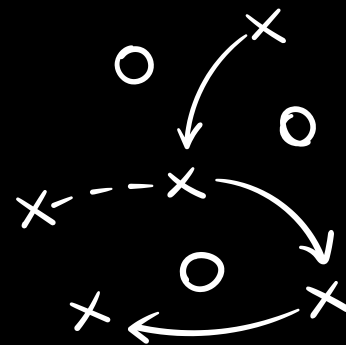




Your **7 must-do moves** to reaching your full potential as an athletic director



Practical, field-tested strategies to set goals, sharpen leadership, and build a program your students, staff, and community are proud of. **The next move is yours.**

1

Set Goals

Write down specific, realistic goals aligned with department priorities, revisit them often.

2

Develop the Right Mindset

Control your attitude, focus on solutions, protect your mental health.

4

Sharpen Your Leadership Skills

Assess your skills, ask for feedback, hold yourself accountable.

3

Empower and Encourage Your Staff

Take care of your people first, invest in their growth, and listen.

5

Empower and Encourage Your Athletes

Communicate often, champion inclusion, celebrate every win.

6

Invest in Your Program

Modernize with digital tools, fresh gear, and the right equipment.

7

Commit to Continuous Learning

Keep sharpening your skills through NFHS and NIAAA courses and through your peers.

**Download
the Complete
Guide for
ADs Today**

