

COACH BO

Who I AM

- **Husband of Fifteen Years**
- **Father to Four Amazing Kids**
(PJ 14, Ty 11, London 8, Grayson 4)
- **Life Long Relationships with Athletes**
(Extension of Our Family)
- **Servant Leader, strive daily to be transformational.**
(Empower others to Achieve Greatness, in all areas of life)
- **Core Values**
(Effort - Never get Out Worked)
(Attitude - Always Positive, Control what you can control
(Trust - Key to Success in all Relationships
(Hunt Greatness) - Be the best version of yourself that you can be.
(No Excuses - We Can Achieve)
- **Have Fun & Enjoy the Journey**

The Road

- **Grew Up in Green Bay, WI**
- **(Learned to value Hard Work as a Key to Success)**
- **Played Five Years for University of Minnesota at Tight End**
- **(Walked on and Earned Scholarship)**
- **Played Two Years of Arena Football**
- **Masters of Education from U of M**
- **Flower Mound Offensive Coordinator & Assistant Head Coach**
- **(Highly Successful Offense for Five Year Span vs Nations Top Teams)**
- **Rockwall Heath Offensive Coordinator**
(Top 20 Offense in Dallas)
- **AD & Head Football Coach at Chisum**
(Took a Historically Bad Program to Experience Success)
(Tremendous Learning Experience from a Leadership Standpoint)
- **Head Football Coach at Jordan Schools**
Back to Back State Appearances



How We DO IT

- **Never Get Out Worked**
(Coaches and Players Will Put in Great Effort in All We Do)
- **Create a sense of Excitement, Energy, and Fun** (Best Hour of The Kids' Day)
- **Focus on Creating a Positive Culture** (Culture Beats Scheme)
(Use Social Media to Cultivate the Culture)
- **Coaching Attitude** (Teach Athletes To Raise Expectations and Strive for Greatness)
- **Use Honesty and Integrity to Develop An Environment of Trust**
(Put The Kids First in All We Do)
(They don't care how much you know, till they know how much you care.)
- **Treat Each Student as if They are My Own Son or Daughter** (Use Athletics to Teach Discipline, Accountability, and Leadership)
- **Always Be Coaching**
- **(Not a 9-5 Job, Always Available, Set the Example)**
- **Be a Positive Role Model as a Father, Husband, and Citizen.**

On The Field

- **Team Philosophy**
 - **Attack With Effort In All We Do** (Dominate the 4th)
 - **Create a Competitive Environment**
 - **Make Them Beat Us** (WE never Beat US)
- **Special Forces Philosophy**
 - **Treat it like 1/3 of the Game**
 - **Aggressive and Attacking**
 - **Make it The Difference in The Game**
- **Defensive Philosophy**
 - **Stop The Run** (Whatever it takes)
 - **Prevent the Big Play** (No Missed Tackles)
 - **Create Take Backs** (It is our ball, and we go take it back)
 - **Multiple Looks with sound rules**
 - **Fly to The Ball** (11 Hats to the ball on each play, 6 hard seconds)
- **Offensive Philosophy**
 - **Attack With Tempo** (No one plays faster)
 - **Keep It Simple** (13 Pass, 5 Run, 5 Screen)
 - **Use Motion, Formations, and Shifts to create Window Dressing**
 - **Do What Personnel Dictates to Create Favorable Match-ups**

The Why

MISSION STATEMENT:

Create an exciting, fun, and positive environment in which student athletes can develop skills mentally, physically, and emotionally that will allow them to perform to their fullest capacity in all aspects of life.

