



Welcome To...

Hull Hockey's Next Shift Leadership Program

Developing leaders through hockey. Building mentors for the next generation.

This season, Hull Hockey has been fortunate to serve as the official skills partner for some truly outstanding high school hockey programs. While we initially stepped into these rinks focused on developing hockey players, it didn't take long for us to notice something much bigger. Less than a month into the season, we began to recognize several young men who stood out, not simply because of the players they are, but because of the people they are becoming.

We've seen young men who carry themselves the right way, who encourage a teammate when no one is watching, who compete hard, listen, communicate, and understand that being part of a team means something. They may not realize it yet, but these are the same qualities that give someone the ability to make a lasting impact on the next generation of Colorado hockey players. And that matters deeply to us.

One of the biggest reasons Hull Hockey has grown into what it is today is because we have never believed that a great hockey résumé automatically makes someone a great coach. Where you played, how many years you played, what level you reached, or how many goals you scored can tell us a lot about your hockey career, but they don't necessarily tell us who you are as a person.

When a parent trusts Hull Hockey with their child, we believe we have a responsibility to put more than good hockey people in front of them. We want good human beings in front of them. We want coaches who understand that young athletes are always watching, not just how we teach a drill, but how we respond to mistakes, how we speak to people, how we handle frustration, how we treat the player who is struggling, and how we carry ourselves when things aren't going our way.

The truth is, long after a young player forgets the drills we ran on a Sunday night, they may remember the older player who knew their name. They may remember the coach who stayed an extra minute to help them, who encouraged them after a bad rep, who made them feel like they belonged, or who simply made them believe in themselves a little more. Sometimes we don't realize the impact someone has on us until years later, and we believe there is an incredible opportunity for these young men to become that person for someone else.

Hockey gives us an opportunity to develop players, but if we do this right, it gives us an even greater opportunity to develop people. We believe some of the young men we've had the privilege of working with this season are ready for that opportunity, not just to become coaches, but to become mentors, leaders, and positive examples for the next generation of Colorado hockey players.

Program Purpose

Next Shift is more than an opportunity for high-school hockey players to help coach younger athletes. It is a leadership, mentorship, and personal-development program designed to help high-school athletes

grow as leaders, communicators, coaches, teammates, and young adults as they prepare for the next stage of their lives.

Through mentorship, real responsibility, and the opportunity to positively influence younger athletes, Next Shift aims to develop skills that extend far beyond the rink...building confidence, accountability, character, and a greater understanding of what it means to lead and serve others.

Our Mission

To develop great young men and women who happen to coach hockey, not simply great hockey players who happen to help coach. We want our high-school athletes to leave this program better prepared for whatever comes next, whether that's hockey, school, relationships, future careers, or life beyond the rink. Most importantly, we want them to understand the impact they can have on others and use that opportunity to positively influence the next generation of hockey players.

The Five Pillars of Next Shift

- 1. Lead Yourself** - Before you can effectively lead others, you first need to learn how to lead yourself. Players will be guided by Hull Hockey Owner, Kyle Hull, through conversations around accountability, discipline, habits, goal setting, preparation, and personal standards. The reality is that many of the players selected for Next Shift already demonstrate tremendous leadership qualities, which allows us to ask a different question: How can we become even better? Leadership is never a finished product, and learning how to continually grow as a person is where it begins.
- 2. Lead Others** - Leadership isn't about having a title. It's about the impact you have on the people around you. It can take years to fully understand the influence a coach, teammate, teacher, or mentor can have on another person. Through Next Shift, our athletes will begin to experience that responsibility firsthand. Learning how to encourage, communicate with, challenge, and believe in others can be one of the most valuable, and rewarding, lessons we take from sports into life.
- 3. Learn to Coach** - Coaching is about much more than demonstrating hockey skills or explaining a drill. Great coaching requires communication, patience, awareness, adaptability, and the ability to connect with different people in different ways. These are skills that can be learned and developed. By learning how to coach and teach others, our mentors will not only become better coaches, they will become better hockey players, teammates, communicators, and leaders themselves.
- 4. Become a Mentor** - Young athletes watch everything. They notice how older players speak, respond to mistakes, treat people, handle frustration, compete, and carry themselves, often without the older player ever realizing they are being watched. Our high-school mentors will learn to recognize the influence they have and the responsibility that comes with it. Many of these young men and women have benefited from incredible coaches and mentors throughout their own lives. Next Shift gives them an opportunity to become that person for someone else.
- 5. Prepare for Life** - Hockey is the classroom. Life is the bigger goal. The lessons learned through Next Shift are intended to reach far beyond the rink. Through leadership, mentorship, coaching, mental skills, accountability, relationships, successes, and failures, we want these young men and women to develop tools they can carry with them wherever life takes them. Hockey will eventually end for all of us. The person we become because of it is what lasts.

Weekly Structure

Each Sunday throughout the Fall/Winter (when games or tournaments don't conflict), Hull Hockey will be running our usual group skills skates. The sessions are 4:30-5:30pm and 5:45-6:45pm at Foothills Ice Arena. These are extremely intense, fun, and unique skills sessions for players ranging from 8U all the way to 14U. The basic structure for each Sunday is below.

1. Pre-Ice Leadership Huddle - 10-15 Minutes

Before taking the ice:

- Review the practice plan
- Assign coaching stations
- Discuss the leadership focus for the night
- Identify specific players who may need attention
- Set one personal coaching/leadership goal

2. On-Ice Skills Sessions - 60 Minutes Each

Mentor coaches:

- Run or assist with stations
- Demonstrate skills
- Provide individual feedback
- Encourage players
- Build relationships
- Look for opportunities to teach life/mental skills
- Model professionalism and enthusiasm

3. Mentor Moment - 2-5 Minutes

At the end of the session, mentor coaches intentionally connect with their younger athletes.

Simple questions could include:

- "What did you do well tonight?"
- "What was difficult tonight?"
- "What is one thing you want to work on this week?"
- "What are you proud of from tonight?"

Post-Session Leadership Reflection

Each high school coach can keep a simple Next Shift Leadership Journal.

After each session, answer:

- Who did I positively impact tonight?
- What leadership moment did I handle well?
- Where could I have handled something better?
- What did I learn about myself?
- What did I learn about coaching?
- Did I make someone feel more confident tonight?
- What is one thing I will do differently next Sunday?
- What is one thing I am committing to this week?

This should take approximately five minutes and should never feel like homework.

Coach Development Pathway

The program will provide opportunities for participants to progress into greater leadership roles.

LEVEL 1 - MENTOR COACH

Participants learn to:

- Understand program standards
- Assist at stations
- Demonstrate skills
- Communicate with younger athletes
- Build relationships
- Provide encouragement
- Develop basic coaching skills

LEVEL 2 - LEAD COACH

Participants begin to:

- Run stations independently
- Deliver individual feedback
- Take greater ownership
- Help newer mentor coaches
- Recognize problems and respond without being told
- Demonstrate stronger leadership

LEVEL 3 - LEADERSHIP COACH

Experienced participants may:

- Help plan practices
- Lead stations
- Mentor younger coaches
- Help facilitate leadership discussions
- Take on additional responsibility
- Become candidates for paid coaching opportunities with the company

Participant Selection

Participation should feel like something that is earned, rather than simply another volunteer opportunity. Potential participants could complete a short application and informal interview.

Questions might include:

- Why do you want to be part of this program?
- Why do you want to coach younger players?
- Who has been an important mentor in your life?
- What did that person teach you?
- What does leadership mean to you?
- What is something you are currently trying to improve about yourself?
- What do you think a 10-year-old hockey player needs from a 17-year-old mentor?

- Tell us about a time you failed or faced adversity. How did you respond?
- What kind of person do you want to become?

The Next Shift Leadership Commitment

Every participant should understand that being trusted to influence younger athletes is a privilege.

Participants commit to:

- Arriving early and prepared
- Being dependable
- Communicating when circumstances change
- Keeping phones away during program time
- Using appropriate language
- Treating every player with respect
- Demonstrating positive body language
- Accepting feedback
- Taking ownership of mistakes
- Encouraging younger athletes
- Representing the program positively
- Leading through their actions

We don't expect perfection. We expect accountability, effort, growth, and a willingness to learn.

Individual Development

At the beginning of the program, each high-school participant identifies several personal goals. These could include:

- Leadership Goal
- Hockey Goal
- Academic Goal
- Personal/Life Goal

Program leaders will then conduct short individual check-ins during the season.

Beginning of Program

- Where are you now?
- Who do you want to become?
- What do you want to accomplish?

Mid-Season

- What progress have you made?
- Where are you struggling?
- What needs to change?

End of Season

- How have you grown?
- What did you learn about yourself?
- What are you taking with you into the future?

End-Of-Season Recognition

Participants who successfully complete the program could receive a Next Shift Leadership & Coaching Certificate.

They can also receive a written evaluation covering:

- Reliability
- Communication
- Initiative
- Leadership
- Professionalism
- Coaching ability
- Relationship building
- Accountability
- Personal growth

When appropriate, program leaders can also provide genuine letters of recommendation for employment, college applications, scholarships, or future coaching opportunities.

What Success Looks Like

Success isn't simply producing better assistant coaches. We want a high school athlete to finish the program saying:

- “I became a better leader.”
- “I learned how to communicate.”
- “I learned how to handle adversity.”
- “I learned how much younger kids look up to me.”
- “I learned that my actions affect other people.”
- “Someone invested in me, and now I know how to invest in someone else.”
- And we want the younger athlete saying: “I want to be like my coach someday.”

The Big Idea

The program mentors the high school athlete. The high school athlete mentors the young hockey players. The young hockey players eventually become the next mentors.

That creates a culture where leadership gets passed down from one generation of players to the next - Hockey is the vehicle. Developing people is the purpose.

BONUS! Mental Skills Development

Mental performance will be a core component of the program. Our very own mental skills coach will meet with our high school participants every Sunday in person for ‘Leadership & Mental Performance Sessions.’ These sessions will take place after both skates have concluded.

Topics include:

- Controlling the controllables
- Confidence vs. ego
- Goal setting

- Developing personal standards
- Visualization
- Positive and productive self-talk
- Reset routines
- Handling pressure
- Responding to mistakes
- Dealing with failure
- Managing expectations
- Comparison and social media
- Identity beyond hockey
- Staying focused on long-term goals
- Maintaining commitment when motivation disappears

Learn It. Apply It. Teach It. Mental-skills lessons should then be applied during coaching.

For example:

- **Mental Skills Topic:** Responding to mistakes
- **Personal Application:** How do I respond when I make a mistake?
- **Coaching Application:** Find a younger player who becomes frustrated after making a mistake. Help that player reset, refocus, and prepare for their next repetition.

This allows the high-school athlete to learn the lesson, practice the lesson, and then teach the lesson.

Interested? Head To The Website To Apply!

www.hull-hockey.com