



**Presenter: Dr. Bob Hill, CMAA**  
**Athletic Leadership by Design, LLC**





**W.I.N.**

**Working Intelligently to Navigate:  
Empowering Athletic Leaders in Middle and  
High School Athletics**



## **Workshop Purpose:**

**To enhance the leadership capabilities of athletic directors and coaches by promoting intelligent strategies for effective decision-making, communication, and program development through the W.I.N. framework:**

**Working Intelligently to Navigate.**



**Objective: To define and explore the W.I.N. framework as it applies to athletic leadership.**

**Key Points:**

- **W - Working:** Emphasizes diligence, teamwork, and commitment.
- **I - Intelligently:** Focus on smart strategies, informed decisions, and emotional intelligence.
- **N - Navigate:** Emphasizes adaptability, goal-setting, and strategic planning.



## "W.I.N. Moments"

Share a personal coaching win and what made it successful.



## Leadership in Athletics

Objective: Build leadership awareness and strategies for effective influence and inspiration.

### Key Topics:

- Vision-driven leadership vs. reactive leadership
- Building culture: Modeling respect, discipline, and accountability
- Effective communication with athletes, parents, and administration



## Scenario Discussion:

"You are the Head Coach" - Responding to real-life leadership dilemmas in a group.

Quote: "Leadership is not about being in charge. It's about taking care of those in your charge." — Simon Sinek



## Logic and Reasoning in Coaching

Apply logic and reasoning to daily decision-making in athletics.

### Key Topics:

- Balancing emotion with fact in decision-making
- Managing parent/player conflicts with reason
- Building evidence-based practice routines





## Strategic Navigation & Intelligent Planning

Objective: Use intelligent planning and adaptable strategies to build sustainable, winning programs.

### Key Topics:

- Developing long-term and short-term goals for programs
- Emergency planning and program continuity
- Handling adversity and team setbacks with resilience
- Build a "Season Strategy Map" - Create a roadmap for coaching success from pre-season to post-season.



To solidify W.I.N. principles into daily coaching habits.

Key Takeaways:

- Leadership grounded in service and example
- Intelligent choices rooted in logic, not emotion
- Navigational strategies for long-term success



THAT'S MY TIME, AND I THANK YOU FOR YOURS!

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