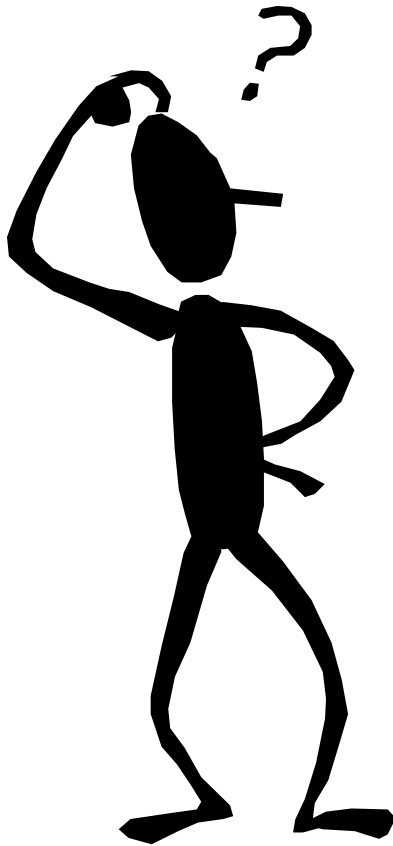


COMMUNICATION..



MOTIVATION



**Why Do Kids Play Soccer?**

**Why Do You Coach Soccer?**

# Why Do Kids Play Soccer?



- Because they want to have fun...
- Because they want to learn, develop, and get better...
- Because they want to feel worthy...

# Why Do You Coach Soccer?



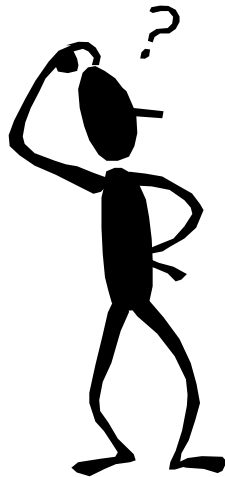
- Because you love soccer...
- Because you enjoy working with young people...
- Because you want to have a positive influence on children...
- Because you want to see what you are capable of creating...developing...
- Because you want to mold a team from a group of individuals...
- Because you want to achieve success by creating an atmosphere of cooperation and harmony...

# Developing a Coaching Philosophy



- What objective do you seek to obtain?
- What coaching style will you use?

**A Philosophy of Winning or a Winning Philosophy?**



**Athletes First...Winning Second!**



# OBJECTIVE



## Winning Team?

*“Winning isn’t everything.... but striving to win is.”~ Vince Lombardi*

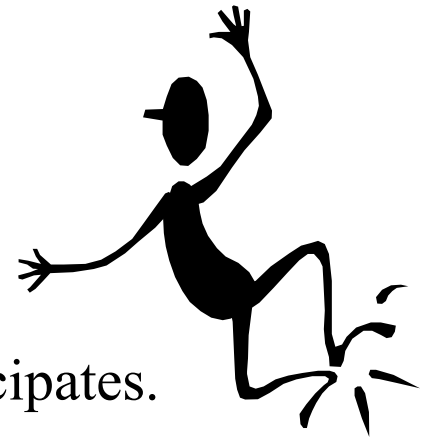
- The emphasis on winning should **not** be on winning itself, but rather the striving to win. It’s the pursuit of victory, the dream of achieving the goal itself that yields the joy of sports.
- When winning is kept in perspective, sports programs produce children who enjoy movement, who strive for excellence, who dare to risk error to learn, and who grow with both praise and constructive criticism.

# OBJECTIVE



## Fun?

- Smiles and praise!
- Active training environment...everyone participates.
- Competitive, Challenging, age/level appropriate activities that foster success individually and as a group.
- When winning is kept in perspective, there is room for fun in the pursuit of victory, or more accurately, the pursuit of victory is fun!



# OBJECTIVE



## Development?

**Technically**...basics, mechanics, skills.

**Tactically**...decision making.

**Physically**...fitness...strength, power, flexibility, agility, speed.

**Psychologically**...emotional strength; deal with uncontrollables;  
healthy perception of yourself and those around you.

**Socially**...cooperation in competition, learning standards of  
behavior.

# OBJECTIVE



## Development?

**Competition**...is neither good nor evil, it is merely a means by which we compare our abilities and efforts with others under some agreed upon rules. Sport provides this opportunity. It helps us to strive for more or accept what we have.

**Leadership**...with proper leadership, sports programs produce children who accept responsibilities, who accept others and, most of all, who accept themselves.

**Sportsmanship**...sport must provide for a higher level of moral development to occur.

# Coaching Style



## **Your coaching style determines:**

- how you decide what skills and strategies you will teach
- how you will organize for training and competition
- what methods you will use to motivate players
- what methods you will use to discipline players
- what role you will permit the athletes to have in decision-making

# Coaching Style

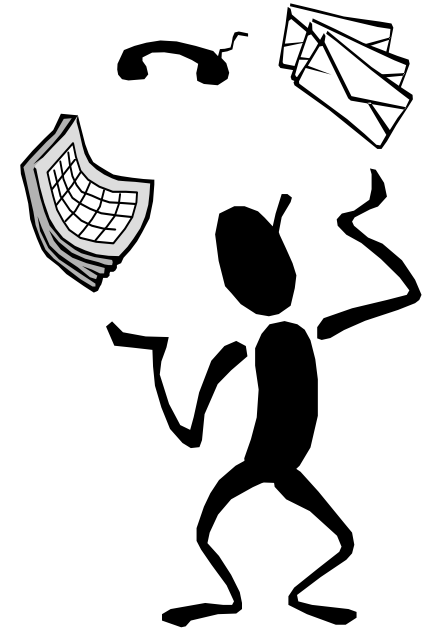


## 3 Styles of Coaching:

Command...*Dictator*

Submissive...*Easy Going*

Cooperative...*Shared Responsibility*



# Coaching Style

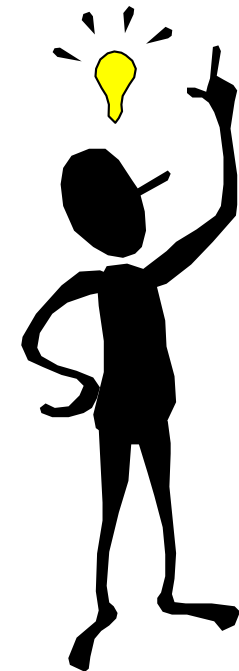


## Command...*Dictator*

- coach makes all the decisions
- coach has all the knowledge
- coach tells athletes what to do
- athletes comply...or else

## Submissive...*Easy Going*

- coach makes as few decisions as possible
- throw out the ball and have a good time approach
- provides almost no instruction
- exerts little influence on athletes
- attempts to resolve discipline problems only when necessary
- lacks competence to provide guidance & instruction
- too lazy to meet the demands of their coaching responsibilities



# Coaching Style



## Cooperative...*Shared Responsibility*

- share decision making with the athletes
- recognizes responsibility to provide leadership
- recognizes that young players cannot become responsible adults without having the opportunity to share in the decision-making
- stimulates, then allows problem solving by the players

# Coaching Style



## The Successful Coach:

- Has his/her objectives in the right priority.

*Fun – Development – Winning*



- Has knowledge of and is continually striving for knowledge of the sport.

*Earns players respect...*

*Credibility in teaching sportsmanship, emotional control, respect for others and respect for themselves...*

# Coaching Style



## **The Successful Coach:**

Has motivation to be a good coach.

- His/her excitement is infectious...can't wait to use knowledge and skills to develop players.*
- Always wants to spread the good word.*
- Truly appreciates the development of all of his/her players.*

Has empathy for his/her players.

- Ability to understand thoughts, feelings and emotions of athletes and convey this to them...*
- Does not belittle, chastise or diminish the self-worth of their athletes...*
- Respects his/her athletes...*

# How We Communicate...



**COMMUNICATION**

**CONTENT**  
(30%)  
Substance  
(Verbal)

**EMOTION**  
(70%)  
How you feel  
(Non-verbal)

# Communication

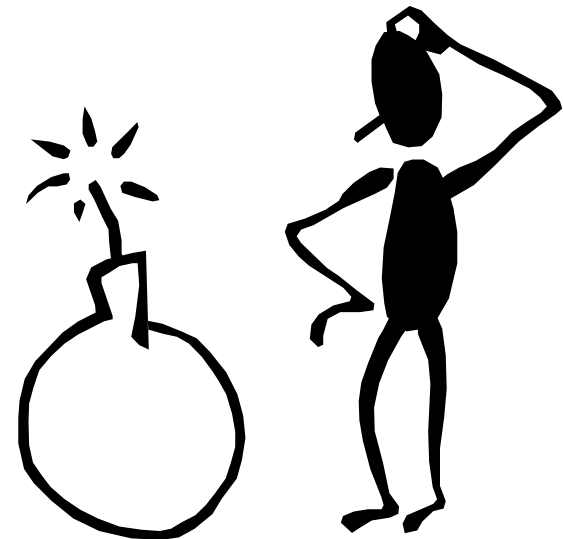


## Ineffective Communication

- Wrong Content
- Poor Delivery
- Misinterpretation
- Inconsistent Messages over time

## Effective Communication

- Credibility
- Positive approach
- Specific content
- Messages are consistent over time
- Actively Listen
- Appropriate non-verbal behavior
- Appropriate reinforcement and rewards



# Motivation



**Why are some athletes so motivated and others so unmotivated?**

**How do we motivate our athletes to be the best they can be?**

**How do you motivate yourself to be the best coach you can be?**

**People are motivated to fulfill their needs!**

You **must** meet with each athlete to learn specifically why he/she has decided to play the sport this season. The more you know about this, the easier it will be to understand their behavior throughout the season and to deal effectively with any motivational problems.

# Motivation



## The Most Important Needs

*Fun...* the need for stimulation and excitement

*Development...* the need to learn and improve

To feel *worthy...* the need to feel important, competent and successful



# Motivation (Fun)



*\*In the Zone - not too little...not too much\**

**How to help athletes experience being “in the zone”:**

- 1) Fit the difficulty of skills to the ability of athletes
- 2) Keep training stimulating by using a variety of activities
- 3) Keep everyone active
- 4) Avoid constant instruction during practices & games
- 5) Do not constantly evaluate your athletes, especially during contest

*\*How do we know that our athletes are “in the zone”?\**

*They have the “flow experience”*

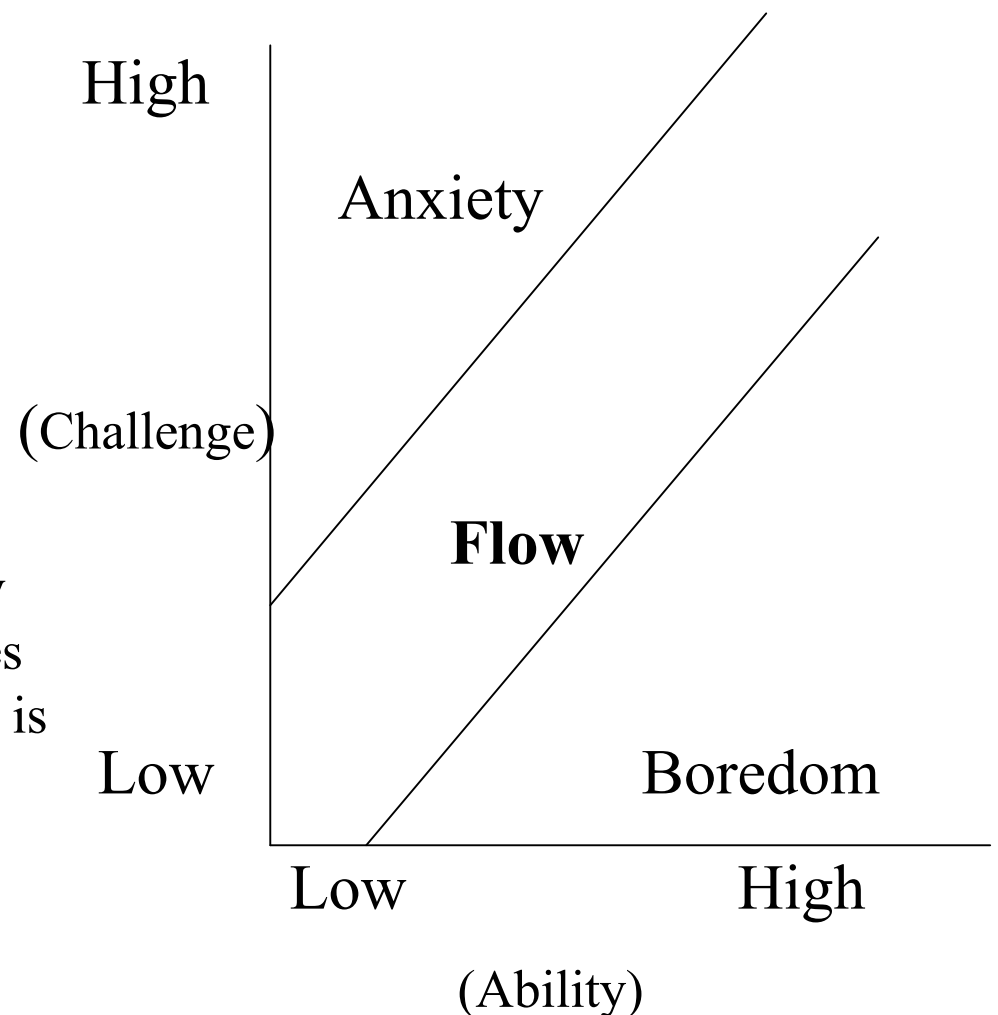
# Motivation (Fun)



## Flow Experience:

- Total immersion in activity
- Lose sense of time
- Everything is going right
- Not bored or anxious

The player is so involved in what they are doing that they **aren't** thinking of themselves as separate from the game; it is so pleasing that it is intrinsically rewarding.



# Motivation (Worthy)



**\*The Coach must communicate the meaning of success to the players.\***

## **Success:**

- Today the player is better than he/she was yesterday
- The player has exceeded their own goals
- The player understands that competition is neither good nor evil, merely a means by which they compare their abilities and efforts with others
- The player feels *Important*

## **Worthiness:**

- The achievement of success



# Conclusion



- \*Effective communication is the key to player motivation.**
- \*Creating an environment that is fun; that helps players to become better and to feel worthy is the goal of every successful coach.**

# Conclusion (Continued)



**“Athletes first...winning second!”**

because this is...

*The Game for **All Kids!***<sup>SM</sup>

Thank you...

Tom Goodman, M.Ed.

Director of Coaching

[Tgoodman@usyouthsoccer.org](mailto:Tgoodman@usyouthsoccer.org)