

# The Coaching Culture

## Podcast Notes



### Episode 201 How Suns Head Coach Monty Williams Calls His Players Up Not Out with E.A.R.N.

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#### Highlights

- High Level Communication to Call a Player Up Not Call Them Out.
- Support Players and Help Them Change Their Behavior.
- How to Be an Effective Communicator.
- The 7/35/55 Rule in Human Communication.

#### Communication Before the Communication.

1. Not just see that athlete, see the person behind the athlete—necessary to connect with the athlete.
2. See the person behind the body language.
3. Does the athlete have the skills to manage the emotions that he/she is experiencing in the moment?
4. Don't allow the behavior to trump the relationship.
5. Have conversations with the players throughout the year to get to know the player better and learn what's important to him/her in life and not just what's important to him this season.
6. Position yourself as a mentor to your athlete as someone that's there to help him/her.
7. Calling players up and not out.
8. Invest in your relationship with players throughout the season.
9. Have one-on-one conversations with players.

#### 7/38/55 Rule in Human Communication

1. 7% of what we communicate it's through the words that we use.
2. 38% of what we communicate it's through the tone with which we say those words.
3. 55% of what we communicate it's through body language.



## Be Intentional with Your Body Language

1. Get down to the physical level of the athlete.
2. Firm but kind tone of voice.
3. Use your body language to communicate that you are not a threat and that you are on the athlete's side.

## High Level of Communication Skills

1. **Encouragement**
  - a. positive statements before the moment, before the behavior (coaches on the sidelines cheering their players on).
  - b. Inject confidence in the player (use evidence).
2. **Affirmation**
  - a. The power is in specificity and personalizing what you see.
  - b. The players will see that they are seeing and valued for their effort.
  - c. Avoid using labels such as "great" and "good".
  - d. Create a safe and non-judgmental environment.
  - e. Don't focus on the outcome.
  - f. Affirm your players of something positive despite their body language.
3. **Reminders**
  - a. Neutral statement before the moment.
  - b. Give players relevant information that they need.
  - c. Give something small to the player to focus on. It helps the player to shift the focus from the past to the next play.
  - d. Give reminders of what's necessary before it's necessary.
  - e. Help the players to take their attention away from what's just happened.
  - f. Help players to escape the mistake, the failure or disappointment of the last play.
4. **Notifications**
  - a. Short burst of communication.
  - b. Fastest exchange of information possible to give them the best chance at the best possible outcome.
  - c. Receive notifications in a way that is safe, but it's quickly and succinctly.

## Timing

1. When is the appropriate time to say something?
2. A player might need space.
3. Coaching fatigue.
4. Don't try to always fill the void. Do it only when it matters.



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