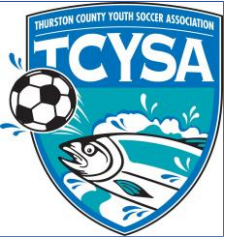
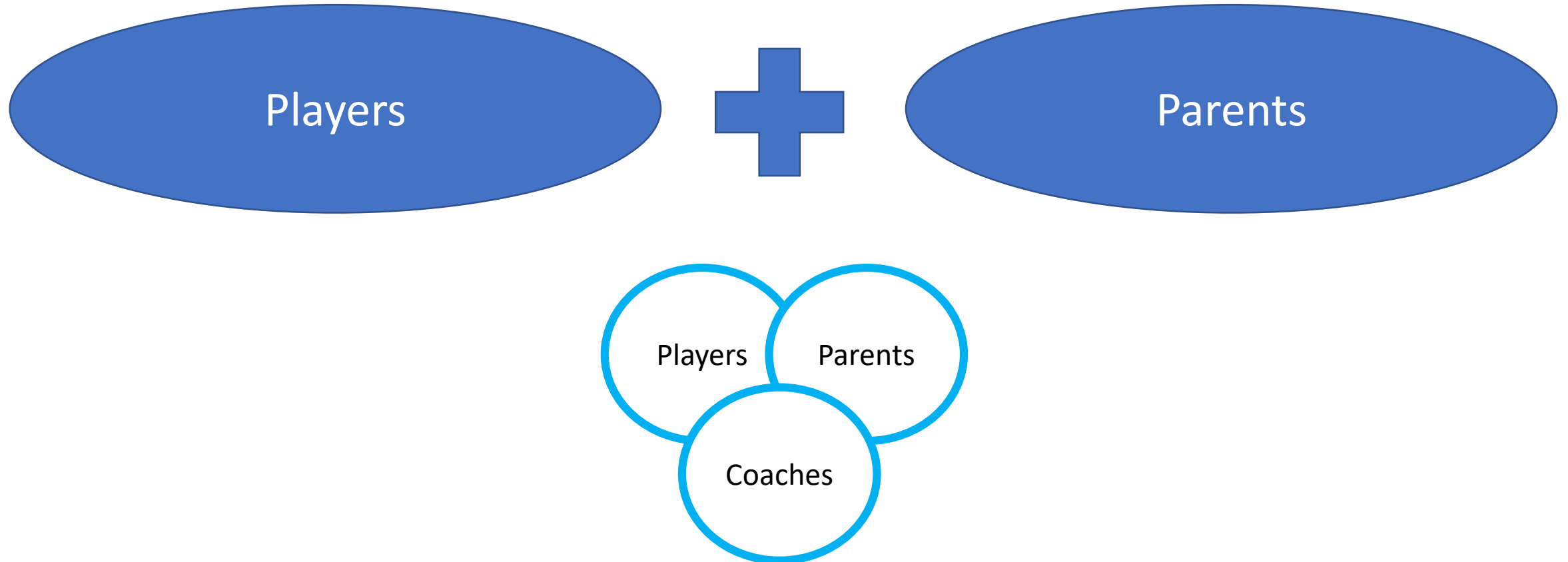

TCYSA
Creating a Positive Culture



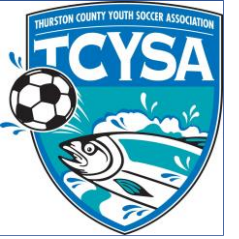
Thurston County Youth Soccer



Whenever you take on 1 team you are always getting 2!



Thurston County Youth Soccer

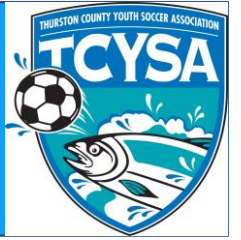


Where do you start?

In order to educate parents you first have to have a clear understanding of what you want and who you are!

1. Who are you? Create a list of your strengths and weaknesses.
2. What is your coaching philosophy? Create a coaching philosophy that clearly defines what your objectives are for the season and how you are going to accomplish them.
3. What are your expectations? Create expectations for yourself as a coach, the players, the parents and sideline conduct (see slides with examples expectations).
4. How do you deliver your message? Hold a parent meeting to share your coaching philosophy and expectations for the season. The parent meeting should take place before or when the season starts.
5. What are ways to involve the parents in the success of the team? Create a safe environment with the understanding that you have their child's best interest in mind. Be open to meet with parents but set boundaries of appropriate times. Explain that each child is part of the team and you will do what is best for the team given certain situations.
6. Present the Positive Coaching Alliance Parent-Guardian Letter and ask them sign it (see resources slide).

Thurston County Youth Soccer



Expectation Examples

Coach Expectations

- Timely communication
- Organized
- Start and end on time
- Respect players, parents, officials and opponents
- Create a positive training environment that supports growth and provides a challenge for players

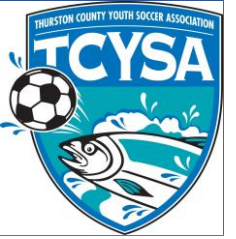
Player Expectations

- Team work and collaboration – positive environment – find solutions
- Respect (ROOTS)
 - Rules
 - Officials
 - Opponents
 - Teammates
 - Self
- Strive to do their best on and off the field
- Be aware of the effects of social media
- Early communication if not available for a game

Parent Expectations

- Support all children: opposition as well – we want to keep kids playing!
- Officials: Let them call the game and be respectful – No yelling at officials
- Coaching from sidelines: cheer the team on – do not coach from the sideline. Do your best to refrain from using verbs (run, shoot, pass...)
- Communication: 24 hour rule, no long subjective emails, ask when a good time to meet is and provide topic of meeting.
- Inappropriate player or parent behavior should be brought to the attention of the coaching staff immediately. We want to provide a safe and positive environment for all players.

Thurston County Youth Soccer



Creating a Positive Culture

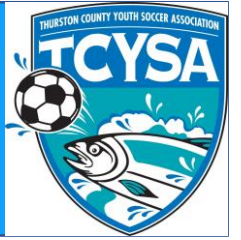
Fortunately, it is rare to have to deal with the negative parent, however we need to be prepared for the circumstance that you have one on your team.

Provide objective data to the parent

- 70% of players drop out of sports by the age of 13. When surveyed the majority of the players said that it wasn't fun anymore.
- We want to create life long participants of the game. Our number 1 objective is to create an environment where players want to keep coming back.
- There is referee's not coming back after a season based on abuse from parents and coaches
- Research shows that in order to create an environment of learning and fun players should receive a 5:1 ratio of positive vs negative feedback.

What if the problem continues? You have a lot of support as a coach in TCYSA. The TCYSA Board of Directors takes these situation seriously and are available to offer support. You can contact your Club Director or TCYSA Director of Development for assistance.

Thurston County Youth Soccer



Resources

Here are some resources for yourself and the parents on your team

Positive Coaching Alliance – pcadevzone.org

The Car Ride Home – thecarridehome.com

Changing the Game – changingthegameproject.com

Parent-Guardian Letter

As a coach, I am committed to the principles of Positive Coaching Alliance (PCA) and against a "win-at-all-costs" mentality. I aim to be a Double-Goal Coach™, who strives to win, while also pursuing the more-important goal of teaching life lessons through sports. I hope you will help me by reinforcing three principles:

- The ELM Tree of Mastery
- Filling Emotional Tanks
- Honoring the Game.

Here are some details on these principles.

The ELM Tree of Mastery
While winning is important and learning to compete is one of the major life lessons available through sports, not everyone can win every game. Still, youth athletes are winners, regardless of what the scoreboard says, when they pursue mastery of their sports. As a way to remember key elements of mastery, PCA uses the acronym ELM for Effort, Learning and Mistakes are OK.

Youth athletes who keep these things in mind develop habits that will serve them well throughout their lives. As an added benefit, athletes who are coached toward Mastery tend to have reduced anxiety and increased self-confidence, because they focus on things they can control. Therefore, they are more likely to have fun and perform better. Here's how you can help:

- Tell your children it's OK to make a mistake.
- Tell them you appreciate their best effort even if they fall short of the desired result.
- Recognize that Mastery is hard work and an ongoing process over time that can fuel great conversations with your children about sports and life.

Filling Emotional Tanks
An "Emotional Tank" is like the gas tank in a car. When it's empty, we go nowhere, but when it's full, we can go most anywhere. The best fuel for an Emotional Tank is an average of *five specific, truthful praises for each specific, constructive criticism*. Here's how you can help:

- Encourage your children with specific tank-fillers regardless of scoreboard results. Be honest, but remember the value of that 5:1 ratio.
- Avoid an immediate and critical debrief right after the game.

Honoring the Game
To help remember the ideals of sportsmanship, which PCA calls "Honoring the Game," we talk about respecting ROOTS, an acronym for Rules, Officials, Opponents, Teammates and Self. Here's how you can help:

- Review ROOTS with your children (you can learn more about the meaning of each letter by visiting PCA's website at www.positivecoach.org).
- Model Honoring the Game yourself as you watch your children compete and even as you watch sports on TV together.
- Encourage other spectators to Honor the Game.

For more Resources, visit: www.PCADevZone.org
For more information on Positive Coaching Alliance, visit: www.PositiveCoach.org

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The Car Ride Home

You, Your Child & Youth Sports

By
Mike Bergstrom

CHANGING THE GAME

The Parent's Guide to Raising Happy, High-Performing Athletes and Giving Youth Sports Back to Our Kids

JOHN O'SULLIVAN