THE BUY IN
A STORY OF COMMITMENT AND BELIEF

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What is “The Buy In?”

The ‘Buy In’ is a commitment (pledge), and belief (accepted truth) from an individual and/or team.

**The “Buy In” is a multi-faceted commitment. Physical, Mental, and Emotional.**

The result of this commitment and belief is a fully invested scholar-athlete and/or team towards an overall vision.

It starts with the first conversation with a recruit and it extends well past a scholar-athlete’s athletic career ends and the scholar-athlete graduates. A genuine buy in is a lifelong commitment for the university, the program, the coach, the team, and the scholar-athlete.
Why “The Buy In” is so Important?

Helping a scholar-athlete completely buy in to all facets of a university, a program, a coaches training philosophy, a team, and themselves is truly the only way to help a scholar-athlete reach their FULL potential.

The scholar-athlete should be fully invested into the concepts and ideas of the vision.

The scholar-athletes and teams that I have been around, that have reached their FULL potential, were the ones that not only trained consistently at a high level of their genetic disposition and lived a disciplined and appropriate lifestyle; but also were fully committed and bought into the overall vision of the university, the program, the coaching philosophy, the team, and themselves. The emotional and mental state of the scholar-athlete is one of the most important variables in success.
10 Ways to Create Buy In

• Vision => Clarity
• Goals => Structure
• Care => Community
• Work Ethic => Consistency
• Values => Meaning
• Communication => Empathy
• Feedback => Growth and Development
• Honesty => Respect
• Involvement => Ownership
• Genuine Relationships => Purpose
Vision

The act or power of seeing, having foresight

Provides clarity for the scholar-athletes.

The scholar-athletes need to see the endgame, the ultimate reward or outcome.

Explain to the recruit, the scholar-athlete, the administrator, the alumni the overall vision in which you are striving to pursue excellence.
Goals

Short term and long term goals that align with the overall vision help to provide a path with structure. It allows the scholar-athlete to have an intentional focus towards the overall vision.

Effort without intent is just effort. Having vision is important, but creating a structured path towards the materialization of that vision from dream to reality takes many tasks being accomplished along the way.

Goals provide a structured path towards something greater.
Care

Caring for each scholar-athlete and the team as a whole helps to create a sense of community and family. Providing care for another human being is one of the best methods to create an emotional connection.

When you care about another human being on a genuine level, you connect and create a bond.

Everything we do is about the scholar-athlete experience.

To create the best scholar-athlete experience, a caring and nurturing environment is an integral part of that process.
Work Ethic

Work ethic of a task or set of tasks at a proficient level creates consistency.

Consistency of a task or set of tasks at a proficient level creates mastery.

Mastery of a task or set of tasks creates confidence.

Confidence leads to increased levels of achievement.
Values

Values are something meaningful.

Values are a set of concepts that are the backbone on which we perform our work and conduct ourselves.

Having a set of core values for our university, your program, your team, and yourself is a great way to stay grounded in your choices and decisions towards the overall vision.

Values provide direction and meaning. Having goals and working hard towards those goals is very important, and so is the method in which we conduct ourselves towards those goals. Values provide a meaning in our decisions and behavior and provides a deeper purpose.
Communication

Open communication helps with understanding and empathy.

One of my favorite things to do is talk training and develop training schemes based on accepted and unaccepted physiology. I could do this ALL day.

To take this a step further is one of the most reward things I cherish: When a scholar-athlete comes into the office or sits next to me on a bus or talks to me at lunch about their training and how the feel they respond to the training and the team and the how they can become better at their craft and sometimes even how they can become a better human being.

Communication helps us share what we want, what we need, what we believe, and helps us bridge gaps to create a better relationship through understanding.
Feedback

Feedback is a form of communication and helps to create necessary changes. Change is vital to growth and development.
Honesty

Being honest is sometimes hard, but it should be a part of any commitment.

Honesty earns respect.
Involvement

Creating a role for everyone on the team. I am always asking myself what value I add to the situation, the relationship, etc. I also ask this of the people around me, “What Value do you Add?”

We had 24 women and 16 men on our cross country rosters in the fall. We have 44 women and 46 men on our track & field roster for the indoor winter season/outdoor winter season. I want to know that every scholar-athlete on our team adds value to the vision we are moving towards as a whole.

Everyone on our roster and staff needs to be involved and contributing. This is not my team, this is our team, our community, and our family. Ownership is a HUGE part of everyone feeling engaged. This ownership will also create leadership organically. I have never believed in assigning team captains or letting the teams chose team captains. Popularity doesn’t always get shit done.
Genuine Relationships

Greater sense of purpose.

Ultimately we are trying to be the best version of ourselves in life. Creating genuine relationships in life is scientifically proven to have a plethora of health benefits from reduced stress, mental health, longer life, and other benefits.

Creating genuine relationships with our scholar-athletes and opening up the door for our scholar-athletes to create genuine relationships with ourselves is allowing ourselves to understand that we have support and help in being the best version of ourselves… the best scholar-athlete, the best brother or sister, the best friend, the best human being.

I have always said that genuine relationships, meaningful experiences, and the gifts we give to others are the most important things in life.
Outcomes

• Clarity
• Structure
• Community
• Consistency
• Meaning
• Empathy
• Growth and Development
• Respect
• Ownership
• Purpose

_Ultimately: A Positive Culture_
Resources

*The Leader as a Mensch: Become the Kind of Person Others Want to Follow*
- Bruna Martinuzzi

*The Heart of Change: Real Life Stories of How People Change Their Organizations*
- John P. Kotter

*The 7 Habits of Highly Effective People*
- Stephen Covey

‘There are only two options regarding commitment. You’re either in or out. There’s no such thing as a life in between.’
- Pat Riley