

# IIHF Coaching Symposium

2009



***Be A Talent – Become An MVP***  
***Presented by: Wayne Fleming***

## Recognizing Talent

- The Obvious: Bobby Orr  
Wayne Gretzky  
Sidney Crosby  
Evgeni Malkin  
Alexander Ovechkin
- Their Exceptional Qualities: Instinct  
Skill  
Competitiveness  
Maturity

## Predicting – The Guess Work

- Age Level: A developmental process over time starting at the age of 12+ years
- Criteria: Heart  
Head  
Hands  
Feet
- Intangibles: Commitment to Personal Development  
Consistency  
Adaptability  
Accountability  
Leadership

## Planning an MVP Career

- Personal Development
- Physical Development
- Competitive Level of Play
- Coaching
- Parental Influence
- Education of the Complete Player
  - ✓ Steve Yzerman
  - ✓ Joe Sakic
  - ✓ Peter Forsberg



*“Identify character people.  
Empower them, make them  
accountable and they will  
deliver.”*

*~ Al Markin*

## **Development of an MVP**

### **Hierarchy**

- Build a strong relationship between coach and captains
- Establish a leadership group:
  - Regular communication to ensure leaders know where coach is coming from and where the team is at
  - This allows members of leadership group to develop collectively as well as individually
  - This also allows leadership group to deliver coach's and group's message to the team
- Ultimate goal:
  - Coach is able to turn the accountability factor over to the team and specifically to its MVP leaders

## Influence of Old Pro Players

- IF POSITIVE:**
- Valuable assets to the development of younger players
  - Must support coaching staff

- IF NEGATIVE:**
- Get rid of them quickly



## Coach's Role

*Educate your MVP(s) so that they have a huge role within the structure of the team and that along with that role comes a very difficult task that, at times, can only be achieved with*



# Personal Treatment

## COACH- PLAYER RELATIONSHIP:

- Be Honest – feedback
- Be Consistent
- Be Direct
- Be Demanding
- Be Supportive

## ROLE OF THE ASSISTANT COACH:

- Be Honest – trust factor
- Support the Message from the Head Coach
- Personal Relationship
- Daily Development





## Development Steps of a Rookie

A coach should...

- Give them an **OPPORTUNITY** to succeed: see what they can do (training camp)
- Allow them to play to their **STRENGTHS**
- Focus constantly on areas of improvement
- Recognize their learning curve:
  - Show increasingly more confidence in their abilities
- Develop **ACCOUNTABILITY**: a continuous process
- Identify **LEADERSHIP**: allow it to come out
  - Mike Richards, Philadelphia Flyers

## Development Steps of a Rookie

The player must...

- Build an **ATTITUDE** of excellence: his attitude is the most important factor in influencing his development and behaviour
- Be positive – take **RESPONSIBILITY** for his attitude
- Build an **APPRECIATION** for his uniqueness and individuality
- Identify his **STRENGTHS** and **WEAKNESSES** and work his plan to reach his full potential
- Surround himself with **POSITIVE PEOPLE**: let positive people infect him with enthusiasm

## Development Steps of a Rookie

The player must...

- **CHALLENGE** himself to be the most positive, hardest working person he knows
- Practice effective, positive **SELF TALK**: talk himself into being successful
- Visualize himself as **SUCCESSFUL**
- Set goals:
  - Set “**DREAM GOALS**”
  - Set “**PERFORMANCE GOALS**”



**COMMIT** to his goals – write them down

## How to Deal with Young Players

### **PRACTICES**

Quality preparation:  
provide them with  
the tools to succeed

**VS.**

### **GAMES**

Opportunity for success:  
provides feedback for

### **JUNIOR**

Create the foundation:  
the building blocks of  
development

**VS.**

### **PRO**

Continuous development:  
winning  
business

## How to Deal with Young Players

- Role in the **GAME**:
  - Fluctuates with development
  - They must understand their role and accept changing roles eg. Steve Yzerman
- Role on the **TEAM**:
  - Success requires individual skill and everyone buying into a common philosophy: *"Whatever it Takes to Win"*
  - Park the ego at the door
- Role as an **INDIVIDUAL**:
  - Ego vs. Selfishness
  - Accountability to teammates

## Development of an MVP Personality

- The elite player will automatically be acknowledged for superior skill level. However, a true MVP personality requires a combination of:

**ELITE SKILL**

**EXCEPTIONAL CHARACTER**

**STRONG LEADERSHIP**

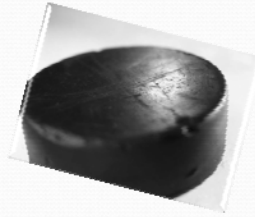
- To achieve this level, is a growing process for the player on an individual level as well as on a player-coach level with the ultimate goal being:

*"What is Best for the Team"*



## Development of an MVP Personality

*An MVP personality must learn to place the success of the team first and foremost and must be an integral part of ensuring all players, including himself, are held accountable for their performance and conduct both on and off the ice.*



## Expectations of an MVP

He continues to display an attitude of excellence by...

- Strong **LEADERSHIP**:
  - Leads by example
  - Composed and confident under pressure
- Consistency in his **EFFORT**:
  - Works hard
  - Works smart
  - Never quits
  - No short cuts
- Holding everyone **ACCOUNTABLE** – including himself

## Expectations of an MVP

He continues to display an attitude of excellence by...

- **SELF CONTROL** and **FOCUS**:
  - Reaction to a setback
  - Adaptability to stressful situations
  - Ability to control temper
- The **GO-TO GUY**: *The bigger the game, the better the player*
- **COMMITMENT** to his personal development on and off the ice
- The **VOICE** and **FACE** of the team: coach, players and media

*“Only the strong will succeed.”*

Mentally strong  
Physically strong