



PRE-SEASON TEAM MEETING.

This is the process when we meet an organization to onboard them to the sport record.

*It is highly recommended that this happens during a mandatory pre-season team meeting with ALL players, parents, and coaches in attendance. (i.e. I will NOT show up if it's NOT mandatory.)

NEEDS.

1. laptop, projector & speaker if you are going to use the presentation deck *you don't have to use it, it's a nice to have.
2. presentation deck which can simply be adjusted by adding the team logo in the top right hand corner.
3. quality athlete, parent, and coach 1-pager printed off to give them OR email it to them.

FLOW.

1. Intro.
 1. My name is [insert name, history and beliefs] and I help organizations provide better value to their athletes. My motto is, "As many as possible, as long as possible, in the best environment possible". Is that a good start?
 2. [brief outline of personal experiences. sports played; organizations worked with, etc.]
 3. Lifelong learner. The older I get the more I understand, the less I know.
2. Players. Question – Why do you play sports / this sport?
 1. Go around the room, fun - friends - compete - fitness - etc.
 2. On the last player who says fun, ask who his parents are?
 3. Ask that parent what they are doing to support what the player just said. Let them explain. Validate.
 4. Then advise the parents, they have a twelve-word sport vocabulary:
 - 2 when they leave the car – Have Fun.
 - *make them repeat it back to you at the same time
 - 7 when they come back to the car – I just love to watch you play.
 - *make them repeat it back to you at the same time
 - 3 on the weekends when they are loafing around or playing video games – Just go play.
 - *make them repeat it back to you at the same time
 5. So players, what do you say when your parents start asking you things like "why did you make that play or geez, XXX didn't play well today?"
 - you say – that's more than 12 words.
 6. Because who's the only person who should be coaching you on the game of soccer?
that's right him/her. Your coach.
3. Parents. What do you want from your kids' sport experience?
 7. Go around the room, fun, friends, good time, safety, fitness etc.
 8. When someone says development - say ah... good one. What does that mean? How are we measuring that?
 - Nobody is. Exactly, that's why we are here. And we're going to show you how we're going to start.
4. Coaches. What do you want from your team's sport experience?
 1. Ask them. Fun, Support, Trust, etc.
 2. Talk about this with the group. *This is a great time to pump up the coach.



5. Then... get into the realities of sport participation (access the slides if you want to):
 1. There are 5 main reasons for the decline of sport participation
 - Decreased Free Play – Define free play, talk about why it’s important for life skills, encourage parents & kids to do more. (2min)
 - Marginalization of PE – How many hours of PE do you get? What things do you do? Talk about why quality PE is important & what it looks like.
 - Lack of Fundamental Movement Skills. What are they? Why are they declining? Explain using stories. No foundation, no building.
 - Sport Specialization – Hammer this point. “My experience, My opinion, My kids, results”. Play the video 2 mins and talk about it.
 - Technology – Ask who has a phone. How often are they on it? What that’s doing, what needs to happen, sleep, etc.
6. Then talk about what kids want. We asked 2500 kids why they played sport and their answers were the same as yours.
 1. List them – So we must ensure we’re delivering on that.
7. Then talk about what parents want. We asked 2500 parents what they wanted, and their answers were the same as yours.
 1. List them – So we must ensure we’re delivering on that.
8. Then talk about what coaches want. We asked coaches what they wanted, and their answers were the same as yours.
 1. List them – So we must ensure we’re delivering on that
9. Then either click into the Sport Record or talk about the sport record.
 1. We’re going to make your sport experience about you.
 2. We’re going to be transparent with your opportunities for development.
 3. We’re going to ensure you have access to abuse, concussion, fundamental sport skills, and skills management.
 4. This is going to be your report card for sport that you can take with you wherever you go.
10. Walk through the process.
 1. You will get a URL for your team where you will log in and join the team.
 2. With your coach, we’re going to set up an athlete combine day to assess your competence, confidence, character & connection.
 3. We’re going to upload that information into your sport record and re-evaluate it mid & end of season.
11. Any questions?
 1. Give coach props for doing this. Being first - we’re talking with Olympic Federations and your coach wanted this for you. Props. Trust the system.



FOLLOW UP COMMUNICATION TO COACH AFTER MEETING:

Good morning Coach,

Thanks for the opportunity to present the other night. You are doing a great job instilling a great culture for these young players. The next steps in this process are the following:

12. Select the assessment criteria you would like to include from the following:

1. Competence (technical / tactical + physical):
 - you can determine the technical tactical skills you'd like assessed.
 - *given the age group I would suggest assessing ALL the components of physical fitness; speed, strength, endurance, power, agility, flexibility, balance.
 - we can help you set this up (like an athlete combine day) and we would like to film it so it's transferrable.
2. Confidence (mental / resiliency):
 - Self-belief (I believe I can achieve anything I set my mind to).
 - Performance under pressure (I love challenges and thrive in big moments).
 - Resilience (I view mistakes and failures as opportunities to get better).
 - Self-worth (I replace negative thoughts about my ability with positive self-talk).
 - Mental readiness (I know how to cope with being nervous and anxious before an event).
 - Trust in training (I am fully committed to my training and believe I am on the right path).
3. Character (mental leadership):
 - Decision making / game sense – awareness of how to play the game and put yourself and your teammates in a position to succeed.
 - Work ethic – following through on commitments and responsibilities.
 - Leadership – modelling behaviours and attitude that shows pride and inspires others to do the same.
 - Focus – self-discipline to stay on track and finish the job.
 - Positive self-talk – coaching yourself to believe you can achieve your goals and overcome setbacks.
 - Goal setting – identifying targets for how you will improve and perform.
 - Self-motivation - taking initiative to complete tasks and do more than the minimum.
 - Dealing with setbacks – bouncing back from failures and challenges.
 - Positive attitude – approaching sport and life with a relentless energy and a 'can do' spirit.
4. Connection (social / emotional):
 - Understanding performance nutrition – consume proper food and drink to fuel growth and performance.
 - Understanding sickness / fatigue – balance sufficient rest and recovery with training and performance demands.
 - Understanding social media – responsible use of social media with awareness of long-term consequences of social media behavior.
 - Relationships with teammates – support and encourage teammates in a way that builds mutual trust.
 - Linking action to consequences – understanding the long-term effects of the short-term decisions both desirable & undesirable.



- Doing what is right – having courage to behave in a way that is consistent with values and good character.
 - Conflict resolution – making the effort to listen to others while trying to understand different points of view.
 - Having fun playing – approaching sport practices and competitions with an eager and joyful attitude.
 - Developing self-esteem – believing in yourself and trusting your preparation.
5. Three ways of selecting the confidence / character & connection criteria:
 - Do it yourself with other coaches.
 - Consult with your Technical Lead or Organization to ensure they are on the same page.
 - Ask parents to vote and decide what's important to them. *this helps them become part of the development solution.
 6. Once complete, submit to us and we will:
 - Upload into the Sport Record.
 - Create a unique URL for your team.
 - Send you the URL so you may send to parents so they can get started.
 7. At the same time, we can provide as much / as little guidance as you want / need to set up your Athlete Combine date.

As always, if you have any questions, please feel free to contact me at your convenience.

Best regards,