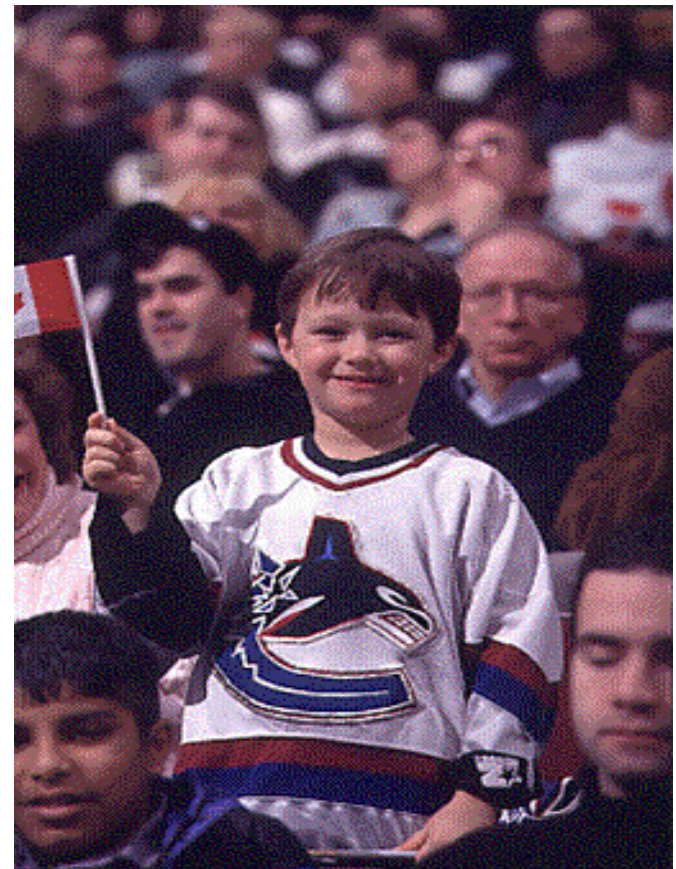


Building a Winning Program

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Develop Your Identity



- Write down what type of team you want to be in all areas. “See” the picture clearly.
- On Ice – practices and games
- Off Ice – conditioning, mental preparation, team building
- In the Community – with alumni, fans, charities, and minor hockey
- Treatment of special groups – families, parents, girlfriends, wives, children, employees of the team

Sell the Vision



- **Review the past (history/tradition).....establish the goals,identity and vision for the group**
- **Articulate the vision to the group and repeat it, repeat it, repeat it, throughout the year**
- **Convince people it is worth pursuing - appeal to their goals, interests, hopes, and dreams**
- **Know who your key players are and make sure they are on side**

Select Motivated People



- **Select motivated players and appeal to what excites them**
- **Highly motivated people all have 4 things in common.**
 - 1. They write down their goals**
 - 2. Have well thought out personal, career, travel and toys/adventure goals**
 - 3. Mobilize their goals**
 - 4. Review and evaluate**

Create a Winning Environment



- **Get rid of negativity**
- **Understand the Thomas Concept**
- **Use people's core strengths....“why they are valuable”**
- **Do the “right” thing...have a big picture focus**
- **Give everyone a significant role...demonstrate how they fit into the big picture**
- **Develop group chemistry...have a team building plan**

Create a Winning Environment



- **Recruit character and talent**
- **Surround yourself with good people and empower them ...loyalty is key**
- **Find leaders...and be responsible to develop leaders**
- **Have a strong relationship with your veterans...be demanding of this group but treat them with respect (role modeling)**

Build Self Esteem



- **Take an interest in their personal lives.**
- **Don't treat everyone the same...but be fair**
- **Acknowledge and reward those in lesser roles**
- **Don't lose confidence in your people when they struggle**
- **One of the most powerful dynamics in human relationships is you often get what you expect from people.**
- **Take time to celebrate victories...enjoy the moment**

Steer the Ship



- **Take time to teach “life lessons”...be a philosopher coach and get the payback later**
- **Stand firm and tall...willing to make tough decisions**
- **Take the heat...stick up for your players and staff**
- **Learn from adversity and help others do the same...these are great teaching opportunities**
- **Be a role model...have a long term impact**