

## Getting Parents on Your Side:

Setting effective expectations for parents to gain support for your organization and their child

*Bob Heckmann, Senior Trainer  
Positive Coaching Alliance*




*Rich Pruszynski, Senior Account Representative  
Positive Coaching Alliance*









## Today's Webinar Format

- Presentation: 45 minutes with time for Q&A
- Questions? Send them via the "Question/Answer" section on the right-hand side of your screen, we'll take them at the end of the presentation





## Align With Your Parents

- Focus on the experience
- Double-Goal Coaches®
- Second-Goal Parents™


## Double-Goal Coach®


- Honors the Game
- Redefines "Winner"
- Fills E-Tanks

## Second-Goal Parent™





- Focuses on life lessons
- Models desirable behavior
- Offers unconditional support



## Understand Parent Motivations

- What are Parents' goals for their child(ren)?
- What are Parents' expectations for your organization?
- What do you want from your Parents and what do they get in return?

## Gain Parent Buy-in





- Share your vision
- Ask parents to join your leadership team
- Inquire about donations
- Solicit professional services










## Set Expectations

- Start early (before the season begins!)
- Be clear, concise
- Put it in writing
- Ask for help from your Parents
- Follow through and ask for their opinions


## Set Expectations

- Supporting your organization
- Volunteerism
- Financial obligations/ donations
- Supporting their child
- Sideline behavior

**Set Expectations**  
Positive Parent Culture


- Pre-season Parent Letter
- Mandatory team meetings: Parents and Coaches
- Parent Pledge



sports

**Redefine "Winner"**

- Recognize Effort
- Focus on Learning
- Mistakes are "OK"
- Targeted Cheering



sports

**Fill E-Tanks**

- Use receivable feedback
- Avoid the PGA
- Fill everyone's E-tank
- Engage in Empowering Conversations



sports

**Empowering Conversations**


- Establish a comfortable environment
- Adopt a "tell-me-more" attitude
- Let the child set the terms
- Listen!



sports

**Honor the Game**


- Seize teachable moments (they're happening all the time!)
- Use game-day tips
- Help others understand what is acceptable behavior by working to establish a corps of Culture Keepers



sports

**What is a Culture Keeper?**

- The bedrock of a positive youth sports culture is Honoring the Game.
- Culture is simply, "the way we do things here."
- Culture Keepers model the behavior you deem acceptable during competitions
- Help shape the culture of a youth sports team and/or organization.



sports

**How can you reinforce appropriate fan behavior?**

- Make yourself visible
- Model the behavior you want to see
- Use your Culture Keepers
- Be willing to ask individuals to leave your facility that do not meet your expectations
- Be positive, reinforcing the culture of your organization (The WAY you Do things)




sports

**Coach / Parent Relationship**

Parents Should:

- Honor the Coaches' commitment
- Ask the coach if he/she can help
- Let the Coach...coach!
- Fill Coaches' E-tank
- Cool off before approaching Coaches



sports

**Give Parents a Chance To Be Heard**


End of year evaluations where Parents can evaluate:

1. Coaches
2. The Organization
3. Their Child's experience


Visit PCA's Partner, Liberty Mutual's RESPONSIBLE SPORTS website for more info about the free, online Season Evaluation Tool.

[http://www.responsiblesports.com/season\\_evaluation/](http://www.responsiblesports.com/season_evaluation/)

sports



**Getting Parents on Your Side:**  
Setting effective expectations for parents to gain support for your organization and their child



After today's presentation, if you have any questions, please contact:

Rich Pruszynski  
richard\_pruszynski@positivecoach.org  
414-212-8125

sports



**Getting Parents on Your Side:**  
Setting effective expectations for parents to gain support for your organization

Thank you for attending!

For more information about Online Registration & League Management software please contact us at [ActiveSports@ActiveNetwork.com](mailto:ActiveSports@ActiveNetwork.com)

sports