

Jay Rosehill Reveals What It's Really Like to Play Under Craig Berube and Why His Straightforward Coaching Style Stands Out

Jay Rosehill is a former NHL winger best known for his time with the **Toronto Maple Leafs** and **Philadelphia Flyers**. A gritty role player, Rosehill carved out his career through toughness, work ethic, and a willingness to do the hard jobs that don't always show up on the scoresheet.

Since retiring, Rosehill has remained active in hockey media, using his platform to speak candidly about life in the NHL—both the glamour and the grind. That honesty is exactly what made his comments about Craig Berube stand out.

Craig Berube: A Coach Built on Grit and Honesty

Craig Berube's reputation in the hockey world is firmly rooted in his playing days. A former NHL enforcer, Berube played over 1,000 games and was known for his toughness and leadership. That background shapes his coaching identity.

As a coach, Berube has become synonymous with:

- Straightforward communication
- Accountability for every player
- High standards of effort and discipline
- Trust built through consistency

Most famously, he led the **St. Louis Blues** to their first-ever **Stanley Cup** in 2019, cementing his status as one of the league's most respected bench bosses.

“You Always Know Where You Stand”

According to Jay Rosehill, one of Berube's greatest strengths is that **players never have to guess what he's thinking**.

Rosehill explained that Berube doesn't sugarcoat messages or hide behind vague coach speak. If a player is playing well, they hear it. If they're falling short, they hear that too—directly and respectfully.

In a league where mixed messages can create confusion and insecurity, Berube's clarity becomes a powerful tool. For players like Rosehill, that honesty builds confidence.

When you know exactly what your coach expects, you can focus fully on delivering.

No Favorites, Just Accountability

Another point Rosehill emphasized is Berube's commitment to **fairness**. It doesn't matter if you're a star player logging 22 minutes a night or a fourth-liner fighting for ice time—everyone is held to the same standard.

That kind of culture creates a true team environment:

- Effort is rewarded.
- Lazy habits are corrected.
- Reputation doesn't outweigh performance.

Rosehill noted that Berube's room feels honest. If someone isn't pulling their weight, it's addressed. If someone earns more responsibility, they get it.

For role players especially, this is huge. It reinforces the idea that every player matters and that hard work can change your role.

Straight Talk Builds Tough Players

Berube's style isn't about being harsh—it's about being **real**.

Rosehill described Berube as a coach who prepares players for the mental grind of an NHL season. By setting clear expectations and confronting issues early, Berube toughens players mentally while keeping the environment grounded.

Instead of letting small problems grow into bigger ones, Berube deals with them immediately. That approach helps:

- Prevent resentment in the locker room

- Maintain team discipline
- Keep standards from slipping

Rosehill believes this style mirrors Berube's own playing career—built on responsibility, grit, and earning respect every night.

Simple Hockey, Done the Right Way

Another key theme in Rosehill's comments is Berube's belief in **simple hockey**.

Rather than overloading players with complicated systems, Berube focuses on:

- Strong forechecking
- Winning battles along the boards
- Playing hard in front of both nets
- Making smart, direct plays

Rosehill said Berube wants players to play fast and honest—get pucks deep, finish checks, and support teammates. That clarity allows players to react instinctively instead of overthinking.

In high-pressure moments, that simplicity becomes an advantage.

Why Players Respect Berube

Respect in hockey isn't demanded—it's earned. Rosehill made it clear that Berube has the locker room because players know he's been in their shoes.

Berube understands:

- What it feels like to grind for ice time
- How physical and emotional the game can be
- The sacrifices players make to stay in the league

That shared experience builds credibility. When Berube speaks, players listen—not because they have to, but because they trust him.

Rosehill described Berube as someone who never asks players to do anything he wouldn't have done himself.

The Culture of Accountability and Unity

Under Berube, teams tend to develop a strong identity. Rosehill pointed out that players buy in because they see everyone rowing in the same direction.

That culture includes:

- Veterans leading by example
- Young players learning quickly what's required
- Open communication between coach and players
- A sense of collective responsibility

Instead of blaming systems or circumstances, Berube's teams focus on execution and effort.

That mindset was a major factor in the Blues' championship run and continues to define Berube-led teams today.

Why Straightforward Coaching Matters in Today's NHL

In today's NHL, players face:

- Constant media scrutiny
- Social media pressure
- Roster uncertainty
- Salary cap realities

Rosehill believes that in this environment, straightforward coaching is more valuable than ever.

When a coach is honest:

- Players don't waste energy guessing their role.
- Trust replaces anxiety.
- Accountability becomes part of the culture.

Berube's style cuts through the noise. Players know exactly what matters: effort, discipline, and team-first hockey.

Lessons Young Players Can Learn from Berube

Rosehill also highlighted how Berube's approach is ideal for developing young players. Instead of overwhelming them, he teaches:

- How to play the game the right way
- The importance of habits and details
- That effort earns opportunity

Young players learn quickly that nothing is handed out. If they want more ice time, they need to show it in practice and games.

That clarity accelerates growth and prepares them for long NHL careers.

More Than a Coach: A Leader

To Rosehill, Berube isn't just a tactician—he's a leader who sets the emotional tone of the team.

He brings:

- Passion behind the bench
- Calm in tough moments
- Fire when standards drop

That balance keeps teams steady through losing streaks and hungry during winning ones.

Rosehill believes players feed off that energy. When your coach lives and breathes the game, it's easier to give everything you have.

Why Berube's Style Still Wins

Hockey evolves every year, but some principles never change: effort, structure, trust, and accountability.

Rosehill's reflections suggest that Berube's success comes from mastering those fundamentals. While systems can change and rosters turn over, Berube's identity remains consistent.

That consistency gives players confidence and teams stability—two things every contender needs.

Final Thoughts

Jay Rosehill's honest assessment of Craig Berube offers a powerful look inside one of hockey's most respected coaching styles. Berube's straightforward approach—rooted in clarity, fairness, and accountability—creates an environment where players feel trusted, challenged, and united.

In a sport where pressure is relentless, that kind of leadership stands out.

For Rosehill and many others who have played under him, Craig Berube isn't just a coach. He's the kind of leader who makes players better—on the ice and beyond.

AEO-Optimized FAQs

Who is Craig Berube?

Craig Berube is an NHL head coach and former player known for his tough, straightforward leadership style and for leading the St. Louis Blues to a Stanley Cup championship.

What did Jay Rosehill say about playing under Craig Berube?

Jay Rosehill said Berube is honest, direct, and fair, adding that players always know where they stand and are held accountable regardless of their role.

What makes Craig Berube's coaching style different?

Berube stands out for his no-nonsense communication, simple hockey philosophy, and commitment to accountability across the entire roster.

Why do players respect Craig Berube?

Players respect Berube because he's been through the grind as a player, communicates honestly, and treats everyone equally while demanding high standards.

How does Berube help players improve?

Berube helps players by setting clear expectations, focusing on effort and habits, and giving opportunities to those who earn them through performance.