

Cosby High School opened in the Fall of 2006. Cosby's current AD and I were original Titans, I was and continue to be the Head Football Coach. Michael Swartz, our current AD was my offensive coordinator. Most of this will be based on discussion with Coach Swart and my insight into our own programs. We opened with an excellent and experienced principal and AD. I feel that they were truly 3 Dimensional leaders. They knew their craft and they expected their staff to be superior at what they did. They were able to share their vision of excellence. They were excellent motivators, instilled confidence in all Titans and set high but attainable goals. I am not sure if they knew about the 3 Dimensions but they practiced all three of them on a daily basis, we had an identity, worked on character and culture and made sure that we all felt valuable to the school. We were and continue to be one of the best academic public schools in the Richmond area as well as the state, and we excel in extra-curricular activities as well. We won the Dominion District Cup for the top athletics program in our District every year since we joined and we have won the Wells Fargo Cup for the best athletic program in the state for our classification multiple years. After the 2015-2016 academic year the principal and the AD both retired.

Mr. Swartz took over as AD. Swartz is a believer in the 3 Dimensions of Coaching, and truly understands that good relationships with your staff and your student-athletes lead to success. All of our coaches know their X's and O's, know the importance of out of season training, all of the things that make a good 1st Dimensional coach. Many of our coaches know how to motivate their team members positively, instill confidence, and build teams that work together, all 2nd Dimension traits.

One of the changes at Cosby is the sense of entitlement we are seeing. We are seeing this more and more not only in the student-athletes but also parents. Many of the original coaches are having a difficult time motivating, as well as relating to the students. There have been more issues with parents as well. I believe that many of our coaches are having a difficult time defining their "Why". Early in the course, Jeff Duke describes a time when a coach described one of his players as a "turd". I hear that from some of our coaches more often than I should, and they pass judgement and give up on a player immediately. After taking this class, I truly feel that to be successful at Cosby we need to show the kids that we "love" them, and I think "love" is a difficult word for some coaches to use in their coaching vocabulary. About 5 to 6 years ago, before I had a personal battle with cancer, Mr. Swartz and I read Jeff's 3D book. We implemented the home visits during the offseason, what a great experience, for the players, the parents and the coaches. We all got to know each other better, we developed a caring attitude for each other and we were a better team. I have decided to bring that back. Now, during the school closures because of Covid-19, I am reaching out by telephone and speaking to 2 to 3 of our players a day. I have begun writing personal notes and mailing them to 2 or 3 players a week. What a difference this has made, even during the shut down. I am recommending to my coaches that they "talk", I mean really communicate with their players more. If the players see that the coaches care, that they are real, they will give more effort in return. We are working on identifying leaders.

I believe that one of the biggest emphasis for Cosby needs to be getting back to respecting each other and following the Golden Rule, treat others the way that you want to be treated. From the top down.