

Offensive Philosophy

The offense has one job and one job only, to score points. Everything that we do philosophically, technically, and through execution will be to score as many points as possible. I always start with that message because I think many times coaches get “cute” with offensive scheme. The thought, “we could do XYZ” is repeated far too often in meeting rooms. Yes, we can technically do anything under the sun. There are endless route combinations and blocking schemes. However, the offense’s job isn’t to think of all the possibilities. It’s to score points. The following are key strategies that will allow us to achieve an offense’s number 1 goal:

PLAY FAST, SCORE POINTS

1. ***Mentality*** – Play as fast as humanly possible – not a tempo, but a way of executing
2. ***Execution*** – Attention to detail and great execution will allow everything to become second nature
3. ***Simple and Effective*** – Scheme will be simple, yet effective to increase production and mastery

TEMPO – NO HUDDLE

1. ***Dictate Tempo*** – We will control the speed of the game and not let the defense get comfortable
2. ***No huddle*** – Force the defense to show their hand and be vanilla
3. ***Employ Multiple Tempos*** – Never let the defense get comfortable – make them think we can snap the ball at any time – our base tempo will be as fast as we possibly can
4. ***Control the Defense*** – Don’t let the defense get in rhythm or substitute

SPREAD THE FIELD

1. ***Attack the Entire Field*** – Force the defense to cover the entire 53 & 1/3 yards wide and 30 yards deep every single play
2. ***Be Variable*** – We will utilize different personnel, formations, motions, shifts, alignments, and open-grass concepts
3. ***Create Match-Ups*** – Spreading the field will allow us to create 1 on 1’s for our athletes
4. ***Simplicity*** – Threatening the entire field will create clean read/decisions for the QB
5. ***Go Where They Aren’t*** – Open grass reads and threatening the entire field creates holes in the defense – defenses, by scheme, cannot defend the entire field, there is no perfect defense

“If [the enemy] is superior in strength, evade him. If his forces are united, separate them. Attack him where he is unprepared; appear where you are not expected.” – Sun Tzu, The Art of War

BE COMFORTABLE BEING UNBALANCED

1. ***Take What the Defense Gives Us*** – Do not beat our heads into a wall to force run or pass – attack the defense where they are weakest
2. ***It’s a Numbers Game*** – 7 in the box = Pass; 5 in the box = Run; 6 in the box = best of both worlds
3. ***Don’t Get Cute*** – Our goal isn’t to be 50/50 run/pass – if the defense doesn’t change, we will continue to attack them where we are having success