

HEAD FOOTBALL COACH / PROGRAM BUILDER / CEO-MINDED LEADER

COACH AUBRY MY PROGRAM

Beyond Coaching Football: The Systems, Initiatives & Leadership Practices I Have Built and Implemented

My role as a head football coach extends far beyond practices, games and recruiting. The following are systems, initiatives and programs that I have personally created, implemented or led within my football program. Together, they demonstrate how I approach the complete responsibility of building and leading a football organization.

CULTURE

Clarity of Purpose | Leadership Development | Player Council | Weekly Accountability | Spring Leadership Training

I have built an intentional culture system designed to move players from **Purpose -> Identity -> Standards -> Habits -> Response -> Outcomes**. Culture is taught, reinforced and measured rather than left to chance.

RECRUITING

Player Selection System | Recruiting Infrastructure | High School/JUCO/Transfer Relationships | Roster Construction

I have developed a defined player-selection philosophy that evaluates more than athletic ability. Recruiting considers character, academics, fit, developmental potential and alignment with the standards of the program while creating multiple pipelines for roster construction.

PLAYER DEVELOPMENT

Academic Culture | 3.2 Team GPA | Life Development | Psychological Performance | Leadership Training

Player development extends beyond football. I have intentionally built systems around academic accountability, leadership, personal development and psychological performance, contributing to a **3.2 team GPA** while preparing players for life beyond the game.

LEADING PEOPLE & PERFORMANCE

Building alignment across the staff, the daily operation and the performance environment.

STAFF LEADERSHIP

Staff Operating Systems | Staff Expectations | Professional Development | Organizational Alignment

I have created detailed staff systems that establish expectations, responsibilities, communication standards and operating procedures. My responsibility is not simply to hire assistant coaches - it is to develop them and create alignment throughout the organization.

PERFORMANCE

Freshness-First Philosophy | Cognitive Readiness | Recovery | Speed & Durability | Integrated Performance Model

I have implemented a performance philosophy that challenges the traditional assumption that more work always produces better results. Practice volume, recovery, speed development, cognitive readiness, nutrition and durability are managed as parts of one integrated performance ecosystem.

OPERATIONS

Program Systems | Communication | Media Day | Game-Week Organization | Program Experience

I have developed systems for the daily operation of the football program rather than allowing the organization to operate reactively. The objective is consistency, clarity and an experience that reflects the standards of the program in everything from daily operations to game day.

BUILDING RESOURCES & UNIVERSITY VALUE

The football program should create value beyond the scoreboard - for supporters, alumni, the community and the institution.

RESOURCE GENERATION

Chairback Club | Corporate Sponsorships | Scoreboard/Video Board Initiative | Fundraising | Grants | Donor Development

I actively work to generate resources rather than simply operate within the resources I am given. This includes creating the Chairback Club as a premium fan/donor experience, developing corporate partnerships, conducting fundraising initiatives, pursuing grants and leading the effort to fund and develop a new scoreboard/video-board project.

UNIVERSITY IMPACT

Monday Meeting with Coach Aubry | Alumni Re-engagement | The Insider | Community Service | Program Branding | Enrollment Awareness | Institutional Alignment

I believe the football program should create value for the entire university. I created the Monday Meeting with Coach Aubry to provide alumni and supporters direct access to the program. I developed The Insider as a football-specific alumni communication platform and have intentionally worked to reconnect former players with KCU Football.

That effort has produced meaningful feedback, including alumni expressing that they have never felt more connected to the football program. Community service, media presence, program branding and relationships with admissions, advancement, alumni and university leadership are treated as responsibilities of the head football coach - not someone else's job.

A REPEATABLE LEADERSHIP SYSTEM

Documenting the philosophy, systems and standards so the organization can consistently reinforce how it operates.

LEADERSHIP PLATFORM & INNOVATION

Clarity of Purpose | Published Author | CEO Operating Model | coachjasonaubry.com | Program Manuals & Intellectual Property

I have documented how I lead.

My leadership philosophy became *Clarity of Purpose: A Playbook for Building a Life of Discipline, Leadership, and Purpose*. I have also developed program manuals, player-selection systems, staff operating procedures, leadership curriculum and performance systems that allow the philosophy of the program to become repeatable processes.

The goal is to build an organization that does not depend on slogans or personality. **The system reinforces the standard.**

THE CEO RESPONSIBILITY

Culture | Recruiting | Player Development | Staff Leadership | Performance | Operations | Resource Generation | University Impact

I believe the modern head football coach is responsible for far more than what happens between the sidelines.

Those aren't simply areas I believe a head coach should oversee. **They are areas I am actively leading in my program.**

"The scale of the program may change. The responsibility to lead the entire organization does not."

- Coach Jason Aubry