

Beyond the Game

Mastering Family Communication for Coaching Success





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?





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







In Season

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





In Season

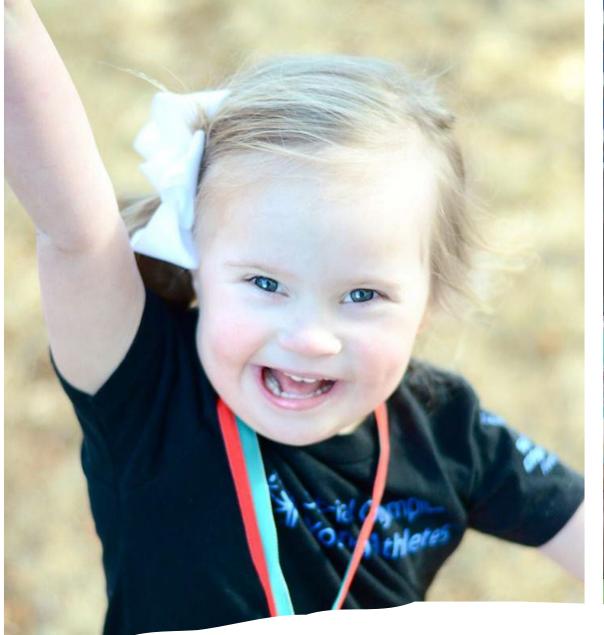
Don't go dark once the season starts.

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

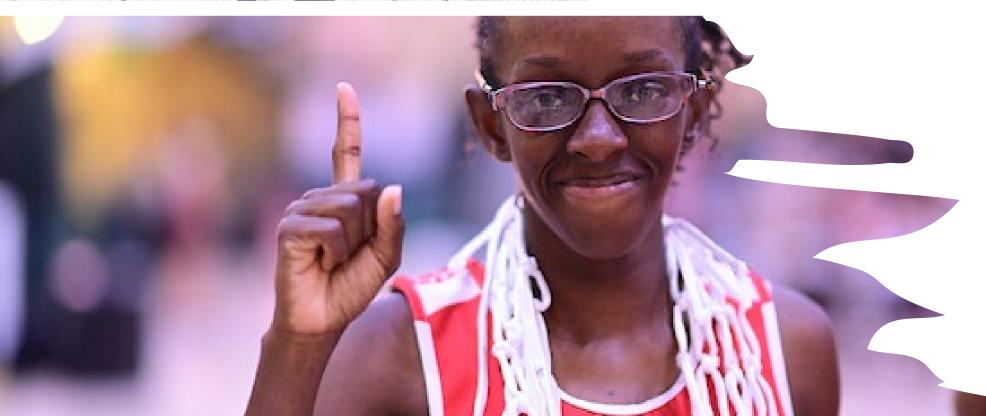












Post Season



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?