

The Coaching Culture

Podcast Notes



Episode 205 Three Ways to Transform the Parent & Coach Relationship | Guests Sean Keating, Nick Pocius, & Billy Armstrong

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Highlights

- How to Promote Your Culture Through Transparency.
- How to be Proactive in Your Communication with Parents.
- How to Get Parent's Buy-In and Trust with Effective Communication.
- How to Set Boundaries for Parents-Coach Meetings.

Parents Want a Better Understanding of:

1. What are you doing as coach?
2. How are you interacting with their child?
3. Why are you doing what you do?

Why not answer these questions before they are asked.

Sean Keating

Weekly Email to Highlight the Good That's Going on in the Program

1. A great way to start planning the week and to communicate with parents effectively.
2. Share the program's goal.
3. Transparency – why we are doing what we are doing.
 - a. Mental Health Wednesday
 - b. Understand Journaling
4. Show who you are in the email (you are not a robot).
 - a. Show passion for coaching and passion for the kids.
 - b. Show sense of humor.



- c. When you humanize yourself, it's harder for parents to complain.
5. Email Structure
 - a. Introduction/Recap of Previous Week
 - b. Something behind the scenes about the program (Not the game recap).
 - c. Maybe share an email from a parent of another program.
 - d. Talk about something positive that happened in the program.
 - e. Preview the upcoming week.
 - f. Preview the opponent.
 - g. A video clip (i.e., Hudl) - bench going crazy after an awesome play.

Goals:

1. Provide evidence of specific behavior.
2. Highlight what's important for the program.
3. Build trust by communicating.
4. Make parents feel that they are part of the program.

Nick Pocius

Meeting Options for Parents

1. X's & O's 1-Hour Session (Why?) – Transparency: when you take down roadblocks and barriers; it opens the opportunity to communicate and take out some of the guesswork.
 - a. Parents introduce themselves.
 - b. Teach parents the why we do the things that we do.
 - c. Common language and understanding of what we are doing. The goal is for all of us to be on the same page together.
 - d. Try to get the parents buy-in so they can support the things that you are trying to teach the players.
2. Program Culture Session
 - a. Share the program's vision
 - b. What we expect from the kids and how they fit in our system.

Billy Armstrong

Open the door for parents to share their frustrations and for them to make recommendations.

1. Talking about playing time
 - a. Who plays & why they play?
 - b. How can they earn more playing time?
 - c. Encourage playing time conversations.
2. Boundaries – they are key, and they need to be communicated clearly.
 - a. 24-hr Rule – games are emotional for everyone (coaches, players, referees, parents, etc.)
 - b. Face-to-face Conversations



- c. Parents are asked to send an email to the coach's school email address requesting a meeting.
- d. Conversations take place where there is no one from the program around to avoid bad assumptions.
3. End of the Year Town Hall (Face-to-Face)
 - a. Parents' Feedback – articulate any desired changes that they would like to see in the program.
 - b. Set up chairs in a big circle (we all are in this together).
 - c. Set the tone that the guy in charge is also learning and wants feedback. Don't ask something from the players that you are not requiring of yourself.

The WHY

1. To make parents feel valued.
2. To make them feel that they are part of the team.
3. What people don't know, they are not going to like.
4. Educate parents on what you are doing and what you are about.
5. Get parents on board.

Results

1. Made it a joyful experience.
2. Has minimized issues.
3. More buy-in from the parents.

Takeaways

1. *Answer questions before they are asked.*
2. *Open the door for parents to share their frustrations and for them to make recommendations.*
3. *Communicate, Communicate, Communicate!!!*

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