



# 56th National Athletic Directors Conference & Exhibit Show



## ***DEVELOPING & LEADING A CHAMPIONSHIP COACHING STAFF***

**Kyle LeMieux, CMAA**  
Waukesha West HS (WI)

**Becky Craig**  
Leander ISD (TX)



# Our Game Plan

- 1) Setting Your Foundation**
- 2) Staffing & Professional Development**
- 3) Feedback & Mentorship**
- 4) Leading Through Relationships**



# Hello!

**Becky Craig**

**Senior Director of Athletics**

**Leander Independent School District**



# BECKY'S JOURNEY



## STUDENT - ATHLETE

**LUBBOCK CORONADO HIGH SCHOOL**  
BASKETBALL & TRACK  
**LUBBOCK CHRISTIAN UNIVERSITY**  
BASKETBALL

## TEACHER/COACH

MIDLAND LEE HIGH SCHOOL  
LUBBOCK CORONADO HIGH SCHOOL  
CEDAR PARK VISTA RIDGE HIGH SCHOOL  
FRISCO REEDY HIGH SCHOOL  
FRISCO MEMORIAL HIGH SCHOOL



COMING 2026

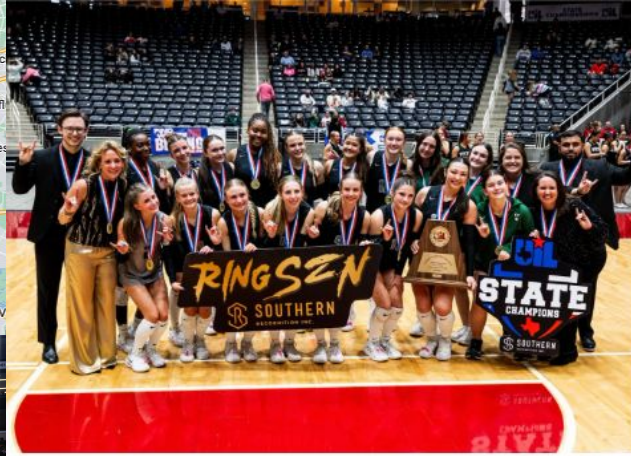
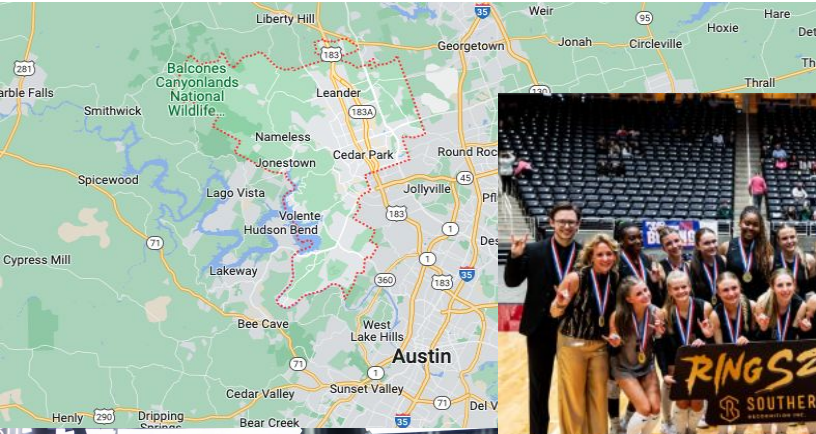
## EDUCATION

**TEXAS TECH UNIVERSITY**  
CORPORATE ORGANIZATIONAL COMMUNICATION  
**LAMAR UNIVERSITY**  
M. EDUCATIONAL ADMINISTRATION

## ADMINISTRATOR

**FRISCO ISD**  
ASSISTANT ATHLETIC DIRECTOR  
**LEANDER ISD**  
SENIOR DIRECTOR OF ATHLETICS

# LEANDER ISD



- ◆ 15 Secondary Campuses
- ◆ 6 High Schools
  - 6A: Vandegrift, Vista Ridge
  - 5A: Cedar Park, Glenn, Leander, Rouse
- ◆ 1st in Lone Star Cup: 6A
  - Vandegrift
- ◆ 3rd in Lone Star Cup: 5A
  - Cedar Park
- ◆ 9 Middle Schools
- ◆ 30 Elementary Schools
- ◆ 350 Coaches
- ◆ 10,000 Athletes
- ◆ 15 HS Sports, 6 MS Sports, PE K-12
- ◆ 3 Regional Football Stadiums





# Hello!

**Kyle LeMieux, CMAA**

**Associate Principal/Athletic Director  
Waukesha West High School**



# KYLE'S JOURNEY



**STUDENT - ATHLETE**

**MUKWONAGO HIGH SCHOOL**

FOOTBALL, BASKETBALL,  
TRACK & FIELD, BASEBALL



**TEACHER/COACH**

**WAUKESHA NORTH HIGH SCHOOL**

YOUTH & HIGH SCHOOL COACH  
PHYSICAL EDUCATION TEACHER



**EDUCATION**

**UNIVERSITY OF WISCONSIN-MADISON**

B.S. KINESIOLOGY

M.S. ED LEADERSHIP & POLICY ANALYSIS



**ADMINISTRATOR**

**WAUKESHA WEST HIGH SCHOOL**

ASSOCIATE PRINCIPAL/  
ATHLETIC DIRECTOR



# WAUKESHA WEST HIGH SCHOOL



- ❖ 1,180 Students
- ❖ 12% w/ IEP
- ❖ 3% ELL
- ❖ 21% F/R Lunch
- ❖ 3 HS District
- ❖ 30 min West of Milwaukee, WI
- ❖ Classic 8 Conference
- ❖ Exceeds Expectations on State Report Card





# Your Take

**What do you think of when you hear  
“Championship Coaching Staff”?**



# That's Me!

**If the next statement describes  
you, please stand and shout:**

***THAT'S ME!***



# Build Your Foundation

## BUILDING CHAMPIONS FROM THE INSIDE OUT

- ❖ Build Positive Relationships
- ❖ Create a Shared Mission/Vision – Starts With Your “WHY”
  - Leander Vision: *To prepare our student-athletes to lead, succeed, and positively impact their communities.*



# Build Your Foundation

**DO YOU  
HAVE A  
“TED  
LASSO”  
PURPOSE?**





# Build Your Foundation

## BUILDING CHAMPIONS FROM THE INSIDE OUT

- ◆ Consistent & Efficient Communication
- ◆ Clear & Concise Expectations For All Staff Members
- ◆ Alignment Between Campuses & District





# Build Your Foundation

## WIN IMPRESSIVELY

- ❖ Onboarding Coaches Into Your Culture – First Conversation
- ❖ Owning Your Brand – Don't Settle
- ❖ Blessings & Curses of High Expectations



# Build Your Foundation

## WIN IMPRESSIVELY

- ❖ Rules vs. Standards – What Are You In Pursuit Of?
- ❖ Championship Mentality





**BELIEF IS  
POWERFUL**

# Build Your Foundation





# Build Your Foundation

**WHAT IS ONE PHRASE THAT DESCRIBES  
YOUR COACHING CULTURE?**



# Hiring

- ◆ **District Standard**
  - **Coaches that align with what we value**
- ◆ **Consistent processes**
  - **MS Coordinators, Asst. Coaches, Head Coaches, HS Coordinators**
- ◆ **Hire the right “fit” for the role and campus**
  - **The “IT” factor**





# Hiring

## ESSENTIAL COACHING QUESTIONS – JOE EHRLMANN

- ❖ Why do I coach?
- ❖ Why do I coach the way I coach?
- ❖ What does it feel like to be coached by me?
- ❖ How do I define and measure success?

**YOUR WHY TELLS WHAT YOU WILL DO NEXT!**



# Hiring

## PROCESS MATTERS

- ❖ Consistency – Best Practice & Avoid Legal Issues
- ❖ Reward What You Value – Purposeful Questioning
- ❖ Hiring Is Not a Democracy – Advisory With Your Final Call
- ❖ Those Who Can Handle a Rigorous Hiring Process...
- ❖ Projecting Future Growth



# Roles & Responsibilities

**CHAMPIONSHIP TEAMS ARE MADE BY BUILDING CHAMPIONSHIP TEAMMATES!**

- ❖ **Create a model that works for your organization**
  - **Needs assessment**
- ❖ **Be intentional with staff and responsibilities**
  - **Clear expectations**
- ❖ **Build systems of consistent support**
  - **Chain of command**
- ❖ **Create opportunities for success**



# Professional Development

## GROWTH & MODELING FROM THE TOP DOWN

- ❖ Purposeful Meetings With Agendas & Norms
- ❖ Leverage the Limited Interactions You Have!
- ❖ Sharing of Ideas – In Person & Virtual
- ❖ Empowering Coaches
- ❖ What's Your Coaches PD Vibe?



# Coach Mentoring

## WAUKESHA WEST MODEL

- ❖ Cycles of Support
- ❖ Timely Topics
- ❖ Lead Coaching Mentor

## WAUKESHA WEST COACH MENTORING



MEETING CYCLE	SUMMER	ONE MONTH PRIOR	TWO WEEKS IN	ONE MONTH REMAINING	END OF SEASON
	PLANNING FOR SUCCESS	SETTING THE STAGE	MANAGING THE TIDAL WAVE	ENDING WELL	VICTORY & GROWTH
HEAD COACH					
ASST COACHES					
LEAD MENTOR					
ATHLETIC DIRECTOR					

PROGRAMS GET BETTER WHEN  
COACHES GET BETTER!





# Student Surveys

## ❖ Formative Checkpoints ❖ Measure What Matters

### Team Connectedness

Connectedness and belonging are key drivers of individual and team performance. Research shows that when athletes feel connected—to teammates and coaches—they develop a stronger sense of belonging and invest more in the team, school, and community. Highly connected programs consistently perform at higher levels on and off the field.

Connectedness Marker	Score (/10)
I do not fear making mistakes in practice and contests because I know my coach focuses more on learning and growth than perfection and winning.	8.6/10
My coach values my unique skills and talents.	9.1/10
When I make a mistake and coach corrects me or instructs me, I feel encouraged to improve and try again.	9.4/10
It is easy to ask my teammates and coaches for help when I'm struggling.	9.6/10
My coach consistently respects and values players' input.	9.7/10
My coach fosters an encouraging environment where every team member feels heard and appreciated.	9.9/10
Coach encourages us to bring up challenging and difficult issues about the team throughout the season.	9.8/10
I love being part of this team.	9.6/10
<b>Overall Team Connectedness Score</b>	<b>9.5/10</b>



# Leading Through Relationships

## POSITIVE RELATIONSHIPS OPEN DOORS

- ◆ Elite Leaders Are Elite Listeners
- ◆ “Meetings Before Meetings” Set Up Everyone For Success
- ◆ Be Honest & Consistent
- ◆ Build Trust Everyday



# Leading Through Relationships

**FILL THE  
MARBLE JAR**





# Leaders Lead

**GETTING BETTER ISN'T FOR EVERYONE..  
AND NEITHER IS WINNING.**

**—JEREMY BOONE**



# Leaders Lead

**IN THE END, AS A LEADER, YOU WILL ALWAYS  
GET A COMBINATION OF TWO THINGS –  
WHAT YOU CREATE, AND WHAT YOU ALLOW.**

**–DR. HENRY CLOUD**





# Thanks!

Any **questions?**



**KYLE LEMIEUX, CMAA**  
WAUKESHA WEST HIGH SCHOOL  
ASSOCIATE PRINCIPAL/ATHLETIC DIRECTOR

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*Activities Director*  
*Wisconsin Athletic Directors Association - President Elect*  
*WIAA Sportsmanship Committee*  
**"WIN IMPRESSIVELY"**

**Becky Craig**

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*Leander ISD*

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