

COACHING PHILOSOPHY and ATTITUDE



COACH: (noun) -a *trainer* in athletics,
(verb) -to *teach* someone (in athletics)

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The following excerpts from Doyle Baseball, "Developing the Successful Coach", may serve as a useful guide to coaching.

A - INTRODUCTION

Coaching sports can be a very rewarding experience. It is human nature to share and give to others the things we have learned. We are all teachers in everyday life, whether it be as a parent, continually pushing and guiding our children toward success or away from harm, or as a business person directing profitable efforts. Our teaching and sharing is essential to our beliefs as well as our community. So, like it or not, you are a *Teacher*.

Your plan to direct a group of young baseball players puts you in the teaching category known as the *Coach*. As a Coach, your success has very little to do with how many games your team wins. Your greatest and longest lasting thrills will always come as you see the positive role you have played in the physical, mental and emotional development of your young players. This feeling is called *The Ultimate Success*.

No matter whether you are coaching your very first team or have twenty years experience, you must be able to recognize every need in order to achieve *The Ultimate Success*.

A SUCCESSFUL COACH IS ONE WHO:

1. **CARES about his players** enough to improve his own knowledge of the sport.
2. **CARES enough about himself** and baseball that he is motivated to want to be good.
3. **IS WILLING to give** organized, quality **time** to improve himself and those around him.
4. **HAS A GENUINE FEELING OF CONCERN** for his players and their problems and can read their thoughts, feelings and emotions.

B - OBJECTIVES

It is crucial that you set and clearly define your coaching objectives and never vary your approach from them. The three following objectives encompass all major areas of coaching and must be approached in order of importance.

1. To help develop young people
 - **Physically** by improving physical conditions and Health habits, by learning to execute the skills, and helping avoid injury.
 - **Mentally** by learning to discipline their mind which controls their body.
 - **Emotionally** by learning how to control themselves in various situations while developing a strong self image.
2. To have **fun**; player, coach and parent.
3. To create a winning team.

By focusing our coaching efforts on **Developing** the player in a fun atmosphere, the end result is always **Winning**, regardless of the scoreboard.

C - WORKING TOWARD YOUR OBJECTIVE

Develop a winning philosophy by:

1. Adopting a **Player First-Winning Second** approach in all you do. All decisions and attitudes are based on what is best for the player, rather than what might help the team win.
2. Creating the approach that **Winning Isn't Everything But Striving To Win Is**. Striving to win is essential to compare our abilities. Our abilities must be tried and tested before maximum performance can be attained. Placing winning first always prevents maximum development of all players on your team.
3. Developing a **Cooperative Coaching** style which allows the player a part in making a decision. Youngsters cannot mature mentally and emotionally without having the opportunity to share in decision making. The coach's job is to provide guidance and leadership in all development including decision making.

D - COMMUNICATION

Understanding and developing your communication skills in the following areas are crucial:

1. Teaching a skill.
2. Talking to a parent about his/her child.
3. Protesting an Umpire's call.
4. Disciplining the player and team.

Understanding the **Positive Communication** pattern is a **must** for a coach to be successful. **Communication consists of:**

1. Sending and receiving messages.
2. Verbal and non-verbal messages. Communication is 70% non-verbal.
3. Two parts of communication:
 - a) Content or substance of message.
 - b) Emotion or how you feel about messages. Content is usually expressed in verbal communication; emotion usually by non-verbal.

For the Communication process to be effective your message must:

1. Have **good content** which develops your credibility.
2. Transmit the intended **message** in a **positive manner**.
3. Be **received positively** by the player.
4. Develop a **positive non-verbal** approach.
5. Be **interpreted correctly**.
6. Be understood and **consistent** with prior information.

LEARN TO LISTEN

E - ORGANIZATION

1. PLAN MAXIMUM USE OF TIME
 - using your staff
 - involving your players

2. KEY TO DISCIPLINE

- create a no nonsense atmosphere
- create a working atmosphere
- create a fun atmosphere
- verbal communication
- your position as leader must emphasize the positive and eliminate the negative

3. POINTS FOR COMMUNICATION

Terminology is the key

- a) Verbal, to the point, brief terms that communicate discipline and the right information
- b) Players must **understand** what you expect; **explain** it to them
- c) Accept nothing but their **best efforts**
- d) Create a situation in which they can **perform** and **succeed**
- e) Control all situations with **terminology** and **discipline**

F - SAFETY AND FIRST AID

The coach can prevent a large number of injuries with his awareness and a strong injury prevention program.

Of the several million athletic injuries each year 80% are initially seen and given first aid by the coach. Unfortunately, less than half of these coaches have had any athletic first aid training.

Your planning will prevent many injuries. Take the time to:

- * Provide a safe environment
- * Warm up and flex properly
- * Properly plan each activity
- * Evaluate your players for injury at all times
- * Match athletes in ability in all drills
- * Use proper equipment
- * Supervise activities closely
- * Learn emergency procedures
 - Have a First Aid kit nearby
 - Know where the nearest phone is located and how to get the emergency squad.
 - Encourage your other coaches to learn First Aid.
 - Determine who will get help and who will attend the injured player.

REMEMBER - YOU ARE NOT A DOCTOR

Your objective is to calm the victim and get help as soon as possible.

Knowledge in First Aid Procedures can prevent a simple injury from complicating.

---- TAKE THE TIME TO LEARN FIRST AID ----

G - SUMMARY

Proper baseball philosophy is geared toward development. The coach is the key to the program and he must be concerned with his personal development as well as the player's.

It is essential that your daily program creates an atmosphere that keeps a player positive. To maintain a conducive atmosphere, players must continually be put in a position where they have an opportunity to succeed. When a player achieves success and is rewarded by his coach, development and winning become natural.

Take every opportunity to expand your own knowledge by participating in any clinics available or offered.



COACH'S TEN COMMANDMENTS

1. The game is for your players, not for your personal gratification or position.
2. The team must have pride in itself and respect for their opportunity to participate, their coaches and teammates.
3. Be positive in your approach and eliminate the fear of failure.
4. Control your temper and encourage rather than berate.
5. Never sacrifice the dignity of a player in the face of defeat.
6. Sportsmanship must take precedence in victory or defeat.
7. Create a mental attitude that requires maximum effort at all times.
8. Accept only mistakes made through maximum effort. Do not accept errors caused by lack of effort.
9. Create an understanding that players achieve success through mental and physical preparation.
10. Make a concentrated effort to be a positive influence on the players, in the games and in life.

