



# Beyond the Game

Mastering Family  
Communication for Coaching  
Success



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# Overview

A large crowd of people, many wearing red shirts, clapping in a stadium or arena. The scene is captured from a low angle, showing the backs of the audience members in the foreground and the bright lights of the arena in the background.

**Why Communicate**

**Preseason**

**In season**

**Postseason**



**Why is it important to communicate with Families?**

# Parents' View

- Expectations – Yours vs. Theirs
- Boundaries
- Emotional Investment
- Differing Philosophies
- Blame & Criticism



# Why?

- Builds trust and transparency
- Clarifies expectations
- Conflict prevention and resolution

#1 reason coaches quit coaching is due to excessive stress and pressure from parents!





# Preseason

# Preseason

How do you communicate with families preseason?



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# Preseason

## COACHING TIPS:

- Host a preseason meeting
  - Coaching philosophy
  - Team goals and expectations
  - Playing time
  - Clarify Communication Channels
  - Questions from families
- VOLUNTEER NEEDS

- Distribute a team handbook
  - team rules, playing time policies,
  - attendance expectation

Schedule – DON'T WING IT



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**In Season**

# In Season

How & when do you communicate with your families during the season?



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# In Season

Don't go dark once the season starts.

- Scheduling Updates and logistics
- Player development and progress
- Celebrations and recognition
- Remind parents of proper channels for addressing concerns
- Playing Time AGAIN



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**Post Season**



## Post Season

Post-Season meeting or banquet to Celebrate the season!

Send a thank you message

Provide player feedback

Share off season opportunities

Reflect and seek feedback

Maintain positive relationships



Questions?