

CHANGE OF CULTURE



Změna kultury - Niklas Hede



- U dětí začínají s vášní ke sportu, zodpovědností -> soustředí se na danou věc a přechází na profesionalitu.
- Vytvoření disciplíny u dětí. Vysvětlení rodičům, proč trénují a hrají, proč mají zvolenou právě tuto cestu.
- Vytváření důvěry, napříč -> trenér/hráč/rodič
- Nesnaží se vytvářet jen dovednosti hráčů, ale rozvíjet i jejich myšlení. To jak přemýšlí ve hře a řeší situace.
- Důležité je u začínajících dětí vytvářet podvědomí o tom, že to co dělají, není o klubu, ale o nich. Dostat jim do hlavy, že hřiště kde trénují, šatna apod. není klubu, ale jejich. V další fázi teprve začínají poznávat sport, který hrají.
- Důležité je pochopit rozdíl mezi růstem (hráče, trenéra...) a jejich rozvojem.
- Neučí hráče hrát systém do 14let. Hráč, který na hřišti běhá za míčem, pukem kamkoliv, nasbírání více zkušeností než hráč, který stojí na jedné pozici a 2x přihrává a jde střídat.

CHANGE OF CULTURE



Pedagogy,
Andragogy,
Heutagogy
compared.

	Pedagogy Children's learning	Andragogy Adults learning	Heutagogy Self-directed learning
Dependence	The learner is a dependent personality. Teacher determines what, how and when anything is learned.	Adults are independent. They strive for autonomy and self-direction in learning.	Learners are interdependent. They identify the potential to learn from novel experiences as a matter of course. They are able to manage their own learning.
Resources for learning	The learner has few resources – the teacher provides transmission techniques to store knowledge in the learner's head.	Adults use their own and other's experience.	Teacher provides some resources but the learner decides the path by negotiating the learning.
Reasons for learning	Learn in order to advance to the next stage.	Adults learn when they experience a need to know or to perform more effectively.	Learning is not necessarily planned or linear. Learning is not necessarily based on need but on the identification of the potential to learn in novel situations.
Focus of learning	Learning is subject centred, focused on prescribed curriculum and planned sequences according to the logic of the subject matter.	Adult learning is task or problem centred.	Learners can go beyond problem solving by engaging pro-actively. Learners use their own and others' experiences and internal processes such as reflection, experiential learning, interaction with others, and pro-active as well as problem-solving behaviours.
Motivation	Motivation comes from external sources – usually parents, teachers and a sense of competition.	Motivation stems from internal sources – the increased self-esteem, confidence and recognition that come from successful performance.	Self-efficacy, knowing how to learn, creativity, ability to use those qualities in novel as well as familiar situations and working with others.
Role of the teacher	Designs the learning process, imparts material, is assumed to know best.	Enabler or facilitator, climate of collaboration, respect and openness.	Developing the learner's capability Capable people: <ul style="list-style-type: none"> • Know how to learn • Are creative • Have a high degree of self-efficacy • Apply competences in novel as well as familiar situations • Can work well with others.

Heutagogy:
The
management of
self-managed
learners

• 3 základní formy vzdělávání (hráčů):

- **Pedagog – říká co se učí**
- **Andragog – dává problémy k řešení**
- **Heutagog – tvoří prostředí, které nutí hledat a řešit problémy**

- více o Heutagoge ZDE:

<https://cs.wikipedia.org/wiki/Heutagogika>

<https://www.teachthought.com/pedagogy/a-primer-in-heutagogy-and-self-directed-learning/>

RED BULL VALUES



PROFESSIONALISM

UP TO THE JOB:

- Know the task and do it
- Grow your strengths
- Do things right
- Contribute to the whole company

WORK HARD:

- Work hard, but do not pretend to know everything
- Give attention to details
- Deliver customer satisfaction
- Reliable and reasonable in timing

INTELLIGENCE (NOT NECESSARILY EDUCATION), ANALYTICAL THINKING:

- Make rational conclusions from complex issues
- Divide complex issues into manageable parts
- Anticipate the unexpected

COMMUNICATION:

- Share information across departments
- Create effective documentation
- Speak with certainty and authority

FOCUS

EXECUTE:

- Focus on doing the right things
- Deliver results and solutions, not problems
- Set priorities

DECISION MAKING:

- Make fact-based and sensible decisions
- Come to a decision only after evaluating all alternatives
- Make 'gut' decisions only after having analysed all facts and after having a sufficient level

PLANNING – ORGANIZING:

- Identify the right assignments
- Plan using milestones and timetables
- Allocate resources (people, money, time) promptly, with highest impact

ORGANIZATIONAL ALIGNMENT:

- Follow personal responsibility, not hierarchy and act accordingly
- Feel always free to tell the truth
- Build relationships, but not 'a company within the company'

RESPONSIBILITY

MATURITY – HUMBLENESS:

- Demonstrate humility, not arrogance
- Don't devalue the performance of others to highlight your own
- Know that it is a thousand times harder to sell than to buy and to spend money
- Put the 'Red Bull can' in the focus of your actions, not yourself
- Know when you do not know
- Stand the heat and enjoy success

TRUST – INTEGRITY – RESPECT:

- Admit mistakes and take responsibility for your own and your team's failures and give credit to achievements of your team
- Win by the rules, no cheating
- Do not speak about but rather with people (about issues)
- Respect the individual
- Be authentic
- Hire people who are smarter than you

MANAGING RISKS:

- Demonstrate courage by taking informed risks, but always consider the worst case

LOVE LIFE, LOVE TO WORK, LOVE TO PLAY:

- Things can be done, have positive energy and be optimistic
- Support others in their own development
- Give and receive constructive feedback
- Be straightforward, open and courageous

PASSION

CREATIVITY – CURIOSITY:

- Keep alive 'clear mind-bright eyes'
- Witty, contemporary, pleasant
- Individualistic
- Seek alternatives with intellectual curiosity
- Create a climate for continual learning
- Keep the rebel (Huckleberry Finn) alive

ENTREPRENEURIAL:

- Work empowered and manage yourself – do not wait to receive orders
- Focus on long term results, not short term effects

FLEXIBILITY – ABILITY TO CHANGE:

- Be ready for change and have willingness to learn
- Challenge the status quo if necessary

DRIVE – SENSITIVITY:

- Show enthusiasm, just love your job (work and responsibility is not an improper proposition)
- Share the passion to win
- Be passionate about our brand
- Demonstrate humanistic approach
- Don't forget that the company's only asset is a little blue and silver can and the associations that people make when they see and consume it

WORK WITH PROFESSIONALISM, FOCUS, RESPONSIBILITY AND PASSION AS A RED BULL ENTREPRENEUR AND DON'T TAKE YOURSELF TOO SERIOUSLY!

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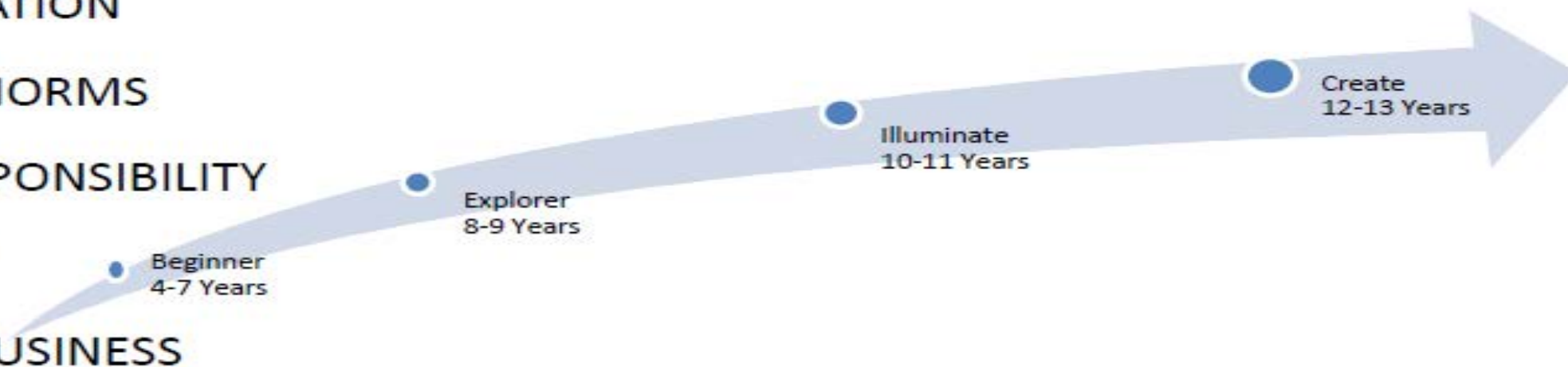
WORK WITH PROFESSIONALISM, FOCUS, RESPONSIBILITY AND PASSION AS

AS A RED BULL ENTREPRENEUR AND DON'T TAKE YOURSELF TOO SERIOUS

CREATING CULTURE



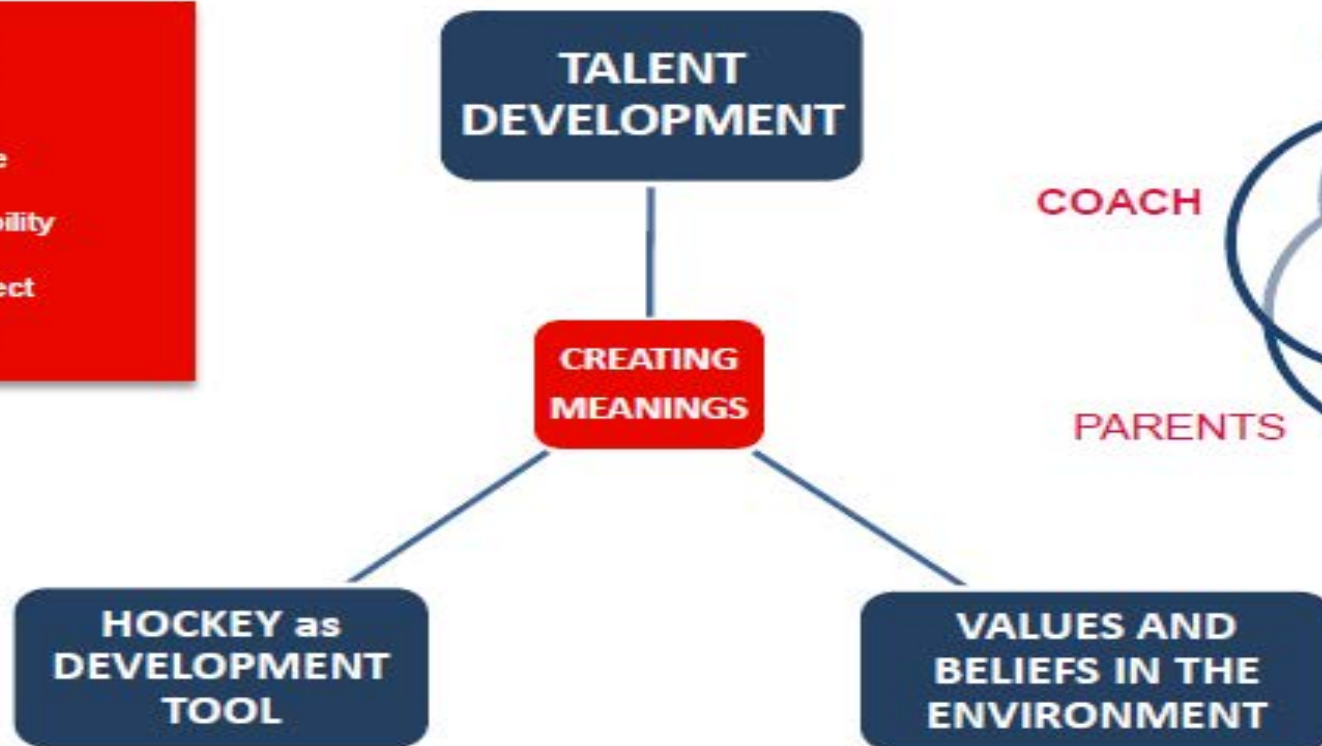
1. PHILOSOPHY
2. RECRUITMENT
3. GOALS
4. CREATING PROJECT TEAMS
5. COMMUNICATION
6. RULES AND NORMS
7. SOCIALE RESPONSIBILITY
8. SOLIDARITY
9. COACHING BUSINESS



CHANGE OF CULTURE / CULTURE OF GROWTH



Growth
Development
Interaction
Passion
Energetic nature
Creativity
Sense of responsibility
Competence
Human as a subject
Self-discipline
...

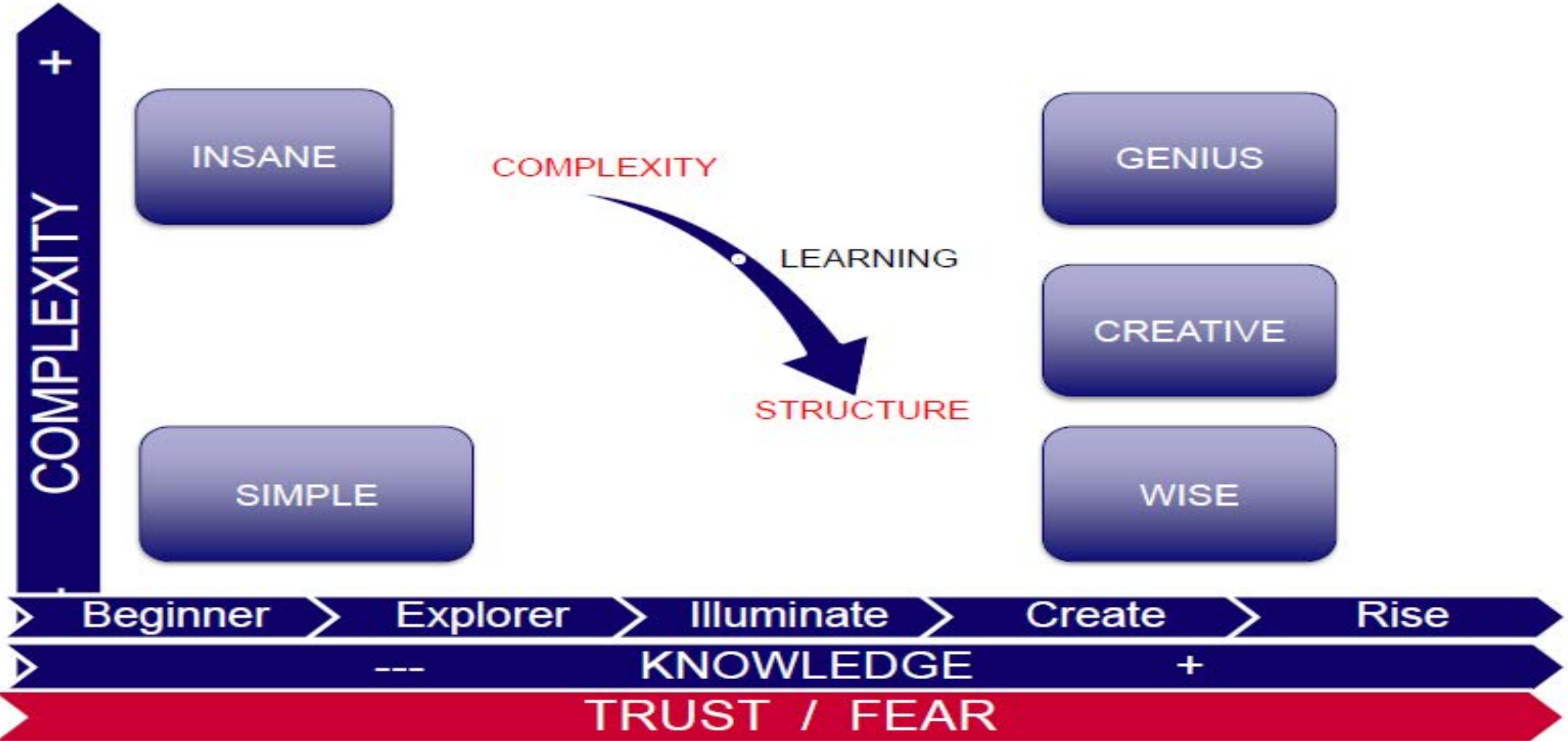


- GROWTH
- DEVELOPMENT
- INTERACTION
- PASSION
- ENERGETIC NATURE
- CREATIVITY
- SENCE OF RESPONSIBILITY
- COMPETENCE
- HUMAN AS A SUBJECT
- SELF-DISCIPLINE

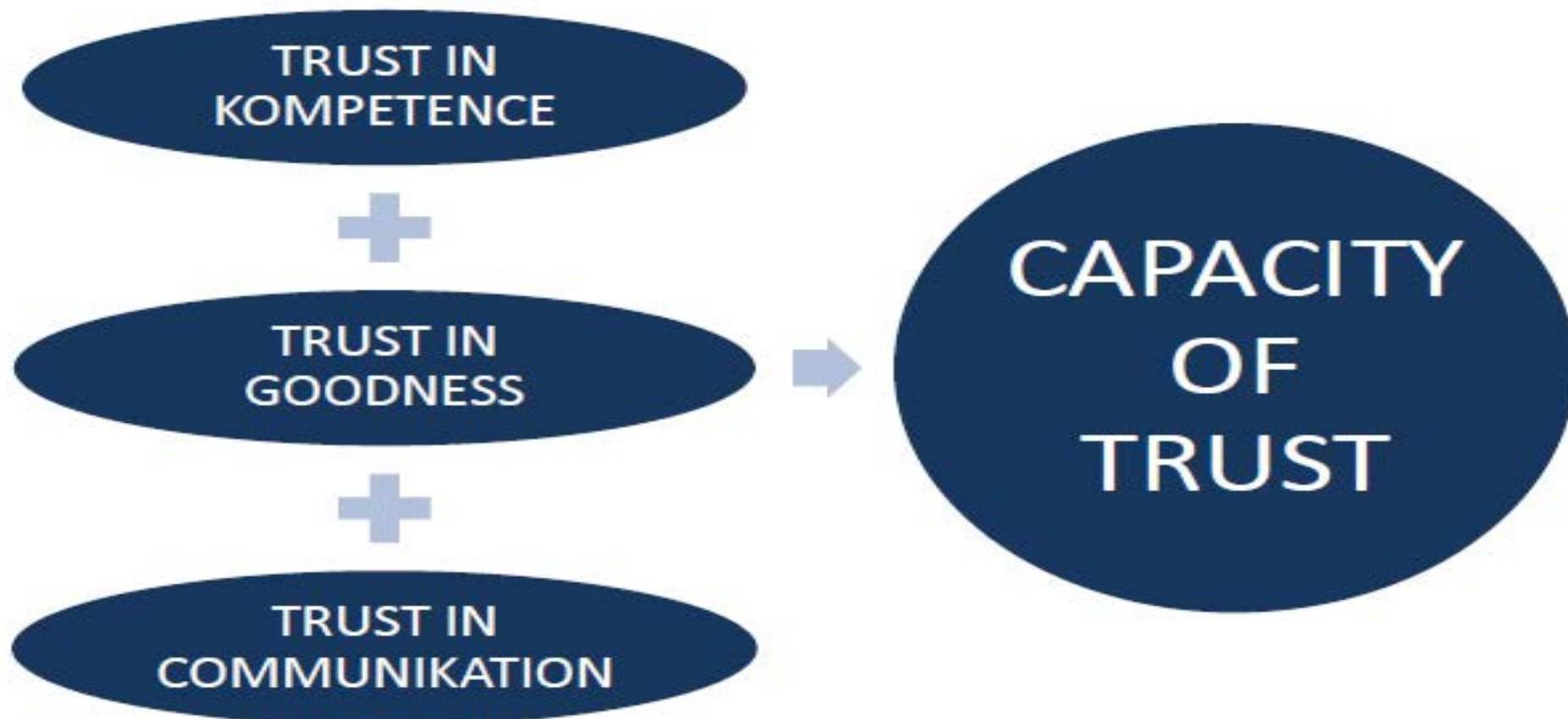




`If you want to think outside the box,
you need to know what's inside`



CAPACITY OF TRUST





Red Bull Values

Passion, Responsibility, Focus, Professionalism

Skill = HOW TO

Talent = Natural way of
thinking, feeling and
behaving =
CULTURE

Knowledge=Experiential
and Factual knowledge

TOWARDS DIALOG, CREATING EXPERIENCES



UNDERSTANDING GROWTH AND DEVELOPMENT



WHAT IS GROWTH?

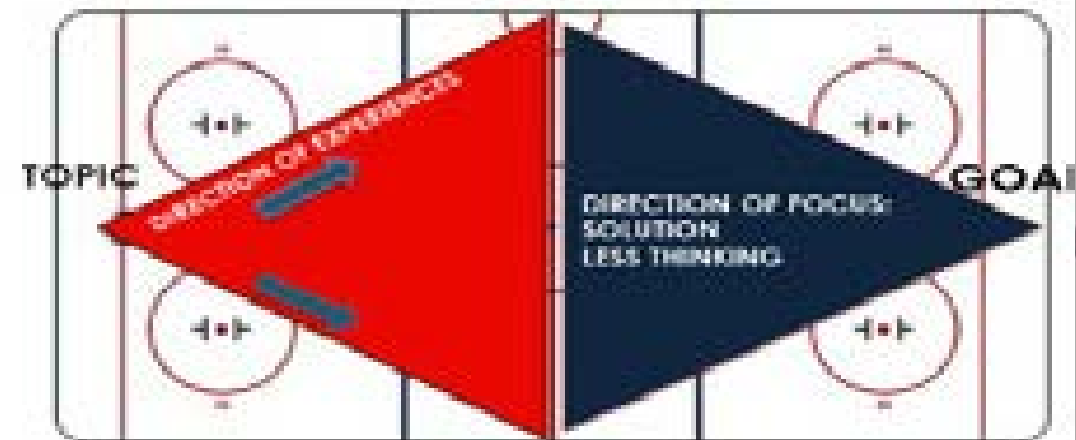
- Creating Capacity of Players, Coaches, Leaders and Leagues to ensure development



WHAT IS DEVELOPMENT?

- Having strong roots and wide wings to develop capacity to capability

DIALOG = FLOW OF MEANINGS
DIALOG CREATES UNDERSTANDING
AND MAKES THINKING BIGGER

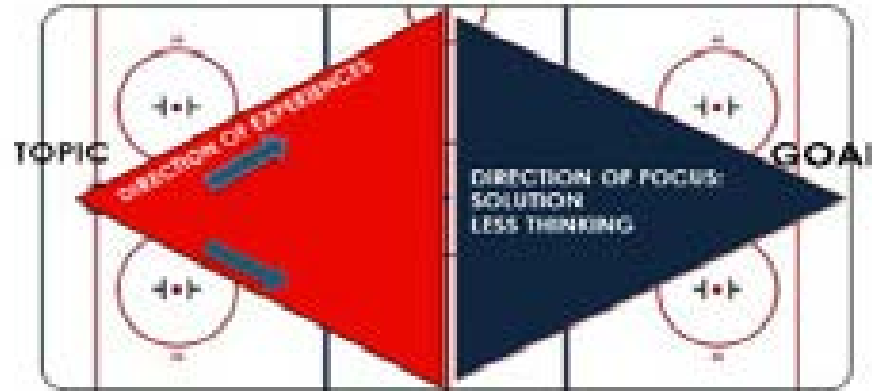


ATING



VELOPMENT

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- DIALOG IS FLOW OF MEANING
- DIALOG CREATES UNDERSTANDING AND MAKES THINKING BIGGER



TÝMOVÝ KONCEPT – LEDNÍ HOKEJ - U18



- **5 pravidel** - jak chceme, aby naši hráč hráli:
intensity,
hard skating,
hard battle,
puck possession,
speed
- **Individuální rozvoj hráče**
Vysvětlujeme hráčům, proč dělají danou věc, cvičení, program, atd. Nechceme formu „protože jsem trenér a řekl jsem to....“

Let's GO!



Bill Parcells believes *preparedness is the key to success.*

"The more you prepare beforehand, the more relaxed and creative and effective you'll be when it counts."

Our actions will speak for us and at the end of the day what we do on a daily basis will define us and make the difference!

Some questions?



- Why are you here? Not in the Academy but in your position...
- Who are you and what are you doing?
- What would you like to know?
- Which sports and roles do we have here?



- *Intensity*
- *Hard Skating*
- **Hard battle**
- *Puck Possession*
- **Speed**

One season



- Total 32+ Weeks (Games)
- 11+ Weeks of preparation
- 5-6 weeks of break (No games)
- Yearly, Weekly 1,2,3, 4 (regeneration) 2-1-2-1-0
- 40-50 Games (à 15-20 minutes)
- 150 Trainingdays (à 3 Hours)

***Games are the Result of a good development and the
Reward after a hard week of practice!!***

Individual Player Development



- Better players make the team better and a better team makes the individual better! I have to develop myself!
- Preparation to become professionals

„What matters is realizing that the reason you were born is to become the best human being you can possible be“

- Always ask why?
- We offer a development in a professional environmen



150+ Team ice

25+ Skill ice

50+ games*

* +15 - 20 games with National teams

Trainingsplan U18AKA



November

KW	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag
44	28. Okt	29. Okt	30. Okt	31. Okt	01. Nov	02. Nov	03. Nov
	Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	Off ice 6:45-7:00 Ice 7:15-8:15 Off ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50	Off ice 7:45-8:10 Ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50	Game 16:00 HC Litvinov	Game 14:30 Piráti Chomutov	Off
45	04. Nov	05. Nov	06. Nov	07. Nov	08. Nov	09. Nov	10. Nov
	Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15 Test	Off ice 6:45-7:00 Ice 7:15-8:15 Off ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	Ice 15:20-16:45 Off ice 17:00-17:20	Off ice 6:30-6:45 Ice 7:00-8:00 Off ice 8:15-8:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	Ice 6:00-6:45 Breakfast 7:00	Off	Off
46	13. Nov	13. Nov	13. Nov	14. Nov	15. Nov	16. Nov	17. Nov
	Off for Nationalteam- Players Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	Off ice 6:45-7:00 Ice 7:15-8:15 Off ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50	Off ice 7:45-8:10 Ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50 Abfahrt nach der Schule	Game 16:00 HC Litvinov	Game 14:30 Piráti Chomutov	Off
47	18. Nov	19. Nov	20. Nov	21. Nov	22. Nov	23. Nov	24. Nov
	Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	Off ice 6:45-7:00 Ice 7:15-8:15 Off ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50	Off ice 7:45-8:10 Ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50	Game 16:00 HC Dukla Jihlava	Game 14:30 HC Kometa Group o.s.	Off
48	26. Nov	26. Nov	27. Nov	28. Nov	29. Nov	30. Nov	01. Dec
	Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	Off ice 6:45-7:00 Ice 7:15-8:15 Off ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50	Off ice 7:45-8:10 Ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50 Abfahrt nach der Schule	Game 16:00 HC Litvinov	Game 14:30 Piráti Chomutov	Off

Weekly & Monthly plan



Trainingsplan U18AKA				November			
NW	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Sonntag	Sonntag
44	28. Okt Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	29. Okt Off ice 8:45-7:00 Ice 7:15-8:15 Off ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	30. Okt Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50	31. Okt Off ice 7:45-8:15 Ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50	01. Nov Game 16:00 HC Liebovitz	02. Nov Game 14:30 FCB Chomutov	03. Nov Off
45	04. Nov Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15 Test	05. Nov Off ice 8:45-7:00 Ice 7:15-8:15 Off ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	06. Nov Ice 15:30-16:45 Off ice 17:00-17:30	07. Nov Off ice 8:30-8:40 Ice 7:00-8:00 Off ice 8:15-8:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	08. Nov Ice 8:00-8:45 Breakfast 7:00	09. Nov Off	10. Nov Off
46	11. Nov Off für Kometen- Players Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	12. Nov Off ice 8:45-7:00 Ice 7:15-8:15 Off ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	13. Nov Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50	14. Nov Off ice 7:45-8:15 Ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50 Abfahrt nach der Schule	15. Nov Game 16:00 HC Freg's Liebovitz	16. Nov Game 14:30 FCB Chomutov	17. Nov Off
47	18. Nov Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	19. Nov Off ice 8:45-7:00 Ice 7:15-8:15 Off ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	20. Nov Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50	21. Nov Off ice 7:45-8:15 Ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50	22. Nov Game 16:00 HC Duple Zlín	23. Nov Game 14:30 HC Kometz Group s.r.o.	24. Nov Off
48	25. Nov Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	26. Nov Off ice 8:45-7:00 Ice 7:15-8:15 Off ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-18:15	27. Nov Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50	28. Nov Off ice 7:45-8:15 Ice 8:30-9:30 Off ice 15:20-15:40 Ice 16:00-17:15 Off ice 17:30-17:50 Abfahrt nach der Schule	29. Nov Game 16:00 HC Liebovitz	30. Nov Game 14:30 FCB Chomutov	01. Dez Off

Practice construction



Part 1:

- Skill development drills
- 6 players involved
- "Game like" movement
- 4 - 6 passes in one repetition

Part 2:

- Team drills
- Half ice = tight area = quick decision making = speed
- 8 - 10 players involved = repetition

Part 3:

- Game situations
- Continues drills

Part 4:

- Small area games = learning different roles

Work Flow



- Capture with "Pixellot"
- Tag with iCoda
- Sharing clips with players via "Hudl" and "BullDrive"
- Statistics
- Evaluation