

**Annette Caldwell Simmons School of Education and Human Development**  
**Department of Applied Physiology, Sport Management and Wellness**  
**Sport Performance Leadership (SPL) Concentration**

APSM 2340: Coaching and Leadership for Performance  
May Term 2019 Syllabus

**Instructor:** David Bertrand, EdD

**Telephone:** 214-768-1810

**Office Hours:** After class

**Email:** [dbertrand@smu.edu](mailto:dbertrand@smu.edu)

**Office Location:** Simmons #378

**Course Overview:**

This course is designed to introduce students to what coaches do, the qualities of expert coaches, strategies for effective and cohesive programs, developing a sound coaching philosophy, and gaining an understanding of the art and science of coaching.

**Instructor Bio:**

David Bertrand, EdD, is a Clinical Assistant Professor in the Applied Physiology & Wellness Department. David was appointed the first Director of the Sport Performance Leadership (SPL) concentration in 2013. The mission of the SPL program is to provide students with academic and experiential training pertinent to the leadership and instruction of sport. David is a practicing endurance and triathlon coach, with his interest and involvement in the endurance sports community spanning over a decade. He is a frequent speaker of various coaching and leadership topics at professional conferences across the nation. Most recently, he presented at National Strength and Conditioning Association's (NSCA) Endurance Clinic on "Managing an Athlete from A to Z" and at USA Triathlon's International Art & Science Symposium on "Coaching Powerfully: The Greatest Coaching Minds of our Time".

**How you as a student will benefit:**

Students will:

1. Describe the various styles of successful coaches.
2. Identify a successful coaching mentor and pertinent philosophy.
3. Formulate a personal philosophy in the context of teaching or coaching sport.
4. Describe and discuss their personal strengths and how it relates to their overall mission.
5. Identify and analyze leadership concepts associated with coaching.

**Students receive an Oral Communication (UC) proficiency for taking this course.**

**University Curriculum Student Learning Outcomes:**

1. Students will be able to select, organize and use appropriate evidence or information to suit a specific or targeted audience.
2. Students will be able to use appropriate vocal and visual cues to deliver a presentation to a specific or targeted audience.

**Course Content – APSM 2340: Coaching & Leadership for Performance – May Term 2019 - Bertrand**

<b>Date</b>	<b>Day</b>	<b>Topic/Content</b>	<b>Assignments/Assigned Readings <u>DUE</u> By This Date</b>
5/16	Th	Introductions & Class Procedures / Syllabus & Course Preview / Best Coach Activity / Lectures #1 & #2: Coaching Philosophy & Coaching Objectives	Martens Ch 1 & 2, Maxwell Ch 1, Wooden Ch 11 <b>Best Coach Worksheet</b>
5/17	F	<b>NO CLASS</b> Video: Coaching & The Art of Management	<b>Canvas Quiz 1: 9:30-10:30am; Quiz 2: 10:30-11:30am; Quiz 3: 1-2:20pm</b>
5/20	M	“Conversations with Coaches” Sport Enjoyment & Motivational Climate Lecture #3: Coaching Style	<b>Guest #1 Jesuit Prep - Jeremy Weeks</b> <b>Discussion Board / Strengths Finder</b> Bring Strengths Finder book to class Martens Ch 3, Wooden Ch 7
5/21	Tu	Strengths Finder Activity Lecture #4: Coaching for Character / Integrity	Martens Ch 4, Maxwell Ch 9 Bring a highlighter to class
5/22	W	“Conversations with Coaches” Lecture #5: Communicating with Your Athletes	<b>Guest #2 SMU Soccer – Kevin Hudson</b> <b>Discussion Board</b> Martens Ch 6, Maxwell Ch 10
5/23	Th	Lecture #6: Motivation Drugs and Sport / Video: 9.79* Personal Profile Paper writing workshop	Martens Ch 7, 8, & 17
5/24	F	Lecture #7: Teaching Technique & Tactics <b>Coaching Introductions in class</b>	Martens Ch 10 & 11, Wooden Ch 6 <b>Interview Questionnaire</b>
5/28	Tu	<b>NO CLASS</b> Video: Coaching & The Art of Management	<b>Canvas Quiz 4: 1-2:20pm</b> <b>Personal Profile Paper</b>
5/29	W	Leadership and “Character, Community & Choice” The Transformation of Deep Ellum	<b>Guest #3 Author, Entrepreneur, and Professor - Tom Miller</b> Lift Ch 1 / <b>Discussion Board</b>
5/30	Th	Getting Out of Your Comfort Zone Final Exam Review	<b>Guest #4 Interstate Batteries Chief Legal Officer &amp; VP of Talent – Chris Willis</b> <b>Discussion Board</b>
5/31	F	Final Thoughts / Final Exam	<b>Have a Great Summer!</b>

**Required Text and Readings:**

1. Martens, R. (2012). *Successful Coaching*, 4<sup>th</sup> edition. Champaign, IL: Human Kinetics. (ISBN-13: 978-1450400510)
2. Rath, T. (2007). *Strengths Finder 2.0*. New York, NY: Gallup Press. (ISBN-13: 978-1595620156)  
**NOTE: Do NOT buy a USED version of this book as it will not provide you with the necessary access code.**
3. Wooden, J. ad Jamison, S. (2005). *Wooden on Leadership*. New York: McGraw-Hill. (ISBN-13: 978-0071453394)
4. Maxwell, J. (2007). *The 21 Irrefutable Laws of Leadership*. Nashville, Tennessee: Thomas Nelson, Inc. (ISBN-13: 978-0785288374)

## Grading Criteria

A. Participation	10%
a. Leadership presence in the classroom	
b. Adds Value to Class Discussions	
B. Assignments	35%
a. Best Coach WS & 4 Discussion Boards – 2% each	
b. Interview Questionnaire & SF – 5% each	
c. Personal Profile Paper - 15%	
C. Speaking & Oral Communication Proficiencies	25%
a. Leadership Speaking & Hospitality – 10%	
b. Coach Introductions – 15%	
D. Quizzes / Final Exam	30%
a. 4 Quizzes – 2.5% each	
b. Final Exam – 20%	
	<hr/>
	100%

## Attendance

Class is held from 9:30AM-11:30AM and 12:30PM-2:20PM. 100% punctual attendance is expected and will be rewarded. Students should be prepared for class. To pass the class, you cannot miss more than 1 day of class due to illness or any other reason (University-excused functions do not apply). Being late to class twice is equal to 1 missed day of class. While it is your responsibility to keep track of your absences, I will do my best to post attendance to Canvas.

## ASSIGNMENTS

### Leadership Speaking Expression - Groups of 2-3 (Oral Communication Proficiency Assn. #1)

Part of leadership includes thinking of others, having a service-oriented mindset towards them, and being kind, thoughtful, and full of appreciation. The most important part of this assignment is that you and your group OWN the moments of hospitality and exude a positive and energetic attitude.

Each group will be assigned to a guest speaker that will visit us for the term. Your task is to take a special interest in the speaker by fulfilling the following roles:

**1) Introduction of the Guest:** Research our guest and comprise a professional introduction of the guest that lasts 60-90 seconds. It is expected that the student(s) NOT read straight from a paper but for it to be memorized and delivered in an interesting and compelling manner.

**2) Explanation of APSM 2340 course to Guest:** Prepare a 60 second explanation of what the Coaching and Leadership course is all about---what we've learned, what we will learn, and any special insights you have personally already gotten out of the course. You may also include any lingering questions you hope will get answered within the course. It is expected that the student(s) NOT read straight from a paper but for the message to be memorized and delivered in an interesting and compelling manner.

**3) Presentation of Gift to Guest:** Upon completion of our time with our honored guest, prepare a 60-90 second expression of gratitude for our guest's time and interest in sharing his/her leadership lessons with us. The student(s) will seamlessly incorporate one or two takeaways that s/he just learned as part of the

presentation. Lastly, the student(s) will offer a thoughtful and creative gift to our guest as a token of appreciation. You will have a \$50 budget to do this. You will want to work as a group to determine an appropriate and thoughtful gift that our guest will appreciate. Gifts must be approved by instructor.

Also, when your guest is speaking/presenting, you are expected to be the FIRST ones to contribute and interact should our guest want to involve the class. Essentially, your awareness is heightened above your peers to ensure our guest has a positive interaction with our class and a favorable impression on SMU. Your grade will be a reflection of how attentive and alert you are to our guest's needs, the quality of your preparedness and interactions, and your overall sincerity and leadership for the above three tasks and how you carry yourself in between as well.

### **Interview Questionnaire (complete ONE interview)**

Pick a family member, friend, or a former coach/teacher -- anyone who may be a “Huge Fan of YOU” - a supporter, a backer, someone who is fully committed to your success and who is NOT afraid to tell you the truth. Complete the interview questionnaire with this person. (Most interviews take anywhere between 30 and 60 minutes). DO NOT email the questions to the interviewee and ask them to fill in the blanks and then send back to you...it doesn't work that way. Record the interviewee's answers verbatim by typing or by hand and then upload the assignment to Canvas.

### **Strengths Finder**

To complete this assignment online, use the unique access code provided by the *Strengths Finder 2.0* book you have purchased. Included in the participation portion of your grade.

- STEP 1: You will then take the Clifton Strengths Finder questionnaire to discover your “Top 5” themes of talent.
- STEP 2: Upload your “**Strengths Insight and Action Planning Guide**” report, which will feature insights and strategies customized to your Signature Themes. I will print out a hard copy for you.

### **Personal Profile Paper**

In light of all the great leaders and coaches you will have studied about and learned from, through guest lecturers, books, and personal experiences, and in light of recent discoveries through the self-concept exercises (i.e., Strengths Finder and Interview Questionnaires), write a 3-page (double-spaced, 12 point font, 1 inch margins) paper describing and unpacking your personal coaching (or leadership) philosophy. **A CLEAR philosophy statement should be bolded somewhere on the first page.** The rest of the paper should support and provide evidence for your philosophy statement. It might make sense to describe a successful coach (or leader) that you have had in the past and include the pieces of the coach's strengths and philosophies that you plan to adopt (make the description of your coach no longer than 1/2 page -- remember, this is a paper about YOU and YOUR ideas/philosophy). Other items you might address/cover include: style, communication, motivation, managing a team, training, teaching methodologies, expectations, etc.

## Coach Introduction

Part of being a coach is motivating, inspiring, and leading others to a place that they otherwise cannot get on their own. Prepare and present in front of your classmates a 3 to 5 minute speech where you are addressing a team **for the very first time** (i.e., the players have never met you or been coached by you before this moment). Be sure to communicate philosophy, procedures, and any other team rituals or expectations. Create an interest for the work ahead and the upcoming season. 20% of your total grade.

Often times the best speeches are the ones that get off to the best START. Tell a story the audience can relate to, share a related factoid that shocks the audience, or ask a question that matters to the audience. To learn more about how to successfully start a talk, view this helpful video - <https://youtu.be/w82a1FT5o88>.

General grading rubric for speaking assignments:

- A's – superior overall quality; clear, thoughtful, meaningful, engaging, content-rich, and impactful; no need to read word-for-word from your paper as you know your message by heart; your energy and enthusiasm are obvious and contagious; you make eye contact and use gestures effectively; great usage of intonation and voice; it's clear you have practiced and that you care; you stay within the time parameters; you give ultimate respect to your peers and demonstrate active listening during their speeches
- B's – above average quality; clear and thoughtful but fails to engage the audience in a meaningful way; good use of eye contact and gestures but room for improvement in regards to being extremely effective; good content and easy to follow; speech is within time parameter
- C's – average quality; generally not engaging and leaves the audience wishing for more; poor use of voice or enunciation, lacking in energy, etc.; reading from notes most of the time with minimal eye contact; it's questionable or unclear if the content of your talk addresses the given prompt; speaking is difficult to follow; presentation is within time limit or falls short of time parameter
- D's or below – you try to wing it and speech greatly lacks substance; meaningful content and sufficient preparation is obviously absent; show no care or concern for assignment or for the audience's time; mostly reading from your notes; almost no eye contact or enthusiasm; it's clear you are not taking the assignment seriously; speech may be within time parameter or fall drastically below; a clear and blatant disrespect to your classmates by talking or using your electronic device during a speech

## Quizzes

There will be several quizzes to ensure you are keeping track with the readings and to assess learning. Some will be announced and occasionally I will give a pop quiz. Refer to your syllabus for content you will be responsible for. There are no make-up quizzes (exception: University-excused functions).

## Exam

The course will include one final exam. It will be based on textbook assignments, reading material and lecture content from guest speakers as well as from the professor. Prepare for true/false, multiple choice, fill-in-the-blank, short answer, and essay questions.

## Grading Scale:

94-100 = A	90-93.9 = A-	87-89.9 = B+	84-86.9 = B
80-83.9 = B-	77-79.9 = C +	74-76.9 = C	70-73.9 = C-
67-69.9 = D+	64-66.9 = D	60-63.9 = D-	Below 59.9 = F

<b>Written Papers</b>	<b>Exemplary</b>	<b>Accomplished</b>	<b>Developing</b>	<b>Beginning</b>
Content	Addressed all points in a complete manner	Addressed some or most points in a complete manner	Addressed about half of the points in a complete manner	Addressed very few points in a complete manner
Organization	Content is very well organized	Content is mostly well-organized	Content is lacking organization	Content is mostly lacking
Style & Grammar	There are no errors	There are minimal errors	There are many errors	The paper is riddled w/ errors
Assignment visual Presentation:	Entire paper is neatly presented and easy to read	Most of the paper is neat and pleasing to read	About half of the paper is neat and pleasing to read	Very little of the paper is neatly presented and easy to read

**Leadership Behavior (participation) scoring rubric - 10% of your total grade**

<b>A – Takes ULTIMATE responsibility</b>	<b>B – Takes acceptable responsibility</b>	<b>C, D – Takes sporadic responsibility</b>	<b>D,F – Does not take responsibility</b>
<b>Superior</b>	<b>Above Average</b>	<b>Average</b>	<b>Needs Improvement</b>
Thoughtful, well-articulated, frequent contributions to class discussions.	Sometimes contributes to class discussions.	Contributes to class discussions on a rare or infrequent basis.	“Contribution? What?”
Early to class and ready to go – clearly indicates interest in his/her learning & demonstrates the highest respect for the classroom environment.	Shows adequate respect for the classroom environment. Most of the time is ready to go at the top of the hour.	Being ready is not a priority but is pulled off some of the time. Little regard for ensuring an optimal learning platform for self or others.	“Do I have to be here?”
Prepared, alert, and engaged. Makes eye contact.	Most of the time prepared, alert, and engaged.	Rarely prepared, alert, and engaged.	“Can I finish eating my Chick-fil-A and then come a little after?” Sleeping in class.
Outstanding group member – perfect scores all around.	Mostly perfect scores on group project.	Room for improvement on group dynamics / interaction.	“My group sucked.”
Outstanding classroom conduct. Never disruptive to teacher or classmates.	Acceptable classroom conduct.	Lackluster classroom conduct. Has hard time focusing and sometimes even disruptive.	Complete nuisance to the teacher and to classmates.
Professional demeanor. Upbeat. I never see a cell phone, laptop, etc.	Acceptable demeanor.	Decent behavior and demeanor but often times immature.	Unprofessional.
High integrity, honesty with all assignments. Original work.			Dishonest. Lack of integrity.
Asks meaningful questions to guest speakers and is supremely alert.	Might ask a question or two and listens in class for the most part.	No questions asked and generally listens but other times tunes out.	Disrespects a guest.
Uses clean language and exudes excellence in behavior.	Uses clean language and exudes excellence most of the time.	Loose language or uncaring attitude at times in class.	Uses profanity and exhibits behavior that is not upstanding.

<b>Oral Presentation Rubric</b>			
<b>Criteria</b>	<b>Exemplary</b>	<b>Developing</b>	<b>Beginner, Needs Improvement</b>
<b>Presenter Engagement with Audience</b>	Presentation is on topic, interactive and engages the audience.	Presentation is on topic, fails to engage the audience in meaningful interaction.	Low engagement with the audience; no opportunity for interaction.
<b>Presenter's Voices, Diction and Grammar</b>	Presenter's voices had the appropriate volume, enunciated all words well and used proper grammar throughout the presentation.	Presenter's voices were somewhat audible, did not enunciate all words and used proper grammar half of the time.	Presenter's voices were either too loud or barely audible, barely enunciated any words and the improper use of grammar is very evident throughout the entire presentation.
<b>Presenter Body Language</b>	Presenter used eye contact with audience and had no distracting extraneous bodily actions.	Presenter used some eye contact with audience and demonstrated a few distracting bodily actions.	Presenter used no eye contact with audience and demonstrated many distracting bodily actions.
<b>Presentation's Content</b>	Content of presentation relates directly to the appropriate game situation, highlighting content thoroughly and succinctly.	Content of presentation covers partially the presenters' appropriate game situation and is somewhat succinct.	The content of the presentation barely highlights the appropriate game situation and is not succinct.
<b>Presentation's Clarity and organization</b>	The presenter's content is organized and easy to follow and understand.	Presenter's content is somewhat clear and somewhat easy to follow and understand.	Presenter doesn't demonstrate any organization and very difficult to follow.

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**Professionalism:** Present the very best “you” each and every day in class. All electronic devices are to remain off during class unless otherwise needed for the class. Students are responsible for checking SMU email on a daily basis for messages from the university or from instructors. Refer to below rubric.

**Due Dates:** All assignments must be turned in at the beginning of class on the date listed in the syllabus. The score of a late assignment will be reduced by 25% for each day late for an assignment. Absence from class does not constitute notification about a late assignment. If an absence is unavoidable, the student is responsible for emailing the assignment to the instructor on time. Computer/printer failures are not acceptable reasons for late assignments.

**Quality of Work:** All papers must be typed (unless otherwise indicated) and must meet the high quality standards expected of an outstanding student and future professional.

**Requests for Help with Assignments:** Students should feel free to talk to the instructor, or email the instructor about any assignment. However, the student should always make an effort to begin the assignment before asking for help. Emailing the instructor the night before a long-term assignment is due is not an optimal time for questions.

**Disability Accommodations:** Students needing academic accommodations for a disability must first register with Disability Accommodations & Success Strategies (DASS). Students can call 214-768-1470 or visit <http://www.smu.edu/Provost/ALEC/DASS> to begin the process. Once registered, students should then schedule an appointment with the professor as early in the semester as possible, present a DASS Accommodation Letter, and make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.

**Religious Observance:** Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.)

**Excused Absences for University Extracurricular Activities:** Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (University Undergraduate Catalogue)

**Final Exams:** Final course examinations shall be given in all courses where they are appropriate, and some form of final assessment is essential. Final exams or final assessments must be administered as specified in the official examination schedule, and shall not be administered during the last week of classes or during the Reading Period. Please state clearly in the syllabus the date/time and form of the final exam or assessment.

**Valuing Diversity.** The diversity students bring to this class is a valuable resource because varied backgrounds and opinions enhance discussion. Research suggests that learning is improved by exposure to diversity in the classroom. It is the professor's intent to present materials and activities that utilize and are respectful of diversity: gender, sexual orientation, disability, age, socio-economic status, ethnicity, race, culture, perspective, and other background characteristics. The professor welcomes and appreciates students' suggestions about how to improve the value of diversity in this course. Students should feel free to let the professor know of ways to improve the effectiveness of the course for them or for other students or student groups.

**Campus Carry.** "In accordance with Texas Senate Bill 11, also known as the "campus carry" law, following consultation with entire University community SMU determined to remain a weapons-free campus. Specifically, SMU prohibits possession of weapons (either openly or in a concealed manner) on campus. For more information, please see: [http://www.smu.edu/BusinessFinance/Police/Weapons\\_Policy](http://www.smu.edu/BusinessFinance/Police/Weapons_Policy)."