



AJAA Football Coaching Expectations and Philosophy

I) Coaching Goals We have three goals for the season:

- 1) Players will have fun; remember football is a game that is played because it is fun.
- 2) Players will learn the Avon High School Football schemes, including both Offense and Defense.
- 3) Players will work hard each day to become a better football player today than you were yesterday.

As a part of these goals, we emphasize the importance of leadership, positive attitudes, pride, and teamwork.

II) Goals of the AJAA Football Program

- 1) To ensure players have a positive and enjoyable football experience
- 2) To help players develop as people as well as players
- 3) To teach the correct fundamentals of the game to instill safety of all players
- 4) To increase the total number of football participants
- 5) To develop all players in the Avon High School Football curriculum

III) AJAA Football Coaches Directives

- 1) **TEACH!** It's not what we know that matters, it's what you can teach to our players that matters. Always give feedback to players during drills (90% positive).
- 2) **HAVE A PLAN!** Have a practice plan before you go out to the practice field. Know exactly what you are to do every second on the field.
- 3) **SET AN EXAMPLE!** Be an example for our players, regarding work ethic, preparation, and attention to details.
- 4) **DEMAND EFFORT!** Always expect and demand total effort from our players. Set the bar high but help them achieve it.
- 5) **PUT IN THE WORK!** We, coaches, must be willing to make a greater investment for our players to achieve greater results and rewards.

IV) Expectations of our Coaches

- 1) Be Organized. Adhere to the practice plans to ensure the intended task gets completed. Each coach should know what needs to be accomplished.
- 2) Be enthusiastic. Teach our players a love for the game. Show them the fun way to play football. Be sure to let our players know you enjoy working with them.
- 3) Be demanding. Always correct firmly and demand 100% effort.
- 4) Be able to communicate. Create a two-way communication with your players. Let your athletes know that you have faith in their ability to get the job done.
- 5) Be knowledgeable. Learn everything you can to best prepare your players. If you do not know something, the AJAA football committee and Avon High School coaches are always there to help in any capacity.
- 6) Be composed. Always conduct yourself with poise and control. Do not show stress, lead by example.
- 7) Be respectful. Gain respect by giving respect. Coach as you would like to be coached or how you would like your son to be coached.

Be prepared. Put your athletes in a position to win. Prepare yourself and your players for the toughest situations you will face. An athlete who is both mentally and physically prepared is a confident athlete.