



AD CLINIC: LEADING THE STUDENT-ATHLETE EXPERIENCE AGENDA



JULY 25, 2023 // 11:30AM-6PM
NHSACA CONFERENCE // LINCOLN, NEBRASKA

Join us for an action-packed day of great speakers, breakout sessions, and interactive workshops, designed to help you develop the skills necessary to become a transformational leader in the world of athletics. Our team of coaches and educators will provide you with the tools and strategies to build a winning culture, develop your coaching staff, and provide your athletes with the best possible experience both on and off the field.

KICKOFF & LUNCH // BILL ECKSTROM

11:30AM - 12:15PM

Join fellow ADs for lunch on us and welcoming remarks from the founder of Eccell Sports.

KEYNOTE // DR. CLINT LONGENECKER

12:15 - 2:15PM

Best Practices of Great Leaders in Sports:
A Look in the Mirror for Administrators & Coaches

BREAKOUT SESSIONS I

2:30 - 3:20PM

- Option 1: **Mitchell Stine** and **Christina Boesiger** will explore the essential skills and strategies that ADs need to effectively coach and support their staff.
- Option 2: **Keith Wahl** will share the foundation of creating a positive experience by building trust and intention.

BREAKOUT SESSIONS II

3:30 - 4:20PM

- Option 1: **Sarah Wirth** will provide insights into creating and sustaining a psychologically safe environment.
- Option 2: **Bill Eckstrom** will teach attendees the power of embracing healthy discomfort to promote growth within their team.

KEYNOTE // ED MOLITOR

4:30 - 5:15PM

Victory Undefined is Victory Unfulfilled



AD CLINIC: LEADING THE STUDENT-ATHLETE EXPERIENCE BREAKOUT SESSIONS



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When information is taken in through lecture, research shows it will yield an estimated 5% retention. When information is learned through discussion or action, the retention can range from 50-90%. The breakout sessions at the 2023 Ecell Sports AD Clinic are not to be missed. Attendees will have the opportunity to learn from experienced leaders in the industry and gain valuable insights into the skills and strategies needed to become a transformational leader in the world of athletics.

COACHING COACHES: LEADING EFFECTIVELY AS AN ATHLETIC DIRECTOR

BREAKOUT SESSION I, 2:30 - 3:30

MITCHELL STINE // ACTIVITIES DIRECTOR & ASST PRINCIPAL, NORRIS HS
CHRISTINA BOESIGER // VOLLEYBALL COACH, NORRIS HS

Join an insightful discussion on what coaches need from today's ADs, including the essential skills and strategies required to effectively support your staff. Participants will learn about the positive impact of effective feedback, clear communication, providing necessary resources, and professional development opportunities.

THE FOUNDATION OF A POSITIVE EXPERIENCE: CONNECTION STARTS WITH INTENTION

BREAKOUT SESSION I, 2:30 - 3:30

KEITH WAHL // AD, VALOR CHRISTIAN HS

Delve into the vital role that trust and intention play in building connections between ADs and their team members. Participants will learn strategies on how to build and maintain strong relationships with staff members by establishing trust through clear intentions, ongoing support and guidance, and fostering open communication.

CREATING A PSYCHOLOGICALLY SAFE ENVIRONMENT BEGINS AT THE TOP

BREAKOUT SESSION II, 3:30 - 4:20

SARAH WIRTH // PRESIDENT, ECSELL SPORTS

Join Sarah as she teaches about the impact of psychological safety on staff, coaches, and athletes. Learn how to create an environment where everyone feels safe to take risks, share their ideas, and express their concerns without fear of judgment. Attendees will gain practical tools and strategies to build an environment that promotes collaboration, positivity, and growth within athletic programs.

THE ROLE HEALTHY DISCOMFORT PLAYS IN THE GROWTH OF YOUR TEAM

BREAKOUT SESSION II, 3:30 - 4:20

BILL ECKSTROM // PRESIDENT, ECSELL SPORTS

Learn how to harness the power of healthy discomfort. This session will teach ADs to identify opportunities for growth through embracing discomfort, plus how to lead their team through these challenging moments. As someone wise once said, "Only in a state of discomfort can you truly grow."

AD CLINIC: LEADING THE STUDENT-ATHLETE EXPERIENCE KEYNOTE SPEAKERS



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Our keynote speakers are highly accomplished in their respective fields and have been carefully selected to provide attendees with a complete playbook for success. **Ed Molitor** will inspire us to adopt a growth mindset and to lead with purpose, helping us to build a winning culture that promotes excellence both on and off the field. **Dr. Clint Longenecker** will provide practical insights on how to develop coaching staff and create an exceptional athlete experience that drives success. Together, they will equip us to thrive as ADs and make a meaningful impact in the world of athletics.



DR. CLINT LONGENECKER

**BEST PRACTICES OF GREAT LEADERS IN
SPORTS: A LOOK IN THE MIRROR FOR
ADMINISTRATORS & COACHES**

Clint Longenecker, PhD, is a Division I Athletics veteran of almost 50 years. He's a renowned speaker and a bestselling author of [The Two-Minute Drill: Lessons on Rapid Organizational Improvement](#). Kick off the day with Dr. Clint's inspirational talk designed to develop ADs, coaches, and administrators' "personal leadership process." He'll help attendees take their personal game and their programs to the next level of success while always keeping a laser focus on what is most important – enhancing the experience of student-athletes.



ED MOLITOR

**VICTORY UNDEFINED IS VICTORY
UNFULFILLED**

At the end of the day, Ed Molitor's highly energetic talk will leave you inspired. With nearly three decades of leadership experience in athletics and business, including coaching NCAA Basketball, Ed understands the potential and pitfalls of leadership at every level. Ed will share stories and lessons from his experience coaching and mentoring athletic directors at the high school and collegiate levels. He'll discuss challenges and practical takeaways, including his VICTORY Defined framework for creating an exceptional experience for student-athletes.