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PLC Focus of Week 2: Explain

This week we want to quickly focus on the power of a coach and his/her responsibility in communication as it pertains to that power.

Coaches have always been a driving force in the lives of the young people they mentor. Unfortunately, some coaches forget the importance of their role extends far beyond the X's and O's or wins and losses. Coaching for character is probably the single most important objective in coaching today's student-athlete.

Remember, if there is a desired behavior you want or expect from your student-athletes, the best way to get your student-athletes to comply is to model the very behavior you expect. As coaches we are always on display. Our actions, our words and even our non-verbal communication are all highly visible to all who attend our sporting events. As coaches we should be "masters of cooperative educational strategies and individualized instruction" (*PLC HS Coaches Manual pp.16-17*).

Try to remember these four (4) things when communicating with your student-athletes:

- **Use specific, positive feedback**

Be specific when speaking to your student-athletes... don't assume they understand what you mean. Be patient... they're still learning

- **Praise effort**

An "atta boy" or "atta girl" goes a long way. The process is more important for athlete development than the outcome.

- **Avoid Punishment**

Sometimes this may be difficult, but be sure to



"Leadership is a matter of having people look at you and gain confidence, seeing how you react. If you're in control, they're in control."

~Tom Landry

use discipline as a training tool, not a weapon

- **Use the Sandwich Approach**

*Frame your corrective feedback with positive statements (For example: **I love how aggressively you're playing... however be sure to stay in good position so you can avoid the foul next time... You have tremendous energy in your play!**)*

Stay tuned next week when we further break down the sandwich approach! Until then, let's all remember to Play Like a Champion Today®!