

HEADSETS



WRITTEN FOR COACHES BY COACHES

VOLUME 1: ISSUE 12

**IN-GAME
RESPONSIBILITIES**

Players'
COACH

**HAVE A
BACKUP PLAN AND
THEN ANOTHER**

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Thank you for your interest in this coaching material. I have been very blessed to connect with some awesome coaches during the past year, and putting out a collaborative work was always a goal of mine. Be sure to visit our sponsors as they have been great to support all of this work and are truly interested in coaches' education and helping coaches.

Our theme has been "for coaches by coaches" and all of the writers have been gracious to donate their time and knowledge to the coaching community. Many of them also have additional works that are great resources for coaches. Be sure to take the time to check them out.

If you have any subjects you'd like to see us address or questions you'd like to answer or even pictures to submit to make the magazine, please feel free to do so. Simply email FBcoachsimpson@gmail.com or the one who truly makes all this work at Jameysimpson@gmail.com.

Thank you,

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OFFENSIVE RESOURCES

HAVE A BACK-UP PLAN..AND THEN ANOTHER



Brent Morrison
Westerville Central HS-Ohio
Head Football Coach
[@BrentMo03800724](#)

Last night I was talking with a college recruiter and he made the joke that he was going to write a book called "Coaching Through a Pandemic". Then I realized all the changes we have had to do just in the last 3 weeks because of this situation. I don't

want this to become a doom and gloom article but instead I am going to share the information and strategy my staff has used to help insulate and prepare. First off, it is very important that you understand the rules that will be governing you from the State, County, City, and District. Knowing these rules inside and out can help you better prepare a safe practice and game plan. For instance, our current regulations state that any contact sport team scenario will automatically disqualify all participants if there is a Covid-positive participant. So basically, if we go 11 on 11 in practice then a single positive case will wipe out all 22 participants of each play. This rule makes things very difficult to practice, but we never will go full team. We become very focused in our periods on a particular aspect and only use the players necessary. We will do half side 7on7 when we want to roll out, focus on mirrored concepts or just focus on hitting the frontside of the concept. If we are working on rpo concepts we will just use the specific receiver that can get the ball, a read key and then the necessary blockers/defenders.

Another rule that comes into play for us: if a Covid-positive player makes contact with anyone else then that person is contact traced and quarantined. When you go to practice, make sure you are filming. When people begin to ask contact tracing questions you want to be able to give very specific information. I have found that if there is ambiguity in your answer then there will be caution taken and more quarantines will happen. We make sure to avoid contact as much as possible. While in-season it is easy to do special teams and offense reps on air. The focus has to become more mental. With this rule in place we have to understand that every contact drill done could result in everyone

being quarantined. Honestly evaluate what you are doing and figure out if the gain of the contact is worth the risk of losing that group of players. If you have access to the list of vaccinated players, then you can get creative with your groupings and make sure it is done in a way that would minimize the impact of a positive case.

Contingency planning on offense is crucial right now. We have done our best to prepare if an entire position group gets quarantined by doing the following: Prepare packages such as 5 WR's if RB's are out. Have WR's take some non-contact reps at RB. Have RB's take reps at QB and WR. Have some bigger skill players understand the basic concepts of OL play. These are all great things to practice on air. You will figure out very quickly that the OL will be your biggest obstacle. As a staff we have researched offenses that are successful using these different models and tried to tie in some things that could help us. There are plenty of teams using a running QB or teams with condensed formations that don't require WR's.

Also, be prepared to best move the pieces if one player is quarantined. The obvious choice is to put the back-up in their place, but that is not always the best answer. For instance, if our center is out then our guard would move the center and the back-up guard would then go in. Take reps with these single player missing scenarios and explain them to the players.

The next scenario we have dealt with is coaches missing. Be very calculated in your game day procedures. Understand what every person's role is and make sure multiple people know how to do it. Think about the little things as you make these plans. For instance we got a delay of game on kickoff because one of our equipment managers always holds the tee until it is needed. After our opening kickoff the tee was thrown on the sideline and when we needed it, no one could locate it fast enough. Also, can your coaches access a live feed of the game and offer input through the phone? While it may not be instant, they can certainly be phoned in for half-time adjustments or even text things as they see them.

Simplify your gameplans if needed. As much fun as it is to put in wrinkles each week, we have our base package that everyone should know. These are the things that we did in camp and 2-a-days that serve as our emergency package when we don't have players that are comfortable with all the window dressing we put on them.

The ultimate goal is to be safe as we work with these young people but we also want to make sure we are prepared to operate a football team in almost any situation. In my state we have

far surpassed the number of games cancelled this season compared to last. Sometimes games get cancelled and you are expected to pick-up a new opponent and gameplan with little notice. Some of these tips can help that be a much more successful situation. If it is a safe situation, then we as coaches should be doing our best to get our teams as prepared as possible to take the field. We have seen the negative consequences when players have their seasons or games taken from them, so let's take the necessary steps to give them every opportunity to take the field.

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LIFE LESSONS:

TOP TEN "DON'TS": PART 4



Kenny Simpson
Author
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Do not get priorities out of whack

Learn to prioritize

"The key is not to prioritize what's on your schedule, but to schedule your priorities."
Stephen Covey

often. Post it around your facilities. This statement should shape all decisions made for your program

Do not fail to adapt

Learn to improvise

"You can't make a mistake when you improvise."
Patti Smith

Learning to adapt to situations is key for any leader in any position, but it is essential for coaches. If I have learned anything through almost 20-years of coaching, it is that the plan will need to be revised multiple times to be successful. Those that stick to a fixed idea and do not consider the circumstances around them or modify to help those in need, will fail.

If you have coached long enough, more than likely you have a few moments you wish you could have gone back and erased. I know I have a few moments I can look back at and it pains me to see my reaction. Almost all of those moments have nothing to do with winning and losing a football game. They have to deal with how I treated people in my program.

The goal and core beliefs should never change, but the method of arriving better have multiple paths if it is going to work. This not only applies in the overall structure of a program, but also in the day-to-day functioning. Changing a practice schedule, adjusting a route, adjusting a game plan are just a few items that successful teams will do to help the program.

When we sign on to coach, we have instantly accepted the responsibility of being a role model for all those involved in our program. It is easy to say we care about all those in our program, but it becomes very difficult when the stress levels begin to rise to remember why we are employed. Remember that a rushed, angry response could be a very lasting impact for a player.

This area is very difficult for many natural born organizers. Personally, I do not enjoy when plans change. Many coaches spend hours designing practice plans, workout plans and off-season agendas and do not like to make adjustments. Those who excel in this career are great at planning, but also great at seeing when changes must be made.

A few quick tips for handling difficult players:

- 1) Take time to make large decisions. There may come a time that a player must be dismissed from the team, but it should never be a rushed, angry response. Send them to a locker room or away until emotions can subside. I have seen too many coaches have to back down from decisions they have made while they were angry.
- 2) Know your players. This may sound cliché, but coaches need to know the background of each member of the team. It does not excuse the action, but it may give it some context.
- 3) Write down your mission statement as a program. Spend the time thinking about what is truly important in your program and write it down. Go back and reflect on this

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Ted Neal - Fort Smith Northside HS

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Chris Parker

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When the game starts, emotions can take over. It is imperative that you have a plan for in-game responsibilities. Without a clear plan, assistant coaches can let their emotions take over and not be ready to do their part to help the team win. Make sure you have all general responsibilities covered. These include things like: organizing substitutions, time management, equipment repair, sideline/bench control, film analysis, charting, and more. It is also important to have some basic rules for the coaches and players on how to conduct themselves during a game.

Here are some general reminders that coaches usually need during the game:

*Coach your group regardless of the score (ahead or behind) – every time the players come off the field/court, remind them of the key concepts of their position. Do not say things like “get ‘em”, “run faster”, “catch the ball”, etc. Those terms are completely useless. Give specific coaching points on what they can do better. Have 3-5 basic sayings you use that can get them to focus on the fundamentals of their position.

* Handle your in-game jobs – often when emotions take over, they are not reminded to do the job they need to do to help the team win. If a coach’s job is to repair equipment during the game, he must be able to do that even after a bad call or a big play in the game. Keeping your composure and doing your job is the best way to set the example for the players.

* There is nothing good that comes from assistant coaches talking to officials – the officials are a big part of the game and talking to the officials is important. This job should be done by the head coach only. There is no reason an assistant coach should talk to the officials about a questionable call. Keep your composure and worry about the things you can control. As the

Head Coach, keep in mind that officials are not going to change calls because you are mad. Make your point quickly and then move on to the next thing. Always show respect to the officials.

Players also need to know what their role is during the game. We had a diagram for where everyone stood on the sideline. We had a place for players that were not playing and place for the guys who were only off the field for a few moments. It was important to look organized on the sidelines as that is the small part of your program most parents, teachers, administration, and community get to see. Many of them will not see a practice or a team meeting but they will see how you are organized on the sideline. Take time and think about how you want the sideline to look and make sure you convey that vision to everyone in the organization.

Half-time is a crucial part of the In-Game Responsibilities Plan. There are many ways you can attack half-time, and we are not here to tell you the “best” way. You just need to have a plan for half-time. If you want water put out for the players, make sure you assign someone that and have it in writing so they can use this as a checklist. Make sure coaches are doing what they are assigned and make sure you stick to the time schedule. If there are 20 minutes in your half-time, you may want to give them a couple minutes alone to get water and then meet in small groups. After that meet in a large group and have the coach address the team. Give yourself a time for each part and put someone in charge of sticking to the schedule. It is easy as the head coach to get “carried away” and go long. Have someone other than the Head Coach reminding the head coach of where you are in the half-time clock.

Whether it is the start of the game, half-time, or the last play of the game, in-game is the most fun. It can also be the most stressful if you do not have a clear and concise plan to make it run smoothly.

“In-Game Responsibilities” – Things to consider:

*What are the general responsibilities that we must have covered during the game?

* What are some things that are important to you to convey to assistant coaches on how to behave during the game?

*How do you want your sideline to look? How are you going to get it there?

*What is important to you to get accomplished at half-time?

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GUEST WRITER

JET/FLY HANDOFF IN FRONT OR BEHIND THE QB?



Rick Stewart - Coach
Creator of Pistol Wing T
[All Access Website](#)
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When I first sat down with our coaches & players in the spring of 2010 to decide whether we were going to run Wing T out of shotgun or pistol, we decided to

run our Jet/Fly motion (Liz or Rip in my terminology) for the following reasons:

1) Make it look like Buck Sweep (26 G.O.)

-The slight difference was that on Buck Sweep, the TB goes first down the midline and the wing/half back comes behind the QB getting ball at 4 yards.

-On Liz or Rip motion, the wing/half back will go behind QB first, still getting ball at 4 yards. The TB fake up the midline is second

2) Keep QB footwork same as when he is under center

-If running Jet Right (Liz 28-O in my terminology), the QB pivots on his right foot 180 degrees with back to the defense and ball hidden in his belly.

-The handoff takes place at a depth of 4 yards behind the right guard.

-This timing and footwork is exactly the same as when we are under center (we still run some plays from under center)

3) Hide the ball since back was still to the defense

-The tradeoff of being in Pistol are:

*Easier QB Reads both pre & post snap. Reading LB drops, safety rotations, & blitzes easier now that back is not to the defense.

*Longer ride-decide time: We read OLB on Belly/Down, 3-tech on Midline, and 5-tech on Veer. QB has longer time to make his give/keep reads.

*Expanded Passing Game: More types of perimeter screens and downfield passing concepts can be ran with QB starting 3 yards behind LOS and facing the defense.

*Versus easier for defense to see the ball: This is the downside. It is harder to hide the ball with QB not turning his back to the defense

So we figured that we would turn the QB's back to the defense on the Buck (G.O. family) and Jet (Liz/Rip) plays. At the time we still wanted some hidden ball plays left in the offense.

While all those thoughts are sound, I am convinced now that the handoff should be in front of the QB.

1) QB can read over pursuing ILB, keeping the ball and running up the middle behind TB lead block

- We pull our playside Guard on Liz 28-O and Rip 47-O.

- While the guard does get in front of the Jet Sweeper as a blocker, the primary reason is to get the ILB to chase him

*If the playside ILB chases the pulling guard, the QB keeps the ball, following the backside G and TB lead blocks

*We will also pull both our guards opposite the sweep motion. We call this Liz 28 Guards Away

*We will pull the LG to the left sideline and the RG towards the right sideline and run the TB right up the middle. We call this Liz 30 Guards Opposite

*We will pull the RG to the right as lead blocker for the Sweeper, but give to the TB up the middle on a guard trap. This is Liz 32 G Sucker

2) QB can read the playside End, keeping the ball and running off tackle inside the over pursuing End.

- If we reach block all our linemen, the playside Tackle leaves the End alone, climbing to second level.

- If the End flattens down the sideline to chase the Jet Sweeper (Left Wing in Liz motion), the QB tucks it and follows the RT block into the 4/6 hole area.

All of these plays are described in great detail on my NO HUDDLE & POST SNAP READS DVD. I also re-did all of our PISTOL WING T DVDs. The new PISTOL WING T RUN GAME, which replaced the old 20 CORE RUN PLAYS DVD, has these plays in great detail, including a ton of gamefilm.

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GUEST WRITER

ARE YOU A PLAYERS' COACH? WHAT IS A PLAYERS' COACH?



Joshua Dirman
Defensive Coordinator
GALO Futebol Americano

All through my career I have met, and worked with different coaches. Some coaches are new school, some are old school, and some are from a school I have never been a part of. No matter what school you are from, or what school you represent,

I have always heard the term "players' coach." I was never really able to grasp the term "players' coach" because I did not understand what it meant. I have spoken to coaches all over the world and some of them hate titles, and completely despise the term "players' coach." That is fine, some coaches will never change, won't change, or could care less about categorizing themselves. I am not one of those coaches. I truly believe in the term "players' coach" and consider myself 100% authentic when it comes to the term, and I will utilize the term for the rest of my life.

In order to be a players' coach you have to meet a few stipulations. First, if you have never played the game of football, unfortunately, you cannot be a "players' coach." I mean no disrespect to any coaches whom have learned the game without ever playing, my hat goes off to you, but you can never be a players coach. An authentic "players' coach," has been on the field and can diagnose situations from what he sees on the field, and can incorporate it with his experience. For example, if you have never been the crack in a crack back block, or have been "ear holed" on Special Teams by gazing at the punt floating in the air, you will never really know what it feels like. I compare it to, very politely and with all due respect, to a woman giving birth....of course she can describe it to you, but you will never understand the complexity of emotions that occurs, and how to control them. You know exactly what I mean if you have ever heard someone tell their wife "I completely understand how it feels to have a child!" Wow...you better scurry away quick because any woman in the room will address your statement with deadly precision. With that being

said, understanding what a player goes through, and how his body changes...or recuperates from injuries, is different, but the same, for all players. Have you ever broken your ribs and had to tape them up to finish the game? Have you ever had the wind knocked out of you so bad that you believed the world was coming to an end? Or snapped your ankle in the 9 different places but finished the game because your coach's medical advice (with no Medical degree) was that it was just a "bad sprain!?" Some coaches are able to relate but, do not know what it feels like...and can not even imagine the mental state their player can be in?

Maybe you aren't a "players' coach." Just as easy as noticing if you have "players' coach" attributes you can also eliminate yourself if you have used terms like "they are not getting water, they don't deserve it." If you say things like that.... this means you have never thirsted for water in 102 degree weather on the second part of a "two a day" deep in the heart of the South (my city New Orleans, LA). Actually, I went even work, or share the field, with a coach that does not hydrate his team for discipline reasons. The fact that you jeopardize the health of a player, and can not understand how refreshing a drink of water is....eliminates you from ever being a "players' coach." Remember a players' coach thinks as a player, but acts as a coach. A "players' coach" is able to take into consideration everything he uses in his formula to call plays, schemes, and makes decisions...while keeping in mind the players thought process and emotions. If you have ever scolded your player verbally, and tore him down completely, then said "now go out there and give me 100%"...you unfortunately are not a players coach. If you force your scheme on to your players, and do not realize where your talent lies (i.e WR's with poor hands, but you run the spread, and throw on every down)...nope, not a players' coach.

I am not saying that you can not be successful in the game of football if you are not a "players' coach," I am just saying you have to meet a certain criteria to call yourself one. Of course I know coaches who despise the term "players' coach." They think that their ideas are better than everyone else's. In my experience this is normally the same coach who runs his old high schools Wing T offense, from 1937, that won two state championships, and chews tobacco on the field, simply because he can. C'mon man, are you serious? Understand your players, coaching is communication. If you hate their music, can not stand their style, or don't want them to walk with swagger....you sir, are not a players coach.

Then, there is the coach who knows everything. If you have ever met this coach my suggestion is that you turn and run as fast as humanly possible. This type of coach does not adapt to the times, or take suggestions about his team. Yes, there have been coaches who are successful using this platform, but they are a small portion of the coaching brotherhood. Learning from a man who is not a student himself, is difficult, and he will never lower himself to see his player's side of the story.

We play to win the game, but coach because we love the relationships with our players. If you are not a relationship builder, then you are not building trust. Without the trust of your players, you will never garner their respect. Without love and respect, your players may perform, but out of fear (i.e fear or repercussions, or 1000 yards in gassers). If you coach using the fear tactic, you will never truly tap into your players skill, heart, or mind. If you are driving a car, and you have no tires on it, it will still take you up the road...but it will be bumpy, and you won't go far. Love your players, as you love yourself, and success will come your way. Treat your players like property, with no love, and you will succumb to defeat, in one way, or another. Be the coach you always wanted. Best of luck this year, coaches!



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GUEST WRITER

FROM A YOUNG COACH

Anonymous

Being a coach, of any sport really, boils down to one thing: caring about kids and caring about the team. More often than not, many young coaches come into the profession bright eyed, full of passion, but in all of the wrong places. Hand up, I am guilty of that. All of the wrong places that I am talking about is the "scheme" version of things. This defense can stop that offense, and this RPO will shred your defense, and that sweep play gets stopped every single time I blitz that guy. Before you think I am saying that scheme is not important, or not an integral part of the game, I am not saying that in the slightest. I am as big of a scheme guy as there is, but there are so many more important things to football than just that. Sports, and on a more micro level, football is all about the team and the kids. Not us, and certainly not our scheme, but the kids and the team. I feel like so often, we as young coaches become too inundated with schemes and that is a big reason that so many High School programs tend to want to steer clear of younger coaches in expanded roles on their staff and in their program.

Trust me when I say this, listen to the older coaches in this profession, they have been there, done that, seen it twice, and won it once. I moved far from where I am from to take a leap of faith and take on a coordinator role and learned that there is so much more to this game and sports in general than our egos, our ideas on where a receiver should line up, and how we should run sweep. Again, those are all important things but they take a back seat to building relationships with the kids, being a guy that your fellow coaches can depend on, and a school can be proud to employ. I have learned so much in just a year, that just because you are a wiz on the whiteboard, does not mean that you are a relationship guru, or a cultural fit in a program.

If you will not take it from the older guy's in this profession, take it from the young one who sounds wise and seems like he has it all figured out (even though I am still learning every single day); be what you want your players to be, coachable. Learn, hustle, and get a little bit better each and every day. I promise to you, you can and will make it in this profession if you do those things each and every day. Yes, you can apply those things to learning about schemes, that is the beautiful thing about football. There are so many different flavors and ways to do a similar thing. But do not neglect the part of the

program that many young coaches seem to forget: culture. If you do not uphold the culture that so many before you have put in so many painstaking hours into creating, maintaining, and rebuilding, you are not going to make it very far. Coaching can take you a long way in life, and it very often is a very wild ride, but just like the kids you can only go as far as the TEAM goes. Take that extra effort and time to live what the older guys preach, I promise to you it is worth it in the end.

Signed,
A young coach.

"Being a coach, of any sport really, boils down to one thing: caring about kids and caring about the team."

Sports, and on a more micro level, football is all about the team and the kids. Not us, and certainly not our scheme, but the kids and the team."

ACE SPORTS SCORES BIG with Trent Dilfer and Lipscomb Academy

Lipscomb Academy in Nashville just purchased the largest high school video board scoreboard in Tennessee. The high res video board will tower 1,500 square feet in size and will also help launch Coach Dilfer's magnetic influence for ACE Sports. Coach Dilfer will work alongside ACE Sports to further their national vision through branding and video board sales.

From Super Bowl Champion to a Leader in High School Athletics

Pain, repurposed into passion, has been the fighting force behind Head Coach Trent Dilfer since he was named the head coach of the Lipscomb Academy football program in January 2019. Whether it's a calling or a mission, Dilfer has prided himself into creating a human development program masked as a high school football team.

Coach Dilfer is a Husband and a Father, Super Bowl Champion Quarterback, a 14 year NFL Veteran, former ESPN Analyst and the Head Coach of Elite II. His graduate level football intellect brought him from Fresno State University to the NFL in 1994 when Dilfer was selected by the Tampa Bay Buccaneers as the sixth overall selection in the NFL Draft.

In six seasons with the Buccaneers, Coach Dilfer became the winningest Quarterback in franchise history, and led Tampa to their first play-off win in 15 years. Coach Dilfer joined the Baltimore Ravens in 2000 and in his first season with the team, he led the Ravens to the World Championship in Super Bowl XXXV.



"Attitude, Effort, Energy & Focus is the Priority. Everything else will take care of itself."
- Trent Dilfer, Head Coach

"I couldn't be more excited to partner with ACE," said Dilfer. "Their people and products are best in class. There is unlimited potential for institutions that understand the value of a video board in their community."



And Another Huge Win for ACE Sports: Welcome Scott Garvis!

Scott Garvis, a leader and innovator in high school athletic administration for more than 20 years, joins the ACE staff to provide solutions to athletic departments looking to install video boards that will generate much-needed revenue for years to come.

Scott has a record of excellence as Athletic Director, Director of Activities and Assistant Principal, having led the athletic departments at six high schools or school districts in three states. He has earned numerous regional and national awards from various athletic associations.



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