

Herb Sendek  
Clinic Notes – 5/9/09

- Subtle labels of being a leader means a lot.
- Live in a state of gratitude
- Coaching is an awesome responsibility as a leader and to develop leaders
  - Some go into coaching to wear a nice suit or be on Sportscenter
- Fascinated with the art of communication
  - We are always communicating
- Live in a state of awareness
- Coach in a state of heightened awareness
- Two parts to communication: sender & receiver
- Speak loudly – though a whisper
- Know the pulse of the moment
  - What does this team need now?
- Dean Smith was a mystic – McDonald’s All-Americans
- John Chaney – underdogs, fighters, in it with you
  - Both were communicating to their teams
  - Let’s do what we do
- Through his whispers he spoke loudly
- Listen and see as coach
- Make the person you are talking to feel like the only person in the world
- Get information on your players so you can be aware of your team
- Tennis ball in a coconut – let the ball go to get your hand out
- What are the voices in your players’ ears?
- Head coach will tell an assistant to get with a guy he chewed out
  - Everyone sings the same song
- Building relationships with players:
  - Note in players locker
  - Nice grades
  - Rebound for them
  - Signs in the bathroom
  - Talk to every player
- When you make points in practice everyone must be listening
  - Standing still
  - Eye contact – stop speaking until you get eye contact
  - They hear a whisper better than a yell
    - Coach Wooden – a stubborn mule responds better to gentleness
- Assistants: no notes during scouting report – let the players know that the coaches knew their business
- Tim Grgurich – sweat with your players
- Riley’s Preparation:
  - Everything he would say was planned



- Prepare, prepare, prepare
- Communication before a game:
  - Angle you walk in
  - Speed you walk in
  - Posture you walk in
  - Volume of your voice
- Timeouts :
  - 1 thing on defense
  - 1 thing on offense
    - Repeat it
- Post Game:
  - The less said the better
- Office Hours:
  - Jerry Wainwrights office is like Disney Land
  - We want our players to come see us
- Find ways to have meetings with your players without having a meeting
  - Cafeteria
    - Our best times and most difficult times congregate around food
- Vinnie Del Negro
  - Did not play his first 2 years
  - Saw Coach Valvano very often
  - “when you’re good enough, Coach V will play you”
- Herb went to Turkey to learn more about the culture of the players he was recruiting
- Do you communicate with your player’s circle of influence?
  - Stay connected
- Anger is one letter short of Danger
- Servant Leaders
  - Where are you on a team picture
  - Do you drive
  - Do you sit in the back
- Two types of leaders:
  - Lets Everyone knows he’s important
  - Makes everyone feel like they’re important
- Everyone use their leadership skills
  - Every man his own captain
  - Everyone must lead
- Books:
  - Frank Luitz – “Not what you say; it’s what they hear”
  - Jerry Spen – “How to argue and win every time”
  - Dennis Waitley??? – “seeds of greatness”

