

DONNIE CAMPBELL



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BELIEVE



JASON SUDEIKIS

TED LASSO



BELIEVE



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LEE'S SUMMIT NORTH HIGH SCHOOL

BOYS' VARSITY CROSS COUNTRY	VARSITY FOOTBALL	BOYS' JV FOOTBALL
GIRLS' VARSITY CROSS COUNTRY	JV FOOTBALL	GIRLS' JV FOOTBALL
VOLLEYBALL	GIRLS' JV FOOTBALL	



LSN BRONCOS



SHAWNEE MISSION WEST HIGH SCHOOL
1993 - 94





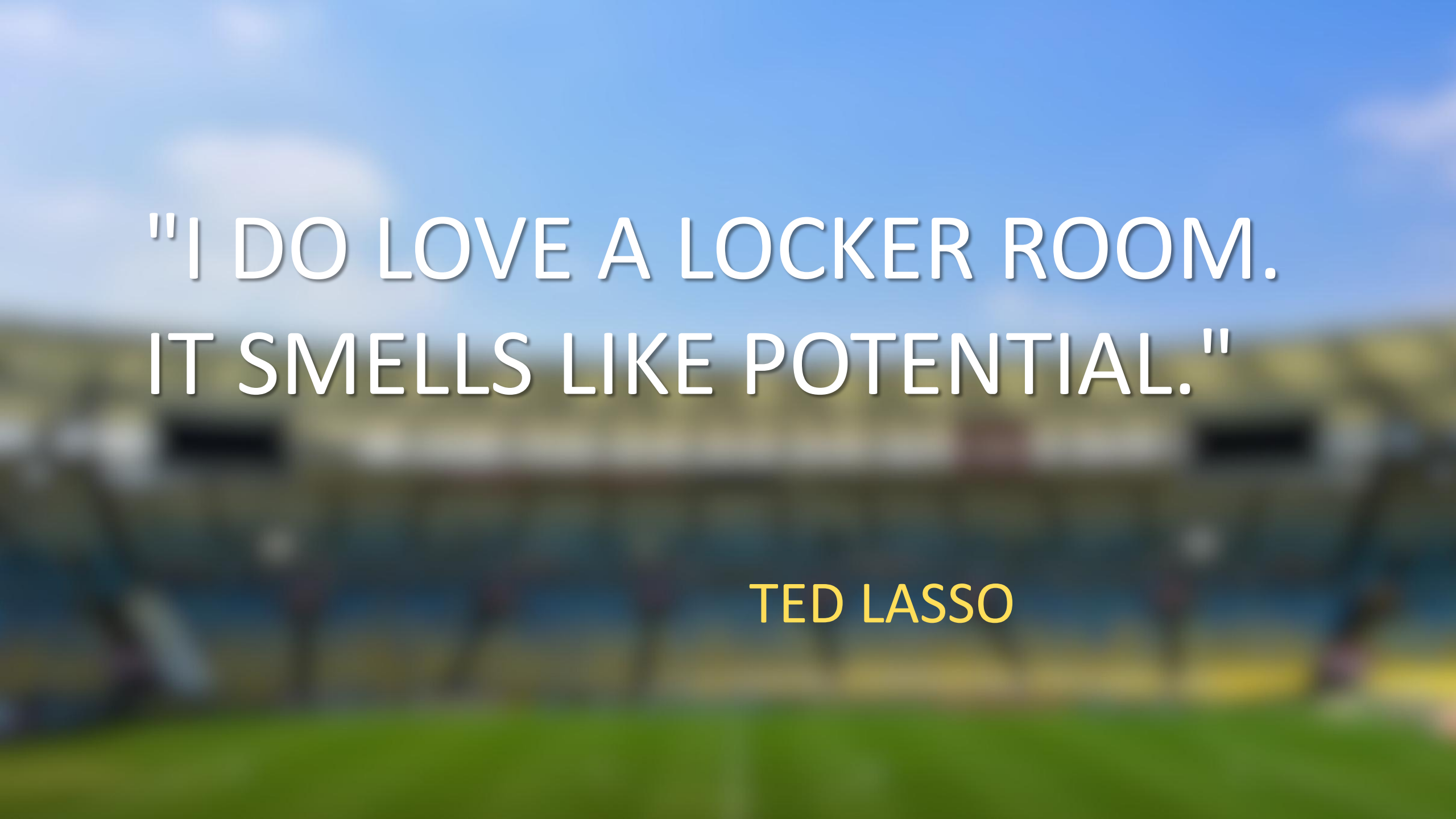
"JASON
SU-EIKIS"

NO "D" FENSE







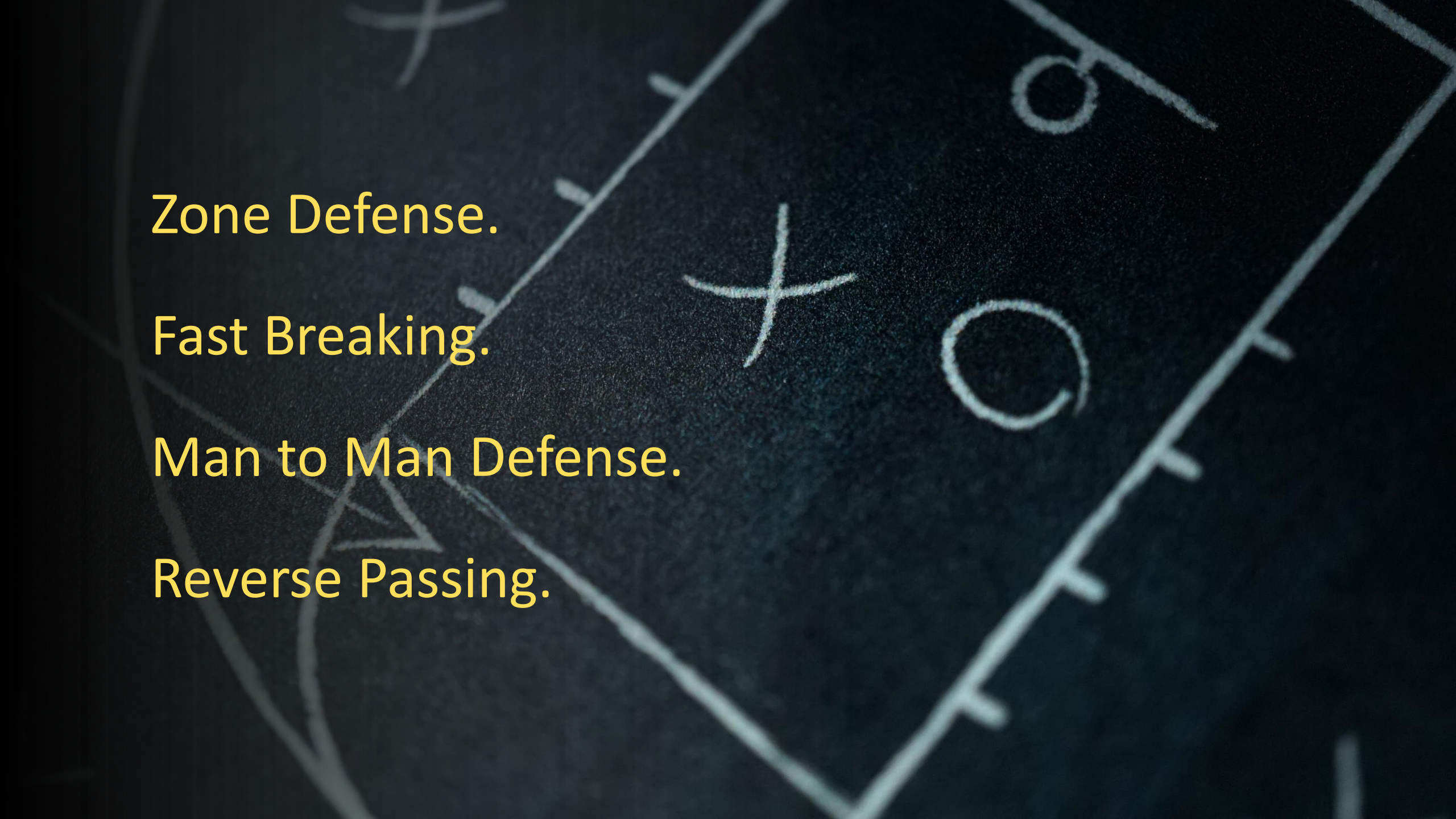


"I DO LOVE A LOCKER ROOM.
IT SMELLS LIKE POTENTIAL."

TED LASSO



WINNING



Zone Defense.

Fast Breaking.

Man to Man Defense.

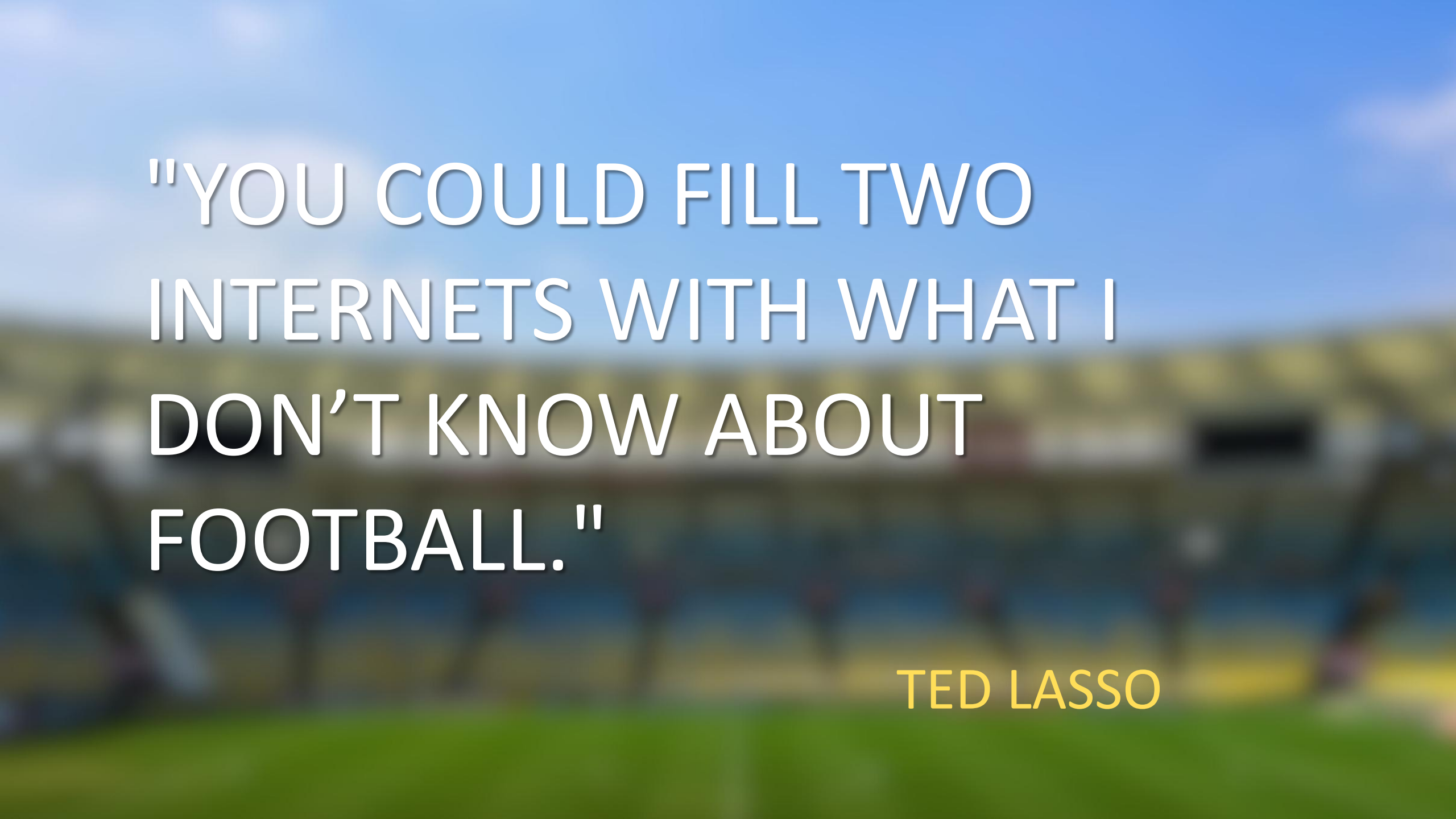
Reverse Passing.



3-18

RECORD





"YOU COULD FILL TWO
INTERNETS WITH WHAT I
DON'T KNOW ABOUT
FOOTBALL."

TED LASSO

A black and white photograph of John Wooden, an older man with glasses, wearing a dark jacket over a light-colored shirt. He is standing on a basketball court, clapping his hands. The background is a dark, out-of-focus basketball court with a wooden floor and a basketball hoop visible in the distance.

"Success is peace of mind which is a direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming."

JOHN WOODEN

UCLA HEAD BASKETBALL COACH
1948 - 1975



WHEN YOU CREATE BETTER

PEOPLE

YOU CREATE

WINNING

TEAMS

M.V.P.



M.V.P.

MISSION



M.V.P.

MISSION

VALUES



M.V.P.

MISSION

VALUES

PLAN



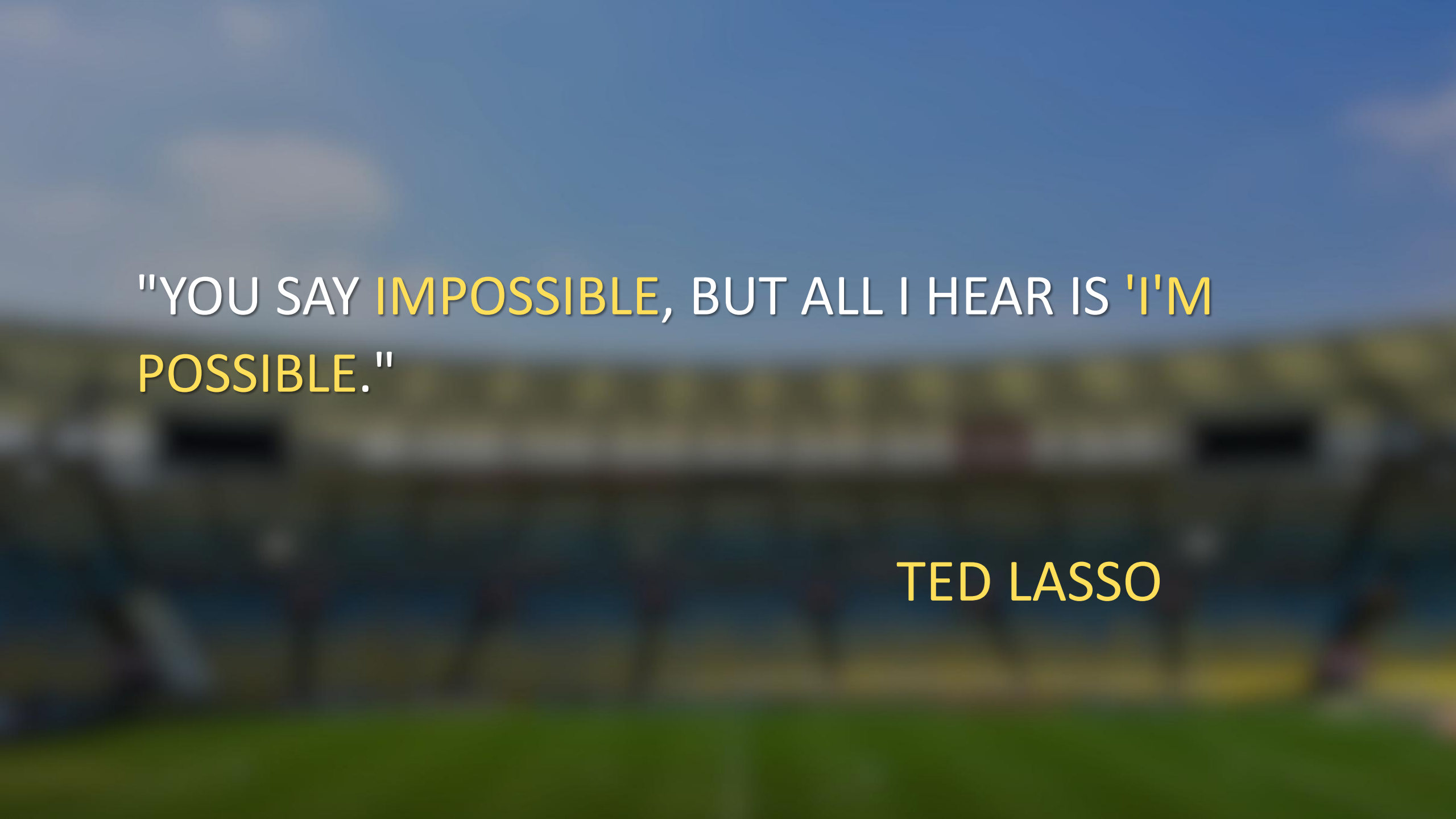
MISSION

TO CREATE BETTER PEOPLE WHO WOULD
THEN BECOME BETTER PLAYERS.



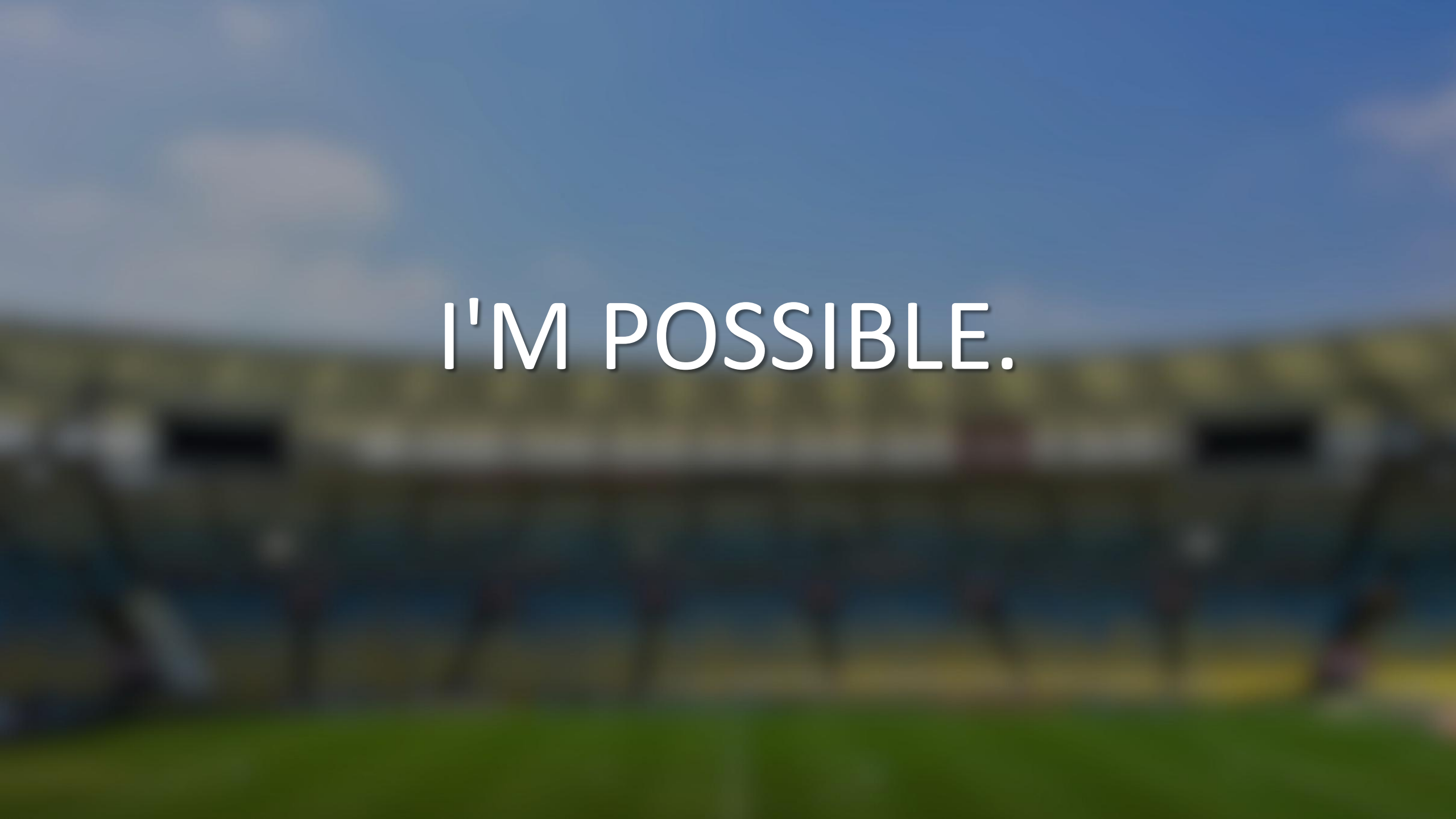


As a leader, setting the right example makes all the difference.

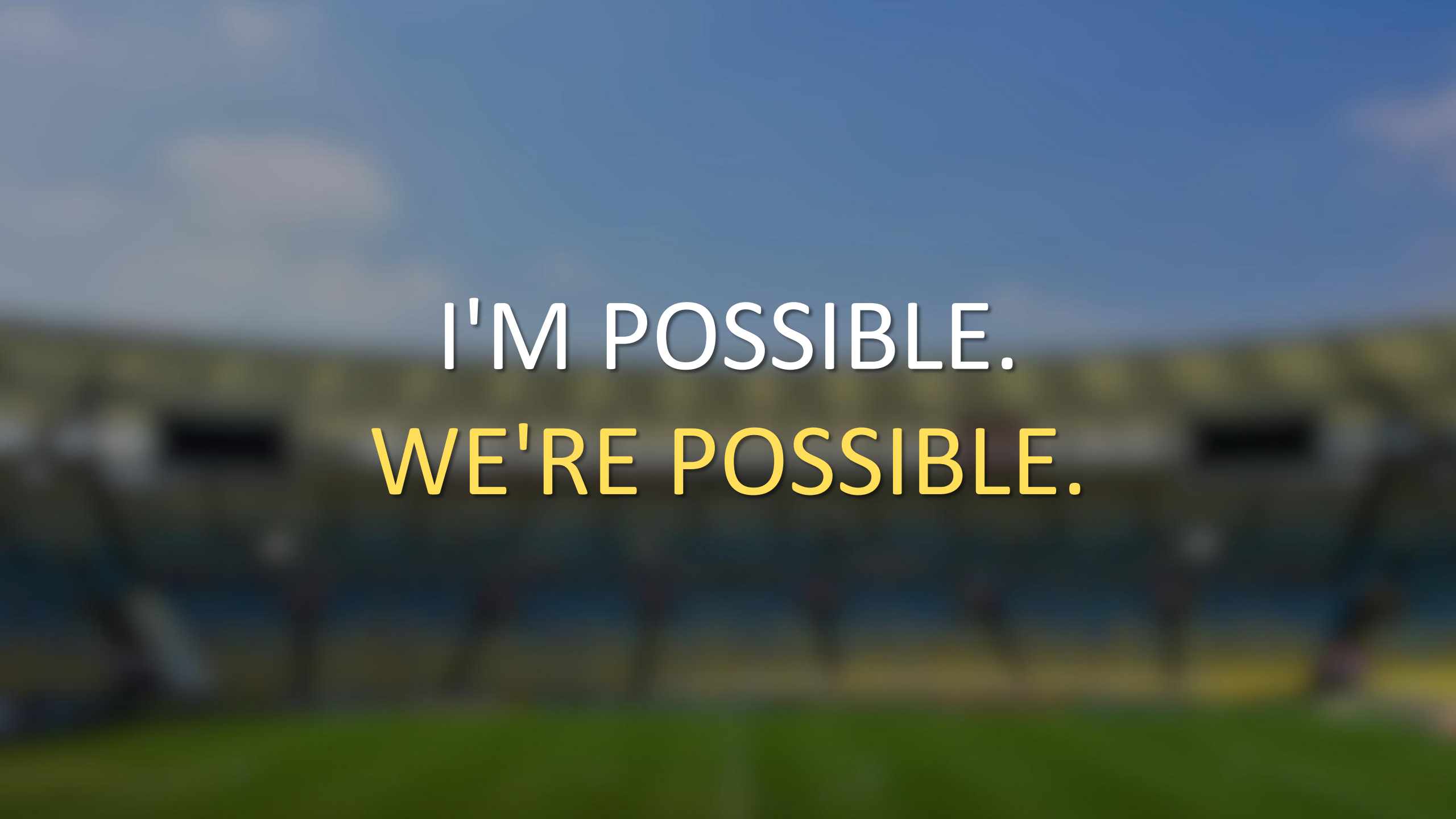


"YOU SAY IMPOSSIBLE, BUT ALL I HEAR IS 'I'M
POSSIBLE."

TED LASSO



I'M POSSIBLE.



I'M POSSIBLE.
WE'RE POSSIBLE.

VALUES



TRUST



TRUST

ACCOUNTABILITY



TRUST

ACCOUNTABILITY

COMMITMENT

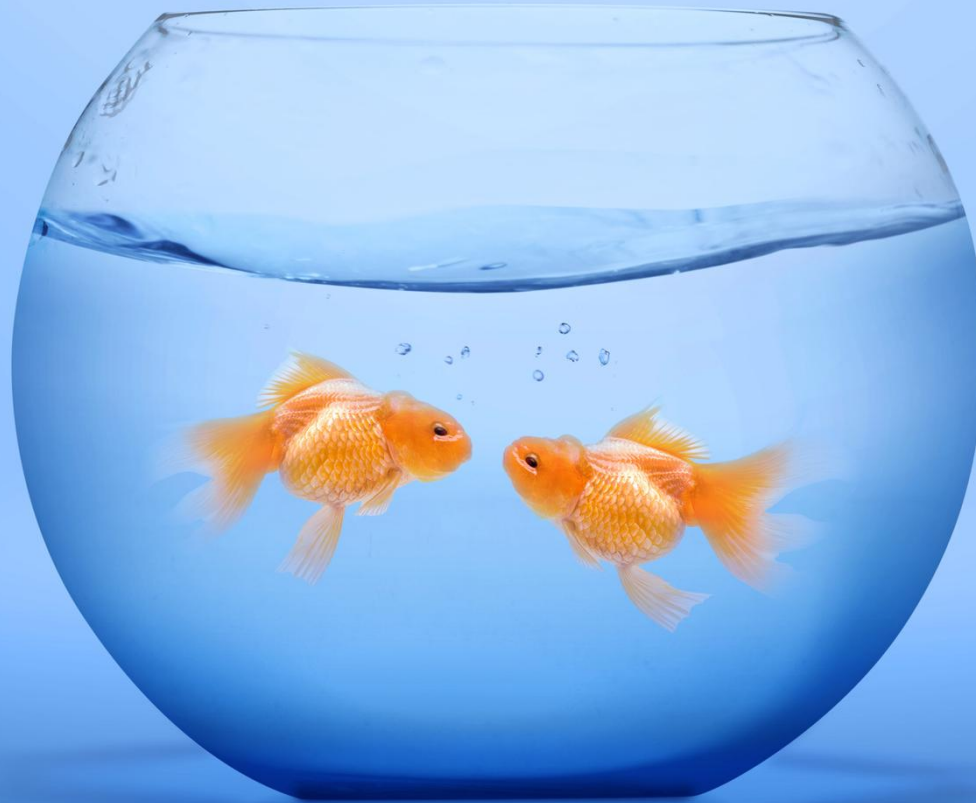




Every team needs players with high character to be successful.

"YOU KNOW WHAT THE HAPPIEST ANIMAL ON EARTH IS?
IT'S A GOLDFISH. YOU KNOW WHY? IT'S GOT A 10-
SECOND MEMORY."

TED LASSO





A good teammate needs to be coachable.



Sometimes players need to be told what they need to hear not what they want to hear.

The Sandwich Principle



Praise

Criticism

Praise





Sometimes, you'll find the right person for your team where you least expect it.



Taking accountability builds better relationships
and powerful teams.

PLAN

THE STEPS TO TAKE TO ACCOMPLISH THE
VISION
AND THE MISSION





IT ALL STARTS WITH

PRACTICE

A basketball drill in progress on a gymnasium floor. A player in a white jersey is dribbling the ball while being closely guarded by a player in a blue jersey. In the background, other players in blue jerseys are visible, including one with the number 15. The scene is dynamic and captures a moment of intense play.

DISADVANTAGE

DRILLS

4 on 3

5 on 4

6 on 4

BE A PRACTICE PLAYER FIRST





One of the proudest moments of my
coaching career.



Build a successful team
focused on respect, hard work,
and teamwork



CREATING A CULTURE OF
WINNING
STARTS WITH CREATING
GOOD PEOPLE

Sometimes, when you
lose, you win.

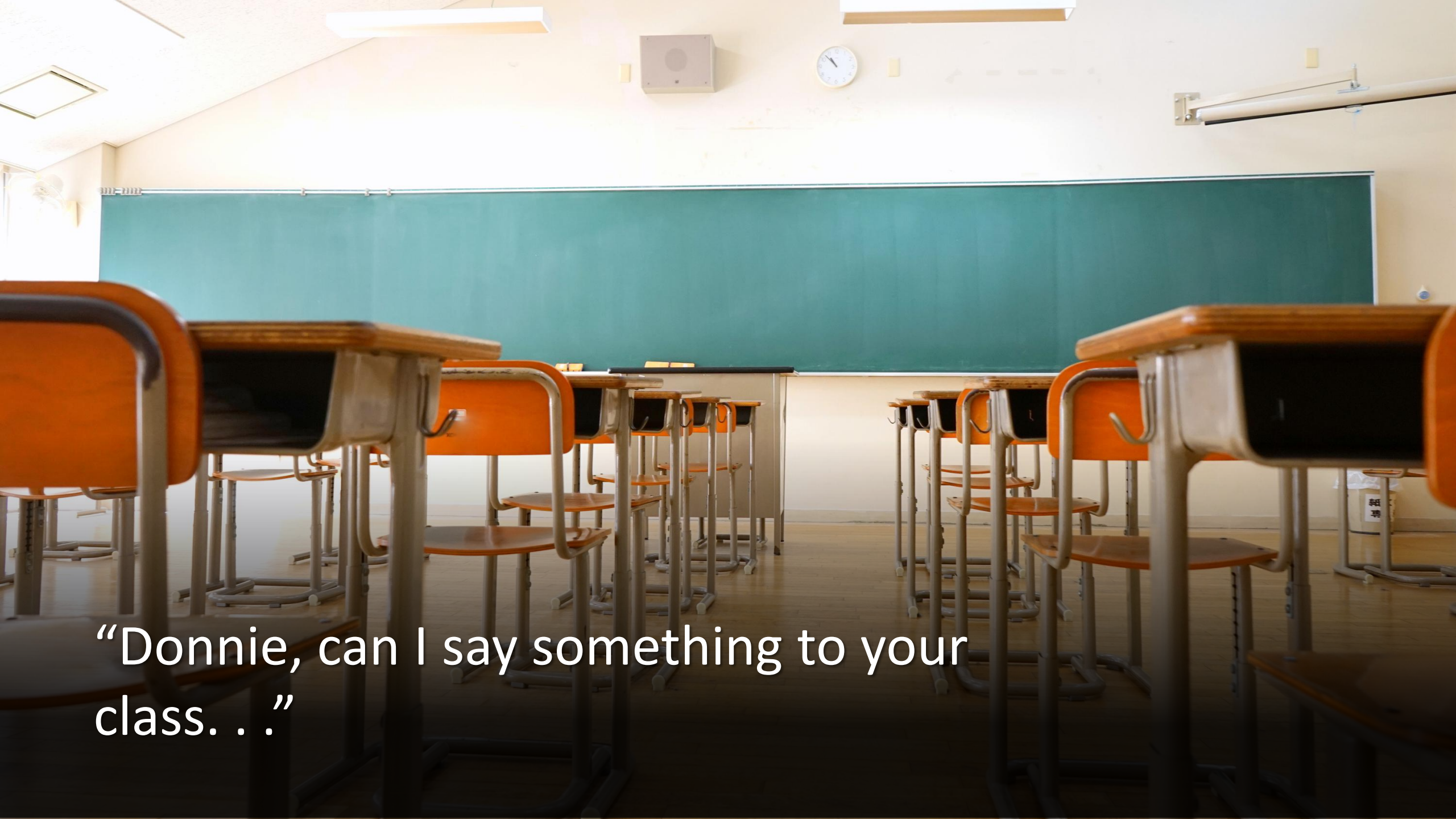




" You don't have to win a
championship to be a

CHAMPION

"



“Donnie, can I say something to your class...”



BELIEVE

Scan this QR code



Download my Blueprint for
Building Championship-
Level People and Teams.

INCLUDES A 30-DAY
**LEADERSHIP
CHALLENGE!**