

NORTH DAKOTA STATE FOOTBALL **ND BANKERS** **ASSOCIATION**

COACH TIM POLASEK



2012 • GUS BRADLEY



“YOU NEED A PHILOSOPHY”

- ▶ COMPETE AND IMPROVE WITH URGENCY, PASSION AND ENTHUSIASM — WITH A FOXHOLE MENTALITY TO PROTECT THE TEAM AND WHAT THE PROGRAM STANDS FOR.
- ▶ SETTING GOALS AND EMBRACING THEM LEADS TO BEING EMOTIONAL ABOUT RESULTS.
- ▶ 5-YEAR AND 10-YEAR PLANS STAY AT THE FOREFRONT OF LEADING.
 - KIRK FERENTZ — “WHAT IS YOUR 5-YEAR PLAN?”
- ▶ JUST DO THE JOB AND GOOD THINGS WILL HAPPEN. DOMINATE THE ROLE.



WHO ARE YOU AS A TEAM MEMBER?

BALANCE	FITNESS/PHYSICAL	PASSION	STRUCTURE
FUN	TOUGHNESS	COMMITMENT	ACHIEVEMENT
QUALITY	COURAGE	KNOWLEDGE	VOLUNTEERISM
GROWTH	EFFICIENCY	AUTHORITY	DISCIPLINE
RECOGNITION	PERFECTION	INDEPENDENCE	LEGACY
COMPETENCE	WISDOM	EFFECTIVENESS	ACCOUNTABILITY
SELFLESSNESS	INTEGRITY/TRUST	FAIRNESS	URGENCY
LOYALTY	CREATIVITY	MONEY/WEALTH	SERVICE

03



IN THEIR OWN WORDS

NATHAN HAYES
GROWTH · PASSION · EFFICIENCY

DONOVAN WOOLEN
PASSION · ACHIEVEMENT · PERFECTION

DEVIN KLIEMAN
PASSION · COMMITMENT · SELFLESSNESS

TRISHA SHANNON
COMMITMENT · LOYALTY · SELFLESSNESS

NOAH CARLSON
ACCOUNTABILITY · LOYALTY · DISCIPLINE



TRANSACTIONAL **vs** RELATIONAL

WHO DO YOU PLAY FOR? WHO DO YOU WORK FOR?

► BUY IN AND INVEST IN THE PEOPLE AROUND YOU — THE ORGANIZATION YOU'RE PART OF HAS TO BE BIGGER THAN YOURSELF.

— BEING A BISON IS COOL — 5 YEARS, 4 YEARS, OR 10 MONTHS AT A TIME.

► IT'S AN HONOR TO WORK TOWARD SOMETHING BIGGER THAN JUST THE JOB.

► YOUR ROLE, MY ROLE IS VALUED — WE RESPECT ALL AND GENUINELY APPRECIATE EVERYONE'S ROLE ON THE TEAM.

► EVERYONE OWNS THE ATTITUDE: IT'S MY JOB TO GROW THE ROLE.

► COACHES LOVE COACHING THE GUYS WHO WANT TO BE COACHED.

COACH ME, **COACH!**

I WANT TO BE GREAT!

THE GUYS WHO WANT TO BE COACHED ARE
THE ONES WHO GROW.





NON-NEGOTIABLES

CORE VALUES ARE THE DRIVING FORCE TOWARD WINNING THE DAY. WE WILL NOT LOSE SIGHT OF THEM.

THE PROGRAM: ERIK KAPITULIK / JAKE MACDONALD (WILEY)

01

COMPETE

TAKE PRIDE. LOVE TO COMPETE.

02

IMPROVE

WIN THE NEXT OPPORTUNITY.

03

TOUGH

All-the-time thing. 1 / 0.



COMPETE

- ▶ BRING ON THE COMPETITION — TAKE PRIDE IN YOUR WORK.
- ▶ VALUE COMPETITION. LOVE TO COMPETE.
- ▶ BE SURROUNDED BY ULTRA-COMPETITIVE PEOPLE — THE ORGANIZATION IS LOOKING FOR THE BEST COMPETITORS.
- ▶ COMPETE IN ALL ACTIVITIES AND FUNCTIONS.
 - BE 1ST. BE YOUR BEST. BETTER YOUR BEST.
- ▶ WE FIND SUCCESS WHEN WE COMPETE AS INDIVIDUALS, WITHIN UNITS, AND AS A TEAM.



WHO ARE YOU?

01 SURVIVOR

02 COMPETITOR

03 TRUE COMPETITOR

04 DOMINATE COMPETITOR

WHAT DO YOUR TEAMMATES THINK YOU ARE?



SURVIVOR

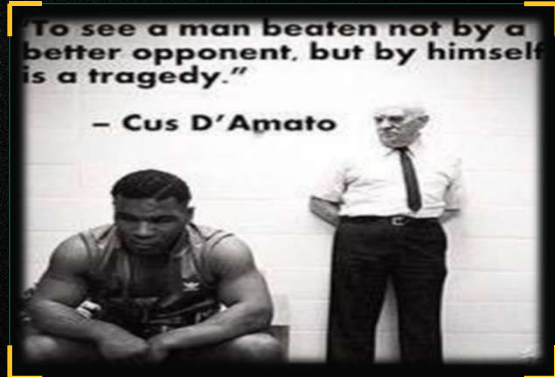
A MINDSET OR APPROACH TO PERFORM AT
A LEVEL — JUST ENOUGH — TO GET BY





COMPETITOR

PICKS AND CHOOSES WHEN TO MAXIMIZE HIS OR HER ABILITIES. INFLUENCED BY EXTERNAL MOTIVATORS.



TRUE COMPETITOR

MAXIMIZES ABILITY REGARDLESS OF OUTSIDE INFLUENCES — BY CAPTURING EVERY SINGLE OPPORTUNITY THAT COMES





DOMINATE COMPETITOR

A TRUE COMPETITOR WITH THE ABILITY TO
EXTEND THEIR INFLUENCE, IN A POSITIVE
WAY, TO THOSE AROUND THEM.



IMPROVE

- ▶ IMPROVEMENT IS THE FOCUS — LEADERS MUST BELIEVE PEOPLE WILL GET BETTER.
- ▶ DOMINATE THE PROCESS SO YOU CAN GO 1-0. FOCUS ON WINNING THE NEXT OPPORTUNITY — ATTACK THE PROCESS, EXPLODE INTO THE DAY.
- ▶ WE WANT INTERNALLY MOTIVATED PEOPLE.
- ▶ CONSISTENT IMPROVEMENT BUILDS CREDIBILITY & TRUST = PLAYING TIME, GROWING ROLES, MORE OPPORTUNITIES.
- ▶ IN HIRING AND RECRUITING WE LOOK FOR PEOPLE WHO LOVE TO BE COACHED.
- ▶ GROWTH ONLY HAPPENS WHEN WE EMBRACE ADVERSITY AND TOUGH TIMES.

CORE VALUES · 02

IMPROVE

I MAY NOT
BE PERFECT
BUT
WATCH ME
IMPROVE

GYMAHOLIC

GA

CORE VALUES · 03

TOUGH



- ▶ BE PHYSICALLY TOUGH ON THE FIELD AND IN TRAINING.
 - 6 AM RUNS, 6 AM LIFTS. PRACTICE, DRILLS, SCRIMMAGES.
 - GOAL #1 EVERY YEAR — LEAD THE COUNTRY IN PHYSICALITY.
- ▶ MENTALLY TOUGH WHEN CONFRONTED WITH ADVERSITY — ALWAYS MAKE THE LONG-TERM DECISION.
- ▶ LONG-TERM DECISIONS ARE MADE FOR THE NAME ON THE BACK OF YOUR JERSEY, THE ORGANIZATION, AND THE TEAM.
- ▶ YOU EITHER ARE OR YOU ARE NOT (1 / 0). TOUGHNESS IS AN ALL-THE-TIME THING.
- ▶ WITHIN THE ORGANIZATION, WE MUST FIND A WAY — TOGETHER.



MURPHY'S LAW

WHAT CAN GO WRONG WILL GO WRONG AT THE WORST POSSIBLE MOMENT

- ▶ DO YOU SLEEP THROUGH THE STORMS?
 - DO YOUR PREPARATION AND JOB SO WELL THAT YOU CAN.
- ▶ LEARN TO LOVE TOUGH TIMES. EMBRACE THE DIFFICULT.
 - THE DIFFICULT IS WHERE GROWTH HAPPENS.



THE STANDARDS

A STANDARD IS A SET LEVEL OF ACCEPTABLE BEHAVIOR THAT REINFORCES OUR CORE VALUES. OURS ARE EASILY UNDERSTOOD, DEFINED, ACTIONABLE, AND BEHAVIOR-BASED.

NDSU PLAYERS LEAD THE PROGRAM — WE EXPECT THEM TO HOLD EACH OTHER ACCOUNTABLE.

1	URGENCY
2	PASSION & ENTHUSIASM
3	BE A GREAT TEAMMATE
4	REPRESENT THE PROGRAM
5	FINISH

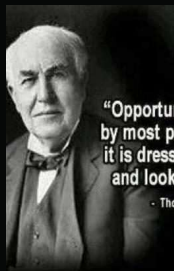


URGENCY

- ▶ HAVE A “CAN’T WAIT” ATTITUDE FOR ALL TASKS.
- ▶ YOU CAN’T STOP TIME — VALUE YOUR OPPORTUNITY. THE SUN COMES UP AND GOES DOWN.
 - DID YOU EXPLODE INTO THE DAY? WERE YOU PROFITABLE? ARE YOU IN BUSINESS OR NOT? (TOM MOORE & NFL)
- ▶ NO TIMELINE MINDSET — IT’S ABOUT RIGHT NOW. OPPORTUNITY IS COMING; BE READY TO CAPITALIZE.
 - ATTACK THE PROCESS VS. TRUST THE PROCESS.
- ▶ GET TO THE FACILITY EARLY — “SWEEP THE SHEDS.”

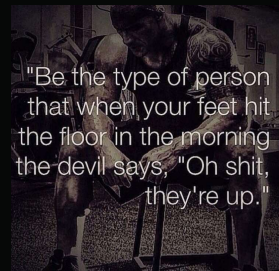
URGENCY / OPPORTUNITY

SHOW UP. COMPETE. IMPROVE. BE READY WHEN YOU GET YOUR OPPORTUNITY.



“Opportunity is missed by most people because it is dressed in overalls and looks like work.”

— Thomas Edison



“Be the type of person that when your feet hit the floor in the morning the devil says, “Oh shit, they’re up.”



PASSION & ENTHUSIASM

- ▶ BE ENERGETIC AND ENTHUSIASTIC WITH WHAT YOU'RE DOING AND THE DAY'S ACTIVITIES.
- ▶ SHOW PRIDE IN THE ORGANIZATION DAILY — BISON PRIDE.
- ▶ GREAT BODY LANGUAGE: CHIN UP, CHEST OUT. HAVE A PRESENCE. BE THE BEST VERSION OF YOURSELF.
 - ALWAYS ADD TO THE ENVIRONMENT — NEVER STEAL SOMEONE'S JUICE. INSPIRE SOMEONE.
- ▶ BIG BODY LANGUAGE SIGNALS THAT WHAT I'M DOING — AND THIS ORGANIZATION — IS IMPORTANT.

BIG BODY LANGUAGE

CHIN UP. CHEST OUT. PRESENCE. IT TELLS EVERYONE THIS MATTERS.





BE A GREAT TEAMMATE

TEAMMATE VS. FRIEND

FRIENDS

- SMALL GROUPS THAT COMPLAIN AND SUPPORT MEDIOCRITY.
- ALWAYS CARE ABOUT WHAT THE GROUP THINKS OF THEM.

TEAM PLAYERS

- HOLD EACH OTHER TO THE CORE VALUES AND STANDARDS. THEY SPEAK THE TRUTH.
- CARE ABOUT EACH OTHER'S PERFORMANCE — LIFT EACH OTHER UP.
- RESPECT AND VALUE EVERYONE.

BETTER PEOPLE MAKE BETTER BISON! WE, US, & OUR — TEAM · TEAM · TEAM

THE WARNING

CRAB MENTALITY

DON'T BE THE CRAB THAT PULLS OTHERS BACK DOWN INTO THE BUCKET. REACH UP, AND PULL YOUR TEAMMATES UP WITH YOU.



Crab Mentality



REPRESENT THE PROGRAM

IN A PROFESSIONAL MANNER

- ▶ POSSESS A GENUINE APPRECIATION AND RESPECT FOR THE ROLE EVERYONE ASSOCIATED WITH THE ORGANIZATION HAS.
- ▶ HAVE A WILLINGNESS TO GIVE BACK TO THE COMMUNITY, SUPPORT, AND CUSTOMERS.
 - BE WILLING TO SELL THE ORGANIZATION IN A POSITIVE MANNER AT ALL TIMES.
- ▶ EYES UP WHEN WE'RE OUT IN THE COMMUNITY — ENGAGE IN GENUINE CONVERSATIONS, MAINTAIN GREAT PRESENCE.
- ▶ HAVE THE ATTITUDE THAT YOU'RE ALWAYS REPRESENTING SOMETHING BIGGER THAN YOURSELF — A BISON FOOTBALL PLAYER 100% OF THE TIME.

IN THE COMMUNITY

ALWAYS REPRESENTING SOMETHING BIGGER THAN YOURSELF





FINISH

- ▶ STRAIN TO GET THE LEAD. (PATRIOTS, 2019)
- ▶ OUR ENTHUSIASM AND PRIDE MUST SHOW UP IN HOW WE FINISH EVERYTHING — BISON PRIDE.
- ▶ LEARN HOW TO KNOCK DOWN TASKS — DO IT WITH AN UNCOMMON MENTALITY.
 - DISCIPLINE = FREEDOM. (JOCKO)
- ▶ STRAIN TO FINISH EVERYTHING — DON'T JUST PUNCH THE TARGET, PUNCH THROUGH IT!



PHILOSOPHY & APPROACH

VALUE THE PROCESS

ABC — ALWAYS BE CLOSING.

- ▶ BUILD STRONG RELATIONSHIPS — GET PLAYERS ON CAMPUS, BE A GREAT ON-CAMPUS RECRUITER. CAN'T JUST SAY FAMILY, SHOW IT.
- ▶ DEVELOP THE BIG BOARD WITH DEFINED TIMELINES: LOCATE, EVALUATE, RECRUIT, CLOSE.
- ▶ RECRUIT PLAYERS WHO FIT THE CULTURE AND LIFT IT.

RELATIONSHIPS

WORK AT IT.

- ▶ COMMUNICATE WITH COACHES, RECRUITS AND PARENTS. KNOW THE PROSPECT'S PEOPLE.
- ▶ SOCIAL MEDIA HELPS, BUT IT CAN'T BE THE PRIMARY AVENUE.
- ▶ GET FAMILIES ON CAMPUS MULTIPLE TIMES — EVERY VISIT, THEY BECOME PART OF THE PROGRAM.
- ▶ SHARED CORE VALUES = THE PROGRAM'S BEST.

THE RECRUIT

KNOW THE DETAILS.

- ▶ KNOW THE DETAILS OF THE RECRUIT'S NETWORK.
- ▶ EVALUATE: JUNIOR FILM, CAMPUS VISIT, SPRING EVAL — SEE MOVEMENT SKILLS AND STRENGTH.
- ▶ DOES HE FIT THE BASELINE FOR HIS PROJECTED POSITION? IF NOT, WHY IS HE ON THE BOARD?



AREA APPROACH

▶ BE KNOWN IN YOUR AREA

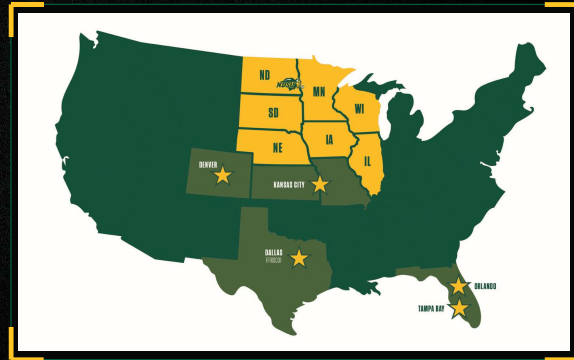
- SELL THE PROGRAM. GENUINE RELATIONSHIPS WITH COACHES — THEY'LL SELL FOR YOU. FIRST-CLASS, ALWAYS.

▶ KNOW YOUR AREA

- BE THOROUGH. FOLLOW UP ON EVERY LEAD — HARVEST YOUR CROPS. KNOW YOUR COMPETITORS.

▶ KNOW YOUR PROSPECTS

- THE BEST = TALENTED AND SHARE CORE VALUES. GET ALL CONTACT INFO. STAY AHEAD — 27, 28 PROSPECTS. KNOW WHO IMPACTS DECISIONS.



BE TRUE TO IT

- ▶ BEING PART OF A TEAM AND SOMETHING BIGGER THAN YOURSELF IS COOL — TRANSACTIONAL VS. RELATIONAL.

- ▶ COMMUNITY CAN STILL BE AT THE FOREFRONT, AND IT MATTERS.

- ▶ ESTABLISH NON-NEGOTIABLE CORE VALUES FOR YOUR ORGANIZATION AND YOURSELF — BE TRUE TO THEM DAILY.

- ▶ ESTABLISH STANDARDS FOR YOUR ORGANIZATION AND YOURSELF THAT UPHOLD YOUR CORE VALUES.

■ THE MINDSET

BE ALLERGIC TO THE BIG MEAL

*SUCCESS CAN MAKE YOU COMFORTABLE.
STAY HUNGRY.*



■ STAY HUMBLE & HUNGRY

GO HOME AND EAT CRUMBS

*THE LITTLE THINGS, DONE EVERY DAY,
BUILD A PROGRAM.*

