

# THE COACH

**When you take on the role of a sports coach, you are taking on a powerful leadership role.**

**You can choose how this power will impact people - for good or for bad.**

The yelling, fist-thumping coach thinks nothing of intimidating or humiliating. It goes with the turf. This coach reckons this is the way to get results. It isn't. Importantly, this coach is messaging to others that there is nothing wrong with screaming abuse at the opposition, referees, their own players, and kids too.

Coaches committed to building a culture of respect do things differently, and they achieve greater success. They set a completely different tone - composed and considerate. They communicate better to everyone in and around the club. They treat people fairly. They are humane and welcoming. They are powerful role models, inspiring others to follow their lead.

**People remember these coaches. They make a positive, life-long impact.**

---

**LEARN MORE | [TRUESPORT.COM.AU](https://truesport.com.au)**

# THE COACH

## A

Alignment of Values

**You're a key influencer in the development of a club culture of respect, safety, fun and success. As such, you seriously commit to your club values - no half measures, no tokenism.**

- Practice the club values every step of the way through your attitudes, actions and language.
- Show, don't tell! Consistently model these values. Simply telling players how to behave just won't work.
- Challenge the club values if you believe they can be improved.

## W

Working Well With Others

**Successful coaches know how to bring out the best in people. They understand that you get more from people through positive relationships than you do through yelling and abuse.**

- Focus on rewarding positive actions of players.
- Provide constructive feedback about errors rather than criticising or abusing players.
- Work positively to influence parents and spectators.
- Show respect towards referees and officials.

## E

Effective Communication

**Respectful and clear communication is key to your success. You may have a great knowledge of the game, but if you're not communicating effectively and respectfully, your success is limited.**

- Ensure your language matches the age and stage of your players.
- Never yell at players. Communicate your message with patience and clarity.
- Tailor your communications to match the different information demands at training and game day.

## S

Success Judged (the right way)

**In sports clubs which are respectful, safe, fair and inclusive, great coaches are judged by many success measures. Winning is just one of them!**

- Celebrate when your players perform well and show improvement on the field.
- Listen to feedback and then work with players on their skills.
- Try new skills or methods to learn and grow as a coach.
- Assist the team to reach its full potential.

## O

Ownership

**As a successful coach in the club respect mould, you take ownership or responsibility for your contribution to the team and club culture. You enjoy the rewards of success and accept the consequences when things go wrong.**

- Understand and accept the full weight of the responsibilities that go with your role.
- Be prepared to be held accountable for your actions and decisions.
- Help players to accept accountability for their actions and decisions.
- Embrace mistakes (yours and others) as opportunities for learning.

## M

Modelling Respect

**People notice how you perform your role and everyone is taking cues from you as to what's appropriate. So, you need to be placing as much importance on your language, attitudes and actions as your game day tactics.**

- Communicate respectfully.
- Don't pass the buck.
- Treat all players equally.
- Win with humility and be gracious in defeat.

## E

Equality and Fairness

**Good coaches treat all players fairly. They will bring out the best in all of their players regardless of their gender, different cultural backgrounds, family circumstances and temperaments.**

- Have the same positive expectations of all your players.
- Give every player the same opportunity for growth, improvement and success.
- Model equal opportunity for all members of the wider club regardless of their gender, race, culture or faith community.