

VANCOUVER



**HOCKEY**  
with **HEART**

# Building a Team Identity

Presented by

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COACH

**HOCKEY**  
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— [ Focus on your group

— [ Measure success daily!

— [ Short term goals before long term goals

— [ What did I do to help this player for the next coach?

— [ 1) Habits    2) Does he enjoy the game more?

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## COACH

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Coach needs credibility in order to lead!

What do you Model... Standards / Beliefs / Core Values

History 1) What have you done before? 2) What have you done lately?

Who do you surround yourself with... Trust... Competence

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## KEYS IN MINOR HOCKEY

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- [ 1) Communication--With Players and Parents, clearly explaining seasonal plan and roles
- [ 2) Identity as a team--How you play
- [ 3) Core Values--What you believe in, and how you present yourself

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# JR HOCKEY VS MINOR HOCKEY

**HOCKEY**  
with **HEART**

— [	50 man list-five year	Two year
— [	European Draft	Community based
— [	Bantam Draft	Affiliation
— [	Trades/ Free Agents	Set Roster
— [	Identities to be defined	Identities are largely
— [		predetermined

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## TEAM FIRST MENTALITY

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— [ “The Nashville Predators have a few simple rules centered around doing the right things. We have always operated with a team first mentality and philosophy. Violating team rules is not fair to our team and their teammates.” David Poile....GM

— [ “The Nashville Predators are about a team. The Nashville Predators are about accountability. The Nashville Predators are a team where you expect certain behaviours and rules to be followed. They weren't and there consequences, plain and simple.” Barry Trotz....

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## WORKING/MANAGING PARENTS

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- [ WHAT IS IMPORTANT TO YOU AND YOUR PROGRAM
- [ Discipline and how it will be handled
- [ Times you want players at games or practice
- [ Dress code
- [ Conduct of players while traveling or in hotels
- [ Ice time for games
- [ Conduct for parents....the kids are watching

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## CORE VALUES

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### YOU ARE THE LEADER

Sportsmanship

Teamwork

Work Ethic

Discipline

Perseverance

School

Trust

Respect

Handling both winning and losing

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## TEAM IDENTITY

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- [ TELL PLAYERS/PARENTS WHAT YOU EXPECT FROM TEAM
- [ Who we are!
- [ How do we want to be known!
- [ How we want to play the game!

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## HAVE A ROAD MAP

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### WHAT YOU MUST DO

Be on time

Have a plan..Be prepared

Be consistent..Build trust

Believe in your players..Be concerned about  
players having success.. Care

Model Growth

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## DEVELOPMENT STRATEGY

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— [ Hockey is a game of mistakes--let go of the steering wheel--patience--continuously teaching

— [ Repetition--Look away

— [ Teaching up--highest common denominator

— [ Stay the course

— [ Resources--be a mentor, find a mentor

— [ Cross ice games

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## PRACTICES

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— [ Key time to lay the foundation of Team Identity

— [ Set the standards--Execution and Effort

— [ Details are key--Reinforce their strengths and aware of areas that they can improve

— [ Different players learn differently--use all mediums

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## PRACTICE

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Atom/Pee Wee... Sell on Skill  
Development...Skating, Passing, Shooting, I like  
Stations... Active Player = Active Mind

Focus more on concepts...Support, Entries, Puck  
Protection

Start to teach hockey I.Q. ... Read and React

Don't surrender to pressure of parents to be a Jr.  
Team...Details will create Winning

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## PRACTICE

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- [ Bantam/Midget...Skill, Competitive, Details, Good Habits, Team Development
- [ Systems, Concepts, Special Teams, FO Plays
- [ Hockey I.Q... House League / Rep Team
- [ Prepare the player to be a useable player for his next coach...can the player keep his focus...is the player coachable
- [ Learn the plan...Execute the plan

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## GAMES

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— [ This is the time players have the opportunity to take ownership of the team

— [ Reinforce your identity and culture

— [ Separate one game from another--Motivational twist

— [ Preparing for opponent and focusing on your own play

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## TEAM BUILDING

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— [ Keep pounding your Identity in

— [ Dry land or off ice training

— [ T-shirts with slogans

— [ Inspirational Videos / Special Events

— [ Have fun--Build trust, games, challenges, problem solving

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## JUNIOR & MINOR HOCKEY

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Booth groups want to have good season

Players get better---GROWTH

Team gets better---GROWTH

Coach gets better---GROWTH

Both groups get ready for the next season

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