Seminar Title:
Culture of Success: How and Why Communication is the Most Valuable Ingredient to Your Program

Speaker(s):
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Learning Objectives:
1.) Illustrate the value of effective, clear, consistent, and compassionate communication.
2.) Give tips to becoming a better communicator with your team and individual players and how to prepare for these meetings. Do not assume you know exactly what your player is thinking or feeling, but instead, find ways to reach common ground and understanding.
3.) How to be proactive in handling/ building successful relationships with parents and guardians of your athletes.

Key Points:
Running a successful program at any level requires being exceptional at building positive relationships with players; parents; administrators; and other coaches. The coach-player connection has been a topic widely discussed in today’s coaching realm. We are constantly asking ourselves how we motivate our players to be their best when their best is needed, and this is not always a linear path. The coach-parent relationship is also becoming more of a priority in coaches’ lives in today’s parent-involved sporting culture. Lastly, in order to establish a culture long-lasting that is also one that stays balanced, you have to create roles for other coaches on staff that allow the program to remain dynamic and improving as a unit.

Conclusion:
As a coach, relationships boil down to effective, clear, consistent, and compassionate communication. This presentation hopes to provide a platform through which attendees can re-examine communication philosophies as well as provide clear take home communication tips that can be implemented immediately.