

# Build A Dynamic Team

*Best practices for managing your program*

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NDA Head Instructor, 12<sup>th</sup> year

*Excellence in Leadership Award Recipient*

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Saint Thomas Aquinas Creative Director, Head Coach,  
10<sup>th</sup> year, *3x National Champions*



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# Today's Game Plan

Developing the direction for your program

Game Day Approach

Money matters

- Tips, tricks and tools for managing your budget

Communication strategy

Relationship Management

- Parents, students, administration, other coaches

Developing Your Leaders

Staying Motivated

Building a Dynamic Team Culture



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# Your impact as a coach....

7 Recommendations to help you generate true  
TEAMWORK and a dynamic season ahead!

**Set the Course**

**Create a “We” Culture**

**Positive Affirmations**

**Build Camaraderie**

**Educate and Train**

**Win and Lose as a Team**

**Always Celebrate Success**

*A Coach Will Impact More Young People In A Year Than The Average Person  
Does In A Lifetime!*



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# Direction for your program

Work with your team members to create:

- **Vision** – Don't be afraid to dream big! Nationals, Macy's Parade, 1,200 community service hours, 4.0+ GPA
- **Mission** – What does your team stand for?
- **Goals** – Clearly defined, mutually agreed to, measurable, with timelines
- **Action Plan** – Detailed, how you'll get there



# Game Day Approach

Work with your team members to create:

- **Collaboration** – Meet with cheer coach, flags director, band director, etc. to put together a vision for game day
- **Traditions** – Stay true to what's already in place and add something new!
- **Collegiate** – The vibe, crowd interaction, positive sportsmanship



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# Money Matters

**Budget** – Meet with your administration once per year to review budget needs. Understand and allocate every penny. Complete transparency. Avoid “nickel and diming” throughout the year.

**Fees/Schedule** – Communicate early and remind often. Stay on top of parent payments.

**Fundraise with care** – understand time commitment, socioeconomic make up of team/school/community, school and/or district rules/restrictions. Transparent communication to admin and parents on profits and how they will be used. Follow up once completed.



STADT 2018-2019 Budget Tracking

April 1 - March 30

Last Updated 8/2/2018

Item	Budget	Actual	Difference	Invoiced	Submitted for Approval	Paid	Notes
<b>APPROVED SCHOOL BUDGET</b>							
<b>FEEs</b>							
Competition Fees	2,400.00	1,840.00	560.00				
One Love		290.00					Registered
KC Classic		450.00					Pre-Registered for team routines - need to complete solo registration
Miss Kansas		395.00					
Innovative Choreography		705.00					Registered
Varsity HH Choreography	400.00	400.00	0.00				Complete
JV HH Choreography	300.00	300.00	0.00	8/24	8/28	8/29	Complete
Photography	350.00	350.00	0.00	8/8	8/10	8/13	Need to submit check request on 8/6
Music Licensing	775.00	520.00	255.00				
Varsity HH (In Your Parents Basement)	200.00	175.00	25.00	8/1	8/4	8/6	Erin reimbursement
JV HH (In Your Parents Basement)	200.00	175.00	25.00	8/10	8/20	8/20	Tara reimbursement
Varsity Salsa (Power Music Cheer)	85.00	85.00	0.00	7/30	8/4	8/6	Erin reimbursement
JV Disco (Power Music Cheer)	85.00	85.00	0.00	5/18	8/4	8/6	Erin reimbursement
Transportation Requests	1,500.00	800.00	700.00				
Bus to/from Camp	600.00	600.00					Never got final #'s from Brigid.
Bus to/from Mass	200.00	200.00					Never got final #'s from Brigid.
<b>FEEs SUBTOTAL:</b>	<b>5,725.00</b>	<b>4,210.00</b>	<b>1,515.00</b>				
<b>UNIFORMS</b>							
Navy Matte Pants	350.00	0.00	350.00				Need to order asap.
Long Sleeve Top	3,400.00	3,609.80	-209.80	8/8	8/10		Pending pricing and status updates from Banen.
Jackets	595.00	1,034.65	-439.65	8/6	8/10		Emailed Banen back to ask about discount and ballpark for other items since this one is over budget.
Hip Hop Tops	900.00	544.81	355.19				Need to order asap. This ballpark cost inclues \$12/shirt, \$10/printing, \$26 total for shipping.
Tops	231.36	0.00	231.36	8/8	8/13	8/18	Erin reimbursement
Printing	180.00	0.00	180.00	8/8	8/13	8/18	Erin reimbursement
Shipping	11.00	0.00	11.00	8/8	8/13	8/18	Etsy shipping. Erin reimbursement
JV Tops	122.40	122.40	0.00	10/16	10/16	10/20	Erin reimbursement



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## ESTIMATED DANCE TEAM COSTS + PAYMENT SCHEDULE:

\*\*Payment can be made via check or credit card through the Business Office.\*\*

\*\*All checks must be written out to STA DANCE\*\*

### **JV/VARSITY ROOKIE:** **\$805**

<b>April 9</b>	<b>\$380</b>
NDA Camp	\$380

<b>May 10</b>	<b>\$170</b>
Spirit Wear	\$130
Book Bag	\$40

<b>June 8</b>	<b>\$155</b>
Fall Spirit Pack	\$75
Makeup/Hairpieces	\$20
Tennis Shoes (TBD)	\$60

**OTHER:**

<b>Boot Camp</b>	<b>\$100</b>
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**\*\*New\*\* Please register through STA for this camp.**

Click [here](#).

### **JV/VARSITY VETERAN:** **\$765-\$805**

<b>April 10</b>	<b>\$380</b>
NDA Camp	\$380

<b>May 10</b>	<b>\$130-170</b>
Spirit Wear	\$130
Replacement Book Bag (optional)	\$40

<b>June 8</b>	<b>\$155</b>
Fall Spirit Pack	\$75
Makeup/Hairpieces	\$20
Tennis Shoes (TBD)	\$60



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# Communication Strategy

**Social Media** – Create an editorial calendar (birthdays, holidays, etc.). Promote competition results. Show school spirit. Promote clinics and tryouts. Feature seniors. Give other programs love (retweet!). Coaches should manage – but student “takeovers” with extreme oversight can increase engagement.

**Local News** – Did your team do something great? Win an award? Community service? Let your local news outlets know – they are always looking for POSITIVE local news leads.

**Website/Newsletter** – great tool to house team information and communication, AND to promote your team, if the resources are available to you.



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# Relationship Management

**Students**– They are looking to you to be authentic and consistent. Let them know what your expectations and what their boundaries are. It’s OK to be human in front of them. “If you mess up, fess up.” Lead with care. Remember this is **high school** and your program is meant, solely, to enrichment their academic experience.

**Parents**– Keep in mind, always, their priority is their child. They are also BUSY. Communicate often, early and consistently. Google calendar, weekly emails, GroupMe.

**Administration**– formal planning meeting once a year, regular stops to their office to say “hello.” Did you get a compliment? Ask that person to share that positivity with your admin. It’s ok to self-promote!

**Other Coaches** – Be friendly and play nice in the sandbox. Some day they’ll be in your practice space, and you’ll need it.



# Developing Your Leaders

**Train Them**– Teach them how to lead. Bring in alumni or outside resources to help.

**Lead Them**– SHOW them the way. Lead by example.

**Empower Them**– Coach them through conflict. Allow them supervised autonomy.

**Evaluate Them**– Regular feedback and mentoring is key to their success and ultimately the success of your team. Strongly led teams are strong in all facets.



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# Staying Motivated

**Stick around long enough, and you'll hit a rut.** You'll be devastated by a parent phone call, you'll have a decision over turned, you'll lose a battle of some sort. It can make you ask yourself why you keep at it.

**But remember why you started...**

**When the going gets tough, use your resources:**

- Read some motivational leadership speakers/books – JON GORDON! BRENE BROWN!
- Consult peers – chances are they've been through the same thing.
- Take a break – even if just for the weekend. Turn your email off. Let yourself breathe.
- Delegate – hate having to coordinate the car wash each year? Give it to a parent. Tired of repetitive questions from your dancers? Give your captains the duty of the packing list. LET GO!



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# Build A Dynamic TEAM!

Success is based upon its members and their ability to work together as a TEAM!

It takes a lot of work to get members with different personalities and skills sets all operating as a cohesive whole.



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# Set the course

## Establish A Road Map...

- Clear Vision: Set Foundation
- Provide Direction: Set Policies and Rules
- Tools To Get There: Set Expectations & Provide Instruction
- Communicate: Start to Finish
- Travel Together: Importance of TEAMWORK
- Intention: Define “WHY”



*When You Have Clarity of Intention, The Universe Conspires With You To Make It Happen!*



# Create a “WE” Culture!

Make TEAMWORK one of your core TEAM Values!

- Show team members what it means to be a TEAM
- Respect, Trust, and Care for each other makes us a TEAM
- Together Everyone Achieves More as a TEAM
- Achievements of the group are the combined efforts of each individual on the TEAM
- Aspire to be the BEST for the TEAM

*Coming Together Is A Beginning, Keeping Together Is Progress, Working Together is Success!*



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# Positive Affirmations!

Strive to build a **POSITIVE** Team!

**An Essential Ingredient for Success!**

- Positivity makes the real difference to your team's success and well being.
- Gives teammates the ability to CREATE openly, COPE with challenges, and WORK toward common goal.
- Builds CONFIDENCE
- As a coach, you play an enormous part in how your team feels day to day, as well as in their long-term success.
- Take a step back, look at how you're communicating with them, and how you're helping them as a team.

*People May Hear Your Words, But They Feel Your Attitude! Keep It Positive!*



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# Build CAMARADERIE!

Hallmark of an outstanding team is  
CAMARADERIE!

- RESPECT and CAMARADERIE lead to friendships
- FRIENDSHIP and mutual RESPECT play important role in team's success
- Get to know one another on a more personal level
- Social and Spontaneous Team Gatherings
- Personally attached equals more TRUST, COMFORT, AND FRIENDSHIPS!
- Mutual respect, and camaraderie STRENGTHENS your team and creates a POSITIVE environment to foster TEAMWORK!

*Friends Become Our Chosen Family, And Our Family Is Our Team!*



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# EDUCATE & TRAIN!

TRAINING is an essential part of success!

Training helps develop co-ordination, physical strength and alignment, musicality, discipline, and dedication that is needed in all areas of life!

- Train as a TEAM and push dancers to perform at their PERSONAL BEST.
- Aspire not to be the best but Aspire to be the best FOR the team
- Foster an environment where individuals INSPIRE each other by showing one another how AMAZING each of them are to the team

*Hard Work Beats Talent When Talent Doesn't Work Hard!*  
*Practice Like You've Never Won. Perform Like You've Never Lost!*



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# WIN & LOSE AS A TEAM!

## Accomplishments & Failures

Big WIN, Acknowledge all the Hard Work and Commitment the entire team put into the WIN!

DEFEAT of any nature, do not fault any one person for missteps. This is the quickest way to de-motivate an individual and it erodes confidence in the program when others hear of it being handled this way.

COMMUNICATE, KEEP POSITIVE, SET A PLAN to get back on the pathway to SUCCESS!

*Celebrate What You've Accomplished, But Raise The Bar A Little Higher Each Time You Succeed!*



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# ALWAYS CELEBRATE SUCCESS!

LIVE IN THE MOMENT and REFLECT on what allowed the team to finish with success!

- Recognize the WIN and CELEBRATE it!
- Schedule a Pizza Party, End Practice Early, spontaneous Team trip to Yogurtland
- Team's success will build on itself, and your team and your organization will be better for it!
- Share it – at school, daily announcements, Social Media, weekly communications with Booster Club

Take a step back and reflect on accomplishments and what you learned through the journey. THE JOY IS IN THE JOURNEY!

*Work Hard In Silence Let Success Make The Noise!*



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# Build A Dynamic TEAM & Program!

SET THE COURSE  
CREATE A 'WE' CULTURE  
POSITIVE AFFIRMATIONS  
BUILD CAMARADERIE  
EDUCATE AND TRAIN  
WIN AND LOSE AS A TEAM  
ALWAYS CELEBRATE SUCCESS



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