Family First Coaching

What Newborns and Trials Swimmers have in common
Dana Kirk

Head Coach/Founder: PASA-DKS

Aquatics Director at Fremont Hills Country Club

Mother to Zoe (15.5 weeks- it matters)

Wife of Jason Martin
*also a swim coach
PASA: 6 Sites, 1500+ swimmers
Coaching at PASA
Family First Coaching

Creating a team atmosphere that allows and supports your family.

Started PASA-DKS in 2008 with 40 some Summer League kids

Started the family culture immediately

Continued traditions from the start of the program through its growth

Trust each group with responsibilities that are necessary and let them do it
The most important points...

There is no right or wrong way... There’s only your way.

This is more of a Sandberg “Lean In” kind of talk than I would normally support which focuses on working harder within the established social structure, not attempting to restructure the status quo.

Ask for help... You help everyone else every day, let people help you.

Build a strong foundation with your team early. Give them something to buy into.
Getting Everyone to Buy In...

“Your team is your family, you don’t always have to like them, but you must always have their back.”

You are in control of your team environment, don’t let swimmers or parents take that from you.

Give it 100% of what you have- Kids can tell how much of yourself you are giving to them and they will respond accordingly.

Kids will follow the naturally more talented kids, get those kids to buy in, give them the leadership role, nurse them through it and the other swimmers will follow.

Value ALL the swimmers, fast or slow, for what they bring to your team.
Create Traditions

Arroyo Seco

Early September River Hike

100x100s

Swim Across America- SF Bay
Create a Team Routine That They Lead
Other fun stuff….

- Boys v girls
- Hunger games
- Trivia practice
- Movie to Book challenges
- Team Trips- (Swimming with the Seals)
- Dinner at Coach’s House
- All of Winter Training
- Hero Swims
Celebrating Success as a TEAM

College Signing Day!

We list ALL of our swimmers and the colleges they attend whether they swim or not.
Including things they do away from the pool.
Let Them Be Silly
Let Them See Your Silly Side
Family First Coaching

Coaching and Creating a Family
You're gonna be ok...

Nothing better than spending an entire morning staring into my baby daughter's eyes, whispering, "I can't do this".

It's just work. You know how to do work, just roll up your sleeves and do it.

It takes a swim team to raise a coach's kid
Making it Work
Make it a shared experience
Use What You Have
Make It a Partnership (as much as possible)
How Have Practices Changed

- Kate joined our Program
- Kids are more responsible for getting things started and for cleaning up
- Practices are faster
<table>
<thead>
<tr>
<th>Time</th>
<th>MWF (Non Summer)</th>
<th>MWF (Summer)</th>
<th>TTh (Non Summer)</th>
<th>TTh (Summer)</th>
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<td>6-</td>
<td>Masters</td>
<td>6- Masters (Zoe comes)</td>
<td>7- Crossfit</td>
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<td>Swim</td>
<td>7- Elites</td>
<td>8:30-3 Office Work w/ Zoe</td>
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<td>Zoe Arrives</td>
<td>10-? Office Work</td>
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<td>Office Work</td>
<td>4- Summer League</td>
<td>3- Lessons</td>
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<td>5:30- Elite 1</td>
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<td>8:15- return home</td>
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<td>Zoe to Bed</td>
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