids too fast” → “The car smells terrible but my kid is on a travel team”
- d. Leadership Secrets of Billy Graham (Book) → God loves all His Children, not just the ones that didn't tan up so well

9. F Words

- a. Faith – when lying flat on a hospital bed, that is all you got
- b. Family – Carmen is unbelievable.
- c. Friends – Pens from Coaches / former players
- d. Terrell Owens Reality show, gives a toast & uses the F word speech
 - i. Carter (Coach's granddaughter) says “TO stole grandpa's speech”
 - ii. Hutch says “Let the record show that this is the 1st time TO listened to a Coach
- e. “It don't cost nothing to be nice” Paul Bryant
- f. Do the right things for the right reasons, not because they are Easy, Convenient, or Popular

10. Gifts

- a. Find your unique talent that you get enjoyment from
- b. Develop that talent (No one pays for Average)
- c. Give that talent away...everyday!

Typical Coach Meyer jokes or Political Comments

- You know Buster is a Democrat because he always says that he is a registered independent
- Rob says that he was the 12th man, but that's a lie – we had a 15 man roster
- Referee leaves his phone in the locker room after a game. The coach of the team finds it & comes running out after the referee. He says “Hey ref, you left your phone in the locker room.” Referee says “How did you know it was mine???” Coach says, “I opened it up & it says 19 missed calls, so it had to be yours.”
- Gasoline is \$0.08 gallon in Saudi Arabia. North Dakota has more oil there than any other place on the planet. Why can't we just connect a line from ND to the main pipeline coming from Alaska???
- Toast joke:
 - Jerry is taken to the doctor. Doctor says Jerry's manhood is a bit small. The only way to correct it is to eat toast every day. Jerry gets up to go to the gym in the morning, but Carmen won't let him leave without eating toast. She has prepared toast that is stacked



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clear to the ceiling. Jerry grabs a big stack, but Carmen cuts him off & says “No! You only eat the first two & the rest is for your father!”

