



COACHING STUDENT ATHLETES SERIES

Effective Communications

EDUO 9724 One Semester Unit

Instructor Dick Bach & Ernie Shaffer

Course Description

This class will explore all kinds of communications - effective and ineffective, positive, negative, verbal and non-verbal with the goal of helping the teacher/coach be an effective communicator. Good listening skills will be a main concern.

Required Text: Successful Coaching-4th Edition by Rainer Martens, Human Kinetics; 4 edition (February 17, 2012)

Course Objectives

By the end of the course, the participants will understand:

- Six Reasons for Ineffective Communication.
- Eight Reasons for Negative Communication Techniques.
- How to Build Credibility with his/her Athletes.
- The Importance of Good Listening Skills.
- Concepts and Skills Involved in Non-Verbal Communication.
- Eleven Principles of Effective Reinforcement.

Grading Rubric

Exemplary A+-A-	Acceptable B+- B-	Unacceptable
All text book assignments are complete and accurate.	All text book assignments are complete and accurate.	Textbook assignments are incomplete and/or contain inaccurate or inappropriate responses.
All application assignments are reflective, thoughtful, clearly identifiable and relevant.	All application assignments are complete, identifiable and relevant.	Application assignments are incomplete and/or irrelevant.
Overall appearance is very well organized and free of spelling and grammatical errors	Overall appearance is generally organized with limited spelling and grammatical errors.	Overall appearance shows little organization and has spelling and grammatical errors.

Assignments

1. Ineffective Communications

Read and study **pages 84-103** in your text.

1a. On **pages 84-91** in the text, there are six reasons for ineffective communication. Relate to these ineffective communication techniques by writing a story about when you or others used some of them as a coach, teacher, parent, employer etc.

1b. How did these communication techniques in your story in **1a** affect the outcome?

1c. In your opinion, how can each of the ineffective examples on **page 86** be altered to become effective communications?

1d. After studying the eight negative communication techniques on **pages 85-92** specify what you could do to improve your communication skills by not becoming seduced by any of the negative eight.

2. Credibility

Having credibility with your athletes is essential for effective communications. How are you going to prepare yourself in the following areas to be a credible communicator?

1a. Specific instruction versus judging

1b. Praise versus punishment

1c. Consistent messages versus inconsistent ones

1d. Realistic expectations versus unrealistic ones

3. Listening Skills

Read & Study pages 91-101 in the text

Good listening skills are important for a coach in developing effective communication skills. The most effective listening skill is called active listening. Study pages 98-100 in the text.

3a. Show that you understand that active listening is listening for the student/ athlete's feelings (not necessarily the words they say) by listing made up examples of what is said and then giving feedback to the feelings and not the words.

3b. Give at least one example in your life when someone important to you did not actively listen to you.

3c. What was the outcome?

3d. How will you prepare yourself to be a good communicator with effective listening skills?

4. Non-verbal Communication

Read and study pages 100-101 in the text

4a. List the ways that humans communicate non-verbally.

4b. Take that list and practice in front of a mirror to be sure that these non-verbal communications have a positive effect rather than a negative one. Practice these skills over and over again so they become a habit. Describe how you felt as you were practicing the positive non-verbal skills in the above assignment.

4c. How will this activity help you communicate more effectively with your athletes?

5. Effective Reinforcement

The text states that effective reinforcement is a valuable communication skill. When the consequence of doing something results in a tendency to repeat the behavior, reinforcement is involved. When it results in a tendency not to repeat the behavior, the consequence can be seen as punishment. Indicate how your program will use these eleven principles to effectively communicate with your young athletes.

Eleven Principles for Effective Communication

1. Reward the performance, not the outcome.
2. Reward athletes more for their effort than for their actual success.
3. Reward little things on the way toward reaching larger goals.
4. Reward the learning and performance of emotional and social skills as well as sport skills.
5. Reward frequently when youngsters are first learning new skills. Reward occasionally once skills are well learned.
6. Reward as soon as possible after the correct behavior or its approximation occurs.
7. Give rewards only when athletes have earned them.

8. Use a variety of extrinsic rewards, being careful not to deny athletes the opportunity to experience the intrinsic rewards of playing.
9. Teach athletes that intrinsic rewards are of greater value than extrinsic ones.
10. Ignoring athletes' misbehavior when they are seeking attention (extinction) teaches them that unacceptable behavior is worthless.
11. You must learn to use punishment effectively because it is impossible to guide young athletes through the use of positive reinforcement and extinction alone.

6. VIDEO analysis

View **one** of the movies listed below. In each of these movies a coach plays a major role. Point out and comment upon communication techniques (effective or ineffective) that you recognize in the film.

Coach Carter (Basketball)

Blind Side (Football)

Bad News Bears (Baseball)

Prefontaine (Track)

Go Figure (Ice Skating)

Pride (Swimming)

Instructions for coursework submission:

When you have completed your assignments, post all coursework at one time in the Completed Coursework DropBox at the bottom of the course page. You are allowed 9 months to complete the course. If you have questions about the course, you can reach your graders by email or phone.

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- For questions involving your registration, contact Steve Horning (shorning@dominicancaonline.com) or Karianne Pulli (kpulli@dominicancaonline.com) or see <http://dominicancaonline.com/faq.htm> for more information.

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EDUO 9706	Creating a Healthy Lifestyle
EDUO 9707	Look Before you Leap
EDUO 9705	Let's Look at this Another Way

REFLECTIVE READING EDUO 9000 – BOOKS THAT MAY INTEREST COACHES

Baseball's Great Experiment (Jackie Robinson	Jules Rygiel
Best Year Ever	Bill Cecil
Eleven Rings: the Soul of Success	Phil Jackson
The Essential Wooden	Steve Jamison
Inside Out Coaching	Joe Ehrmann
How Sports Can Transform Lives	Gregory Jordan
Open	Andre Agassi

