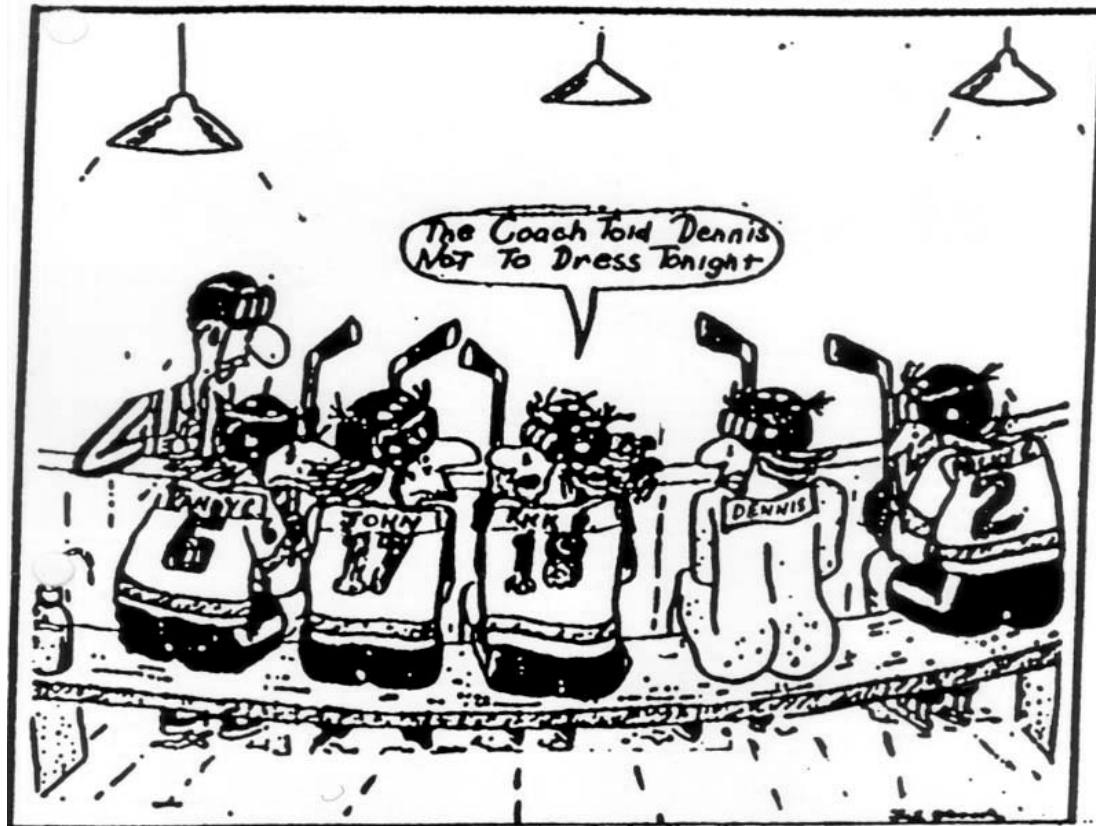




INTERNATIONAL
ICE HOCKEY
FEDERATION



COMMUNICATION



COMMUNICATION

LEARNING OBJECTIVES

Coaches will be able to:

- ✓ Identify and understand the principles of effective communication
- ✓ Discuss two common types of communication
- ✓ Identify and practice different techniques for listening
- ✓ Provide effective feedback





Communication means establishing a link with another person either directly (verbal or non-verbal) or indirectly.

What do you think? "Attend to the 99%"

"Never lose sight of the fact that, as volunteers at the amateur level, we're not in the business of producing professional hockey players. We should never, ever, lose sight of the fact that of some 500 000 children who lace on skates across Canada each year, far less than 1% ever reach the point of earning a living from the game. Your contribution then, is not really to this 1% who become career players, who likely would have made it on natural ability alone without your help, but to the 99% who are able to learn a few necessary life skills in a peer setting. These are the skills which become very valuable in making them better adults, better people, better citizens and simply better Canadians."

-J. Murray Costello, Past President, CAHA: 1989 Advanced II Seminar





PRINCIPLES OF EFFECTIVE COMMUNICATION

“BE” LIST

BE a Leader

BE a Teacher

BE Enthusiastic

BE Positive

BE Consistent

BE Demanding but considerate

BE Organised





BE a LEADER

- Role model
- Develop leadership abilities in players
- Be positive with officials
- Deal effectively with parents
- Help athletes maximise potential





BE a TEACHER

- Utilise a seasonal plan
- Communicate goals and objectives
- Use language appropriate to age level
- Clearly state expectations and roles
- Understand how players learn
- **YOU ARE TEACHING MORE THAN HOCKEY!**





BE ENTHUSIASTIC

- Love what you are doing
- Praise effort not only results
- Come ready to coach
- Players will feed off your energy and attitude





BE POSITIVE

- See mistakes as opportunities to teach
- Praise effort and determination over results
- Find three positive situations for every period played
- Present obstacles as challenges to be embraced





BE CONSISTENT

- Have a code of conduct
- Set boundaries and expectations
- Treat all players as individuals
- Treat your child the same as others
- Be aware of situation before making judgment
 - never make assumptions
- Be fair
- Be patient





BE CONSIDERATE but **DEMANDING**

- Set goals
- Teach through proper progressions
- Set clear expectations
- Explain roles and responsibilities
- Challenge and develop players





BE ORGANIZED

- COME PREPARED TO COACH
 - whistle, helmet, skates, gloves
 - white board, marker, pucks, pylons, etc

- HAVE A PREPARED PRACTICE PLAN
 - review it with asst. coaches/helpers
prior to ice time
 - pre ice difficult drills with players





KEYS TO EFFECTIVE COMMUNICATION



VERBAL





Effective Use of Voice – Verbal

- Be visible to all players – face to face
- Have the attention of the group
- Speak clearly and make eye contact
- Use changes in your tone of voice to communicate varying moods
- Use language appropriate to age level





KEYS TO EFFECTIVE COMMUNICATION



NON-VERBAL





Effective Use of Body – Non-Verbal

- Make eye contact
- Greet all players with a smile
- Be visible to all players
- **BE AWARE OF BODY LANGUAGE SIGNALS –**
NEGATIVE : shaking head in disgust; hitting stick on ice; crossing of arms; frowning
POSITIVE: hand shake; high five; hitting stick on ice; smiling



KEYS TO EFFECTIVE COMMUNICATION



ACTIVE LISTENING



Effective Listening Techniques

Attentive: Being quiet and showing interest, eye to eye

Paraphrasing: Repeat in your own words what you think the player has said

Bridging: Use words like “I see,” “Uh-huh”, and “yes” to indicate that you are following and understand

Restating: Repeat the last phrase word or few words that they player stated.

Inviting Clarification: Ask the player to clarify or expand upon something he/she said.





EFFECTIVE FEEDBACK

SPECIFIC

VS

GENERAL

CONSTRUCTIVE

VS

DESTRUCTIVE

SOONER

VS

LATER

CLARITY

VS

LEFT MISUNDERSTOOD





CODES OF CONDUCT

VALUES

-our values are formed by what we learn from experiences

- values differ with each individual and can be changed

- changing our values and beliefs can change our attitudes and actions



PARENT TEAM MEETING

WHY?

- To maintain open channels of communication
- To share your leadership skills
- Let parents know your coaching philosophy
- A good preventative measure for problems in the season



INEFFECTIVE COMMUNICATION!

