

# **Building & Sustaining a Championship Program**

**25 years → 25 TIPS**

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**25**  
helpful tips...

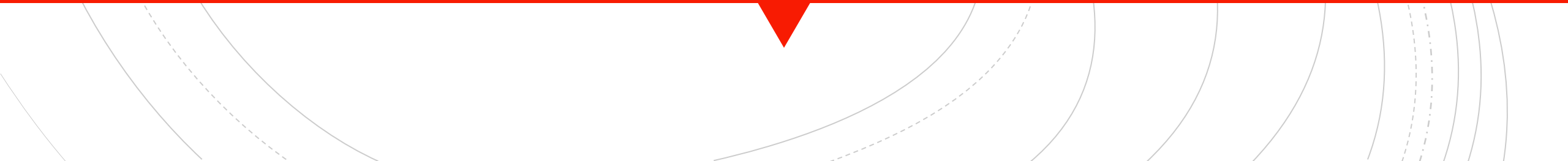
Culture

Training

Impact



Culture



# Culture



*“the set of shared attitudes, values, goals, and practices that characterizes an institution or organization”*

- **attitudes**
- **values**
- **goals, and**
- **ways of working that a team shares**

# Tip #1

## Have a Team Mission

- an anchor for who you are and why you exist
- a clear and effective guide for making decisions and how you do things



# Sample Meeting

## Opening (5 min)

- Purpose of today's meeting
- Vision for the season

## Energizer/Team-builder (10 min)

- Partner activity: Who are you?
- Partner activity: Why do you run?

## Team Core Values

- Why team values matter
- Examples of team values living amongst the team:
  - Positive and encouraging support
  - Dedication
  - Inclusive and welcoming family atmosphere
  - Hard work
  - Resilience

## Goals

- Individual Reflection and goal-setting: (write responses on paper)
  - What are 3 main strengths that you bring to the team?
  - What are 3 things you think you could work on in terms of being a better runner or teammate?
  - Write down 3 main goals you have for the season with some explanation of how you plan to achieve those goals (*For example, get more sleep is not enough. How? Get work done during the day - what are some things you need to put in place to do that... surround yourself with folks who are also being disciplined about work? Stay off your phone and social media late at night, etc.*)
- Team Goals for the Season

## Closing

# Gain Buy-in

(into mission)

*“You can have the best plan, but your athletes must be willing to follow it.”*

Tip #2



# Relationships, Relationships, Relationships.

Tip #3





## Tip #4

### **Begin with knowing your team**

- Know everyone's name
- Give out nicknames
- High fives or fist bumps daily
- Learn about life outside of running

## Tip #5

### Adapt your coaching style according to...

- personality
- ability
- expectations



## Tip #6

### Team bonding activities

- Who your runners are as people determine how you should best support them.
- Runners who like each other, run for each other.

## Tip #7

### One-on-one check-ins

- Pulse check
- Personalized
- In-person, Zoom, phone call
- Mental, physical, academic

# Tip #8

## End of the year celebration/ceremony

- gratitude and appreciation
- tradition and culture-building



## Tip #9



**Appreciation for  
coaching staff**

## Tip #10

### **Don't forget about JV!**

- Your team is only as strong as its weakest link.
- JV can have tremendous influence on culture and performance.

**Tip #11**

**Align with your  
administration**



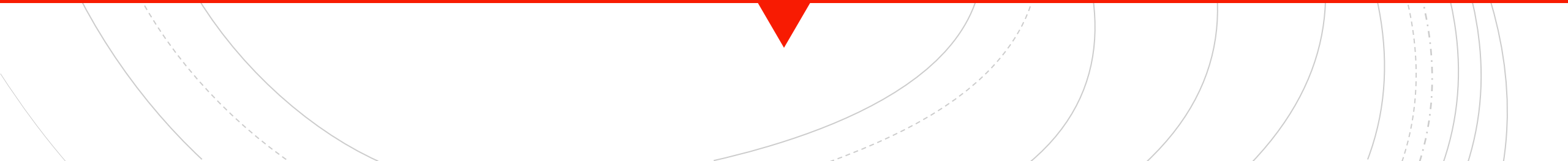
# Tip #12

Strength in diversity





Training



# Training

## **It's an art & a science !**

- Develop athletes physically, mentally, and physiologically.
- Equip athletes for life.
- Three E's

# Tip #13



## Periodization

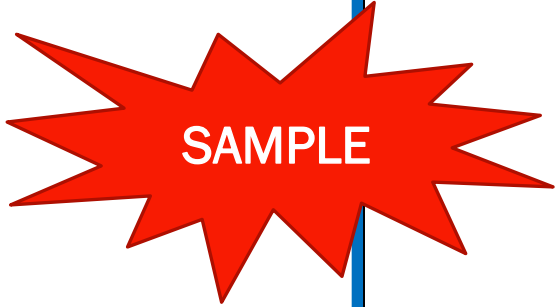
- It all starts with summer training.
- Backwards mapping
- Plan early
- Find the race (strategy) in practice



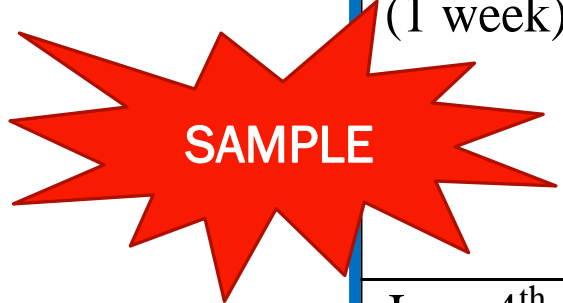
# *ER Raiders*

## *Sample Sprint Schedule Template*

November 23 <sup>th</sup> – December 23 <sup>rd</sup> (4 weeks)		1-2 days speed / technique 2 days speed endurance (low to moderate intensity / stress) 2 / 2 days weights 2 days plyometrics
December 25 <sup>th</sup> – January 20 <sup>th</sup> (4 weeks)		2 days speed / technique 2 days speed endurance (medium to high stress) 2 / 2 days weights 2 days plyometrics 1 day rest 1 day competition
January 22 <sup>nd</sup> – February 20 <sup>th</sup> (4 weeks)	Rest / Sharpening Phase  Virginia Tech Invite Penn State Invite State Championships	2 days speed / technique 2 days speed endurance (longer recoveries) 1-2 days weights (maintenance) 1-2 days rest / recovery 1-2 days competition



February 21 <sup>st</sup> – February 28 <sup>th</sup> (1 week)	Rest / Refreshing Cycle	2 days speed / technique 1 day speed endurance (light) 1-2 days weights (maintenance) 2-3 days rest or light activity
March 1 <sup>st</sup> – March 30 <sup>th</sup> (4 ½ weeks)	Focus 1. Speed Endurance 2. Speed / Technique 3. Power	2 days speed / technique 2 days speed endurance (high) 2 / 2 days weights (high intensity ↓ 6 reps) 2 days high impact plyos 1 day rest 1 day competition
April 2 <sup>nd</sup> – April 27 <sup>th</sup> (4 weeks)	Arcadia Invite Mt. Sac Invite Penn Relays	2 days speed / technique 1 day speed endurance (fast, long recoveries; avoid high fatigue); 1-2 days weights (maintenance) 2 – 3 days rest/travel/light 1-2 days competition
April 30 <sup>th</sup> – May 12 <sup>th</sup> (2 weeks)	Rest / Refreshing Cycle	2 days speed / technique (light) 1 day speed endurance (light) 1-2 days weight (maintenance) 2-3 days rest or light

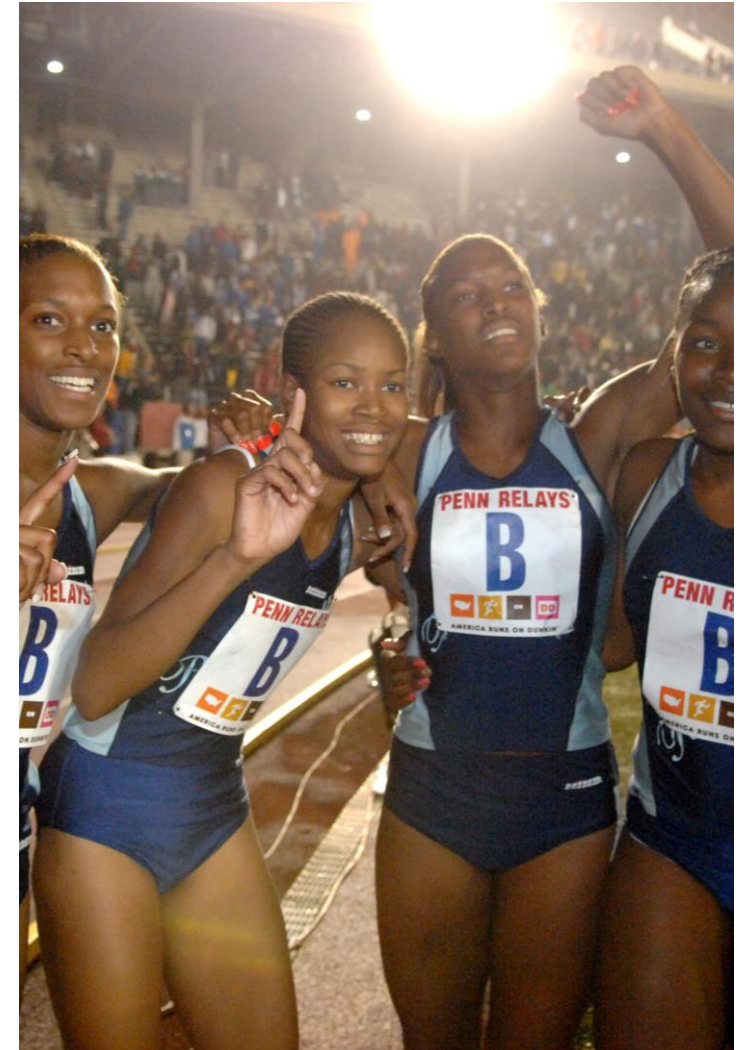


May 14 <sup>th</sup> – May 26 <sup>th</sup> (2 weeks)	Outdoor States	2 days speed and technique 1 day speed endurance (fast, long recoveries; avoid high fatigue) 1-2 days weights (maintenance) 2-3 days rest/travel/light 1-2 days competition
May 28 <sup>th</sup> – June 2 <sup>nd</sup> (1 week)	Rest / Recovery	2 days speed / technique (AN) 1-2 days speed endurance (AN) 1-2 days weights (maintenance) 2-3 days rest / light
June 4 <sup>th</sup> – June 16 <sup>th</sup> (2 weeks)	Peaking for Nationals	2 days speed / technique 0-1 day speed endurance 0-1 days weights (maintenance) 2-3 days rest/travel/light 2-3 days competition
June 18 <sup>th</sup> – June 23 <sup>rd</sup> (1 week)	Maintenance of Peak / Rest for Jr. Champs	Same as above

SAMPLE

## *Sample Workouts of Speed Endurance: Low Anaerobic Stress*

- 3-4 x 150, 3-4 x 100, 3-4 x 50 to 90% w/ 1-2 min b/w reps, 2-4 min b/w sets
- 8 x 200 with 100 walk, 100 jog as rest (1-2 min) – fast and relaxed
- 10 x 150 accelerations to 90%, 1-2 min rest
- 5-6 x 300 w/ 1-2 min rest – quick w/ form / 5 x 200 with 3 min rest – moderate & quick
- 6-12 x 400 fartlek (100 walk, 100 jog, 100 stride, 100 sprint – 90%)
- 3-4 x 300-200 – 1 min b/w 300 & 200, 3 -5 min b/w sets – fast & relaxed





## ***Medium to High Anaerobic Stress***

- 3-4 x 300 (5-8 min rest)
- 1 x 600, 1 x 500, 20-30 min rest, very fast
- 500-300-200 progressive rests – 5-8 min / 8-12 min
- 500-300-200 (5 min rest)
- 3 x 200 at 99% w/ 10 min rests
- 1 x 300 (10-20 min rest), 1 x 200 at 99%
- 300-300-200-200 w/ 5 min rests

## ***High Anaerobic Stress***

- 300-200 at race pace for 400 w/ 1 min rest, 20 min rest – repeat or 200-200
  - 1 x 500 at 99%, 20 – 30 min rest, 1 x 300 at 99%
  - 1 x 600 at 99-100%, go home
  - 1 x 500 at 99-100%, go home
- For the short sprinter – 1 x 200 at 99%, 3 x 100 at 99%, 3 x 50 99% all with 5 min rest



# Tip #14

## Peaking

- The wider the base = the higher the peak
- Preparation can equalize great talent





# Tip #15

## Progression

*Inch by inch is a cinch, yard by yard is too hard.*

- Avoid burnout or running athletes into the ground
- Preserve young athletes so they can have lasting careers



## Tip #16

### One size does not fit all

- Meet your athletes needs and tailor their training to their ability and goals

## Tip #17

- Don't forget, training is sometimes trial and error.

## Tip #18

### **Auxiliary training**

- Doing all the little things allows you to sustain training at the highest level.

# Tip #19

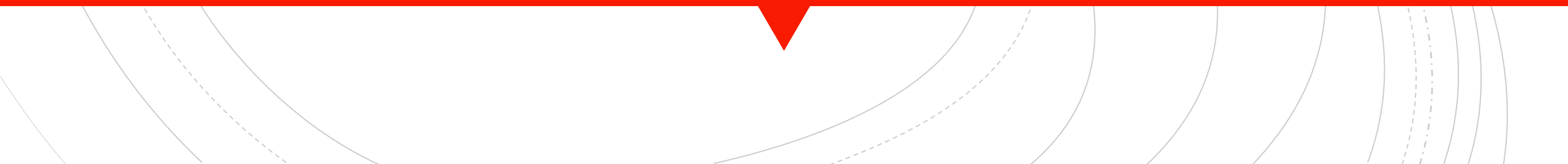
## Reflection & analyzing results

- Take responsibility as the captain of the ship
- Avoid blaming your athletes or other factors





Impact







# Impact

“A teacher (coach) affects eternity; he can never tell where his influence stops.”

—HENRY BROOKS ADAMS



**UNDER ARMOUR**

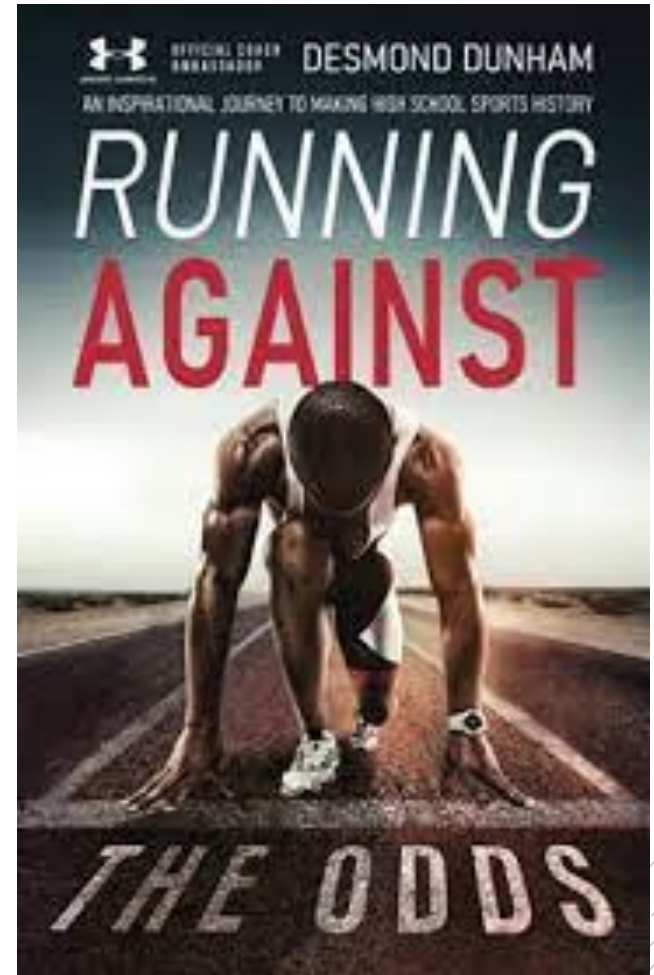
## Tip #20

### **Brand yourself, brand your program**

- Branding for team
- Personal branding
- UA Coach

# Tip #21

*Leave your legacy  
and tell your story.*



# Tip #22



## Monetize your craft

- Camps
- Training sessions
- Special events

## Tip #23

- Development/Fundraising

# Tip #24

## Leadership development

- 21 Irrefutable Laws
- Delegate - *Teamwork, Makes the Dream Work*

If it doesn't challenge you, it won't change you (nor your program)!

Tip #25



Questions?

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