

# The “Family” Block

You may have noticed a large piece of wood on the Kennedy sidelines. Or watched the players carry it into the locker room, out to midfield for the coin toss, or waving it high above the players as they swarm together during a pregame huddle. It represents the Kennedy Family.

In the spring of 2015, Varsity Head Coach Brian White and his staff attended a coaches’ clinic at Kansas State University. While at the coaching clinic they were introduced to the concept of the Family Block by legendary Kansas State Coach Bill Snyder. With the Kennedy staff sensing 2015 was going to be a special year for the program, they brought the concept home to Kennedy with them.

During the 2015 summer workouts, Coach White unveiled the Family Block to the team and explained what it meant for the team to become a family, on and off the field. The Family Block says ‘Family’ on one side. On the opposite side is a list of 16 principles to guide the team:

1. Commitment
2. Unselfishness
3. Unity
4. Improve
5. Be Tough
6. Self-Discipline
7. Great Effort
8. Enthusiasm
9. Eliminate Mistakes
10. Never Give Up
11. Don’t Accept Losing
12. No Self Limitations
13. Expect to Win
14. Consistency
15. Leadership
16. Responsibility



Coach White asks each player to make a commitment to those principles. If a player ‘buys in’ to the concept, he gives his word to the team that he will honor those 16 principles and commit to the Family. Each player that commits to the Family signs his name on the block.

The Kennedy Family grew throughout the 2015 season. The students bought in. The parents bought in. The community bought in. Midway through the 2015 season the players made a further commitment to each other. They were all given a black t-shirt that says ‘Brothers.’ on the front and ‘Family.’ on the back. The concept is simple: “Anyone facing us knows we’re Brothers. Anyone following us knows we’re Family.” The entire Kennedy football program, freshmen, sophomores, varsity, and coaches, all wear the Brothers shirts.

The 2015 season was the greatest season in Kennedy football history. The team went 13-1, losing only in the state championship game. The 2015 Family Block was retired and placed in the school trophy case for all to see. And each year a new Family Block will appear in its place.

**Brothers.**



**Family.**