Culture of Success

Why & How Communication is the Most Valuable Ingredient to Your Program
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Creating Culture

• Connection with players
  • Rita Pierson – every kid needs a champion

• Different styles of learning
  • Players use you as a resource
    • Russ Rose ‘As long as players know you care, you can be pretty demanding on them’

• Pulse of your program
  • ‘Rule with an iron fist that wears a velvet glove’
Objectives

1.) Illustrate the value of effective, clear, consistent, & compassionate communication in building relationships.

2.) Teach you what components are necessary for you to become a better communicator with your team.
   - Individual players
   - Team setting

3.) Equip you with proactive behaviors in handling/ building successful relationships with external members of your program.
   - Parents/ Guardians
   - Coaches/ Admin
Objective 1: Effective Communication

• Examples of clear communication
  • Linear…players can follow a natural progression of your feedback/ ideas
  • Templates
  • Try-out & club information
  • Coach handbook…ABCDEF communication
  • Coach expectations
• Examples of consistent communication
  - Playing time earned through practice performance
  - Calendar emails
  - Consistent coaching

• Examples of compassionate communication
  - Know how your kids tick
  - Know what they need in order for them to function the best in a team setting
Objective 2: Art of Communication

• Individual Player Interactions
  • Never assume
  • Prepare calendar conversations
  • Mix up the environment
  • Team conversations

• Becoming a better communicator with your team starts with having intent…not just talking to talk
  • Do you set goals pre-practice relative to the competition you are facing?
  • Do you review these goals and how you performed as practice is ending?
Objective 3: External Components

- Parents/Guardians – be available, talk clearly, stay proactive
- Massage relationships over time
- Never react to disgruntled parents, sympathize & educate
  
  1.) Introduction email that opens dialogue/ sets standard
  2.) Parent meeting with administrator/ club director
  3.) Establish communication model (text, call, email?)
  4.) Establish and explain in writing your coaching philosophy
  5.) Make a Parent captain that helps you at tourneys
  6.) Bring parents into the fold with emails/ newsletters
  7.) Be solution oriented in handling issues as they arise
• Assistant/ other coaches
  • Outline coaching philosophy
  • Assign clear role for team
  • Set clear expectations on coaching style and seasonal goals
  • Engage in dialogue for their ideas
  • Be able to articulate your expectations and set the example

• Administrators
  • Meet before season
  • Share coaching philosophy
  • Multiple methods of the chat
  • BCC on emails sent to parents
  • Build/ maintain the relationship (regular in person meetings)
  • Know how they are going to handle/ protect you should an issue arise with an athlete or parent
  • Bring them into the fold on what you’re doing with the team
  • Maintain open dialogue with regard to your professional development
QUESTIONS

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