

# Turning Parents Into Partners

Differentiate Your Program & Increase Parent Effectiveness

with David Benzel, America's Sport-Family Coach



[www.growingchampionsforlife.com](http://www.growingchampionsforlife.com)

# The Facts are Discouraging

## **What some young athletes experience:**

- 34% said they had been yelled at or teased;
- 15% reported that their parents get angry when they perform poorly;
- 74% of children said they had witnessed out-of-control adults at their competitions;
- 13% of the parents said they criticized their child's performance on a daily basis.
- 64% of parents say their children have been dissatisfied with their sports experience.
- Studies conclude that as many as 73% of the kids who begin playing a sport at an early age have dropped out by age 13.

**PARENTS: The most under-coached group in sports.**

# What Parents Want in the Beginning

I Want:

To enjoy watching my child play;  
To share my child's experience;  
To be an example of  
good character;  
To be accepting of my  
child's performances;  
To be loving of my child;  
To be a positive encourager;  
To be a trusted advisor & mentor.



**Host to My Highest Purpose**

# How Time, Money, & Effort Invested Can Affect What Parents Want

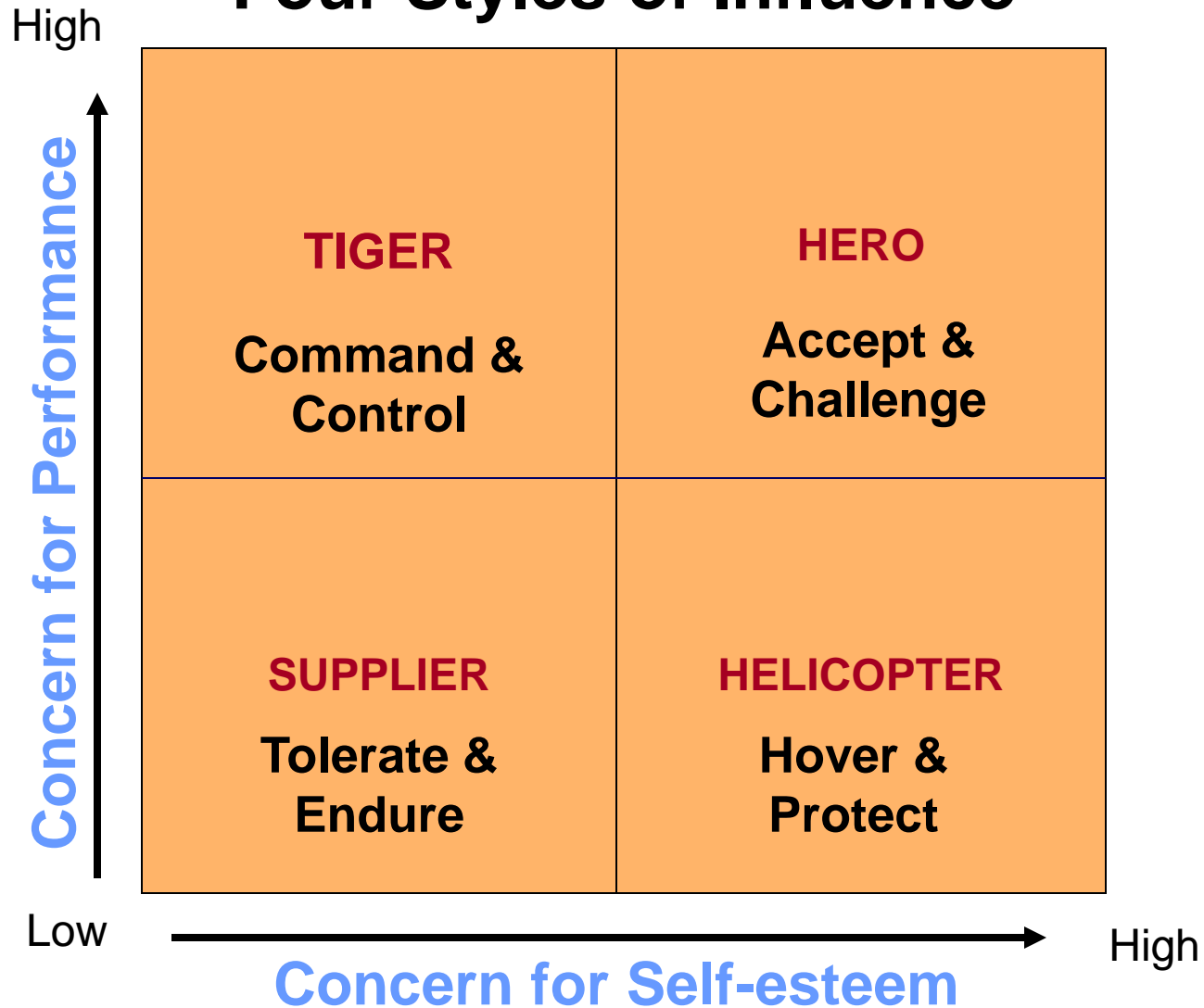
I Want My Child:

To perform well;  
To win;  
To improve quickly;  
To impress others;  
To move up;  
To receive recognition;  
To be a STAR!  
To give me an ROI.



**Held Hostage by My Ego**

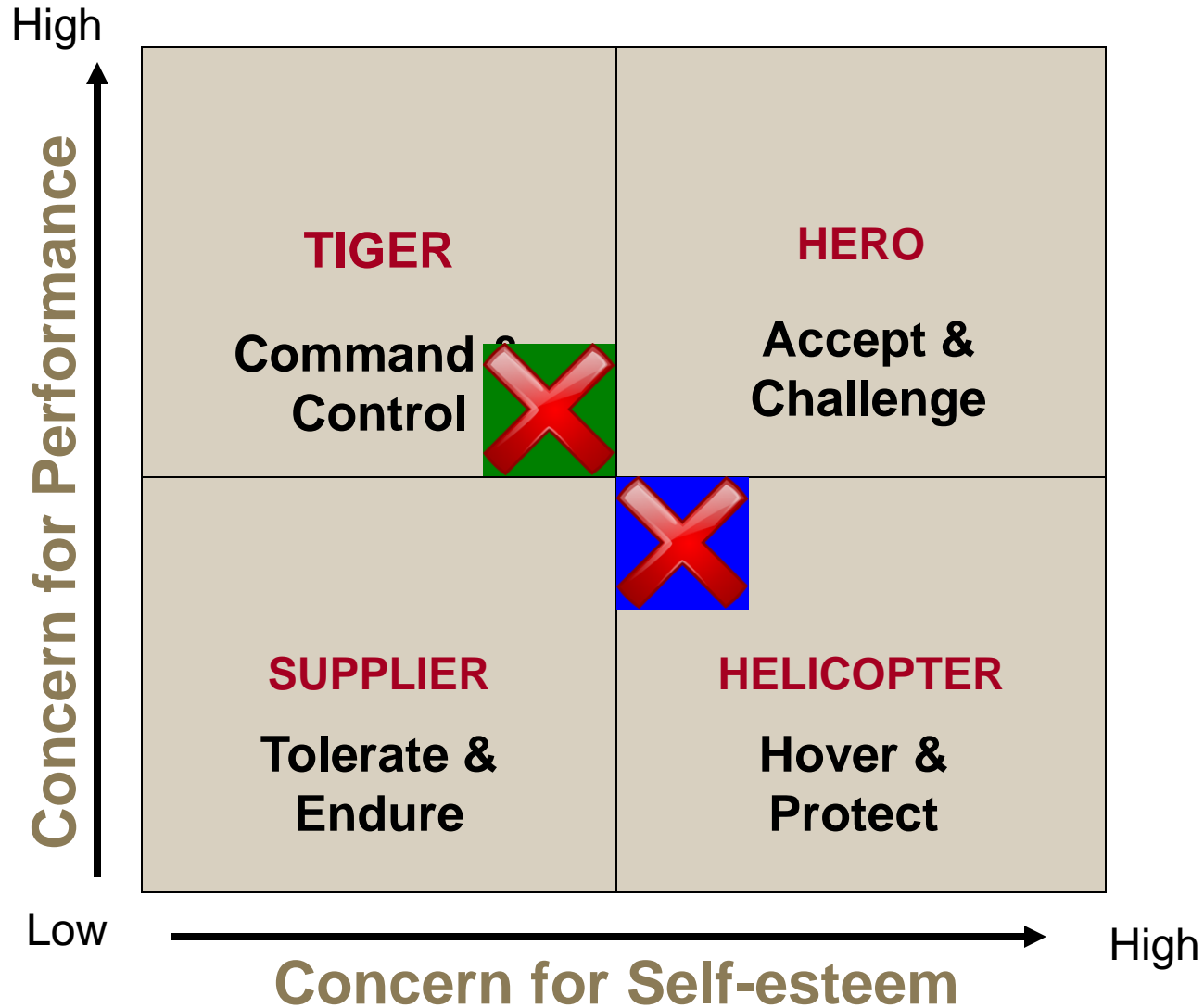
# Four Styles of Influence



# “Who Do You Think You Are?”



# Influencing a Parent's Point of View



## To THRIVE:

Flourish  
Prosper  
Succeed  
Blossom  
Grow Well



**Develop Character**  
"What are you becoming?"

**Choose Well-Being**  
"What are you experiencing?"



# Two Sides of Sport-Family Life

## Sport Side/School Side

### ***Conversations about:***

- Technique/Study Habits
- Performance/Grades

### ***Focus on:***

- Schedule
- Outcomes

### ***Intentional about:***

- Reaching goals
- What am I getting?

## Character Side

### ***Conversations about:***

- Values
- Choices

### ***Focus on:***

- Purpose
- Progress

### ***Intentional about:***

- Adding value
- What am I becoming?

## Swim Skills

### How to:

Stroke mechanics  
Starts  
Turns  
Breathing  
Pacing  
Conditioning

\_\_\_\_\_ %

## Life Skills

### How to:

Build self-confidence  
Cope with fears  
Improve self-talk  
Manage embarrassment  
Listen intently  
Empathize genuinely  
Encourage enthusiastically  
Improve self-belief  
Work diligently  
Communicate clearly  
Respond optimistically  
Handle adversity  
Keep it fun!

\_\_\_\_\_ %

What do the people in each category have in common with others in that list?

What's the criteria for success on your team?

A.

O.J. Simpson  
Roger Clemens  
Jose Canseco  
Marion Jones  
Floyd Landis  
Michael Vick  
Mark McGwire  
Chad Johnson

B.

Sam Bradford  
Monica Seles  
Arthur Ashe  
Payne Stewart  
Grant Hill  
Tim Tebow  
Tony Dungy  
John Wooden

1. Were you always truthful?
2. Did you play fair?
3. Were you respectful of others?
4. Did you compete with honor?
5. Were you positive and constructive with team members?
6. Were you humble in victory?

How can we teach our children to win at life?

## Step 1 - Circle Your Top Ten

### Performance Character Strengths

Effort Investment	Hope	Seeking Challenges	Competitiveness
Perseverance	Love of Learning		Responsibility
Self-Discipline	Creativity	Resiliency	Punctuality
Constructiveness	Critical Thinking	Self-Control	Decisiveness
Hard Work	Humor	Ambition	Mental Toughness
Optimism	Focus	Resourcefulness	Bravery
Determination	Energy Investment	Reliability	Patience with Self
Concentration	Commitment	Positivity	Diligence
Love for Others	Truthfulness	Justice	Loyalty to Others
Care for Others	Integrity	Fairness	Patience with Others
Kindness	Humility	Generosity	Respect for Others
Honesty	Gratefulness	Compassion	Honor

### Moral Character Strengths

## Character Scorecard

Build a list of your top six character strengths. Half or more should come from the “Moral” list. Next, give yourself a grade on each one based on 1) how strong you are at it, and 2) how much energy you invest in improving that character strength.

Priority	Character Strength	Grade
#1	_____	_____
#2	_____	_____
#3	_____	_____
#4	_____	_____
#5	_____	_____
#6	_____	_____

# PERFORMACE CHARACTER STRENGTHS

STRENGTHS



STRATEGIES

To Show Perseverance	To Take Responsibility	To Learn New Skills	To Enjoy Self-Discipline	To Invest Effort & Energy
I wonder how I can help my athlete learn to overcome setbacks?	I wonder how I can make it safe for my athlete to admit mistakes?	I wonder how I can create opportunities for my athlete to love learning new skills?	I wonder how I can teach the benefits of self-discipline ?	I wonder how I can demonstrate genuine enthusiasm and also accept my athlete's passions?
1.	1.	1.	1.	1.
2.	2.	2.	2.	2.
3.	3.	3.	3.	3.

# MORAL CHARACTER STRENGTHS

STRENGTHS



STRATEGIES

To Care for Others	To Show Humility	To Express Gratefulness	To Be Patient with Others	To Be Respectful of Others
I wonder how I can teach my athlete a caring spirit?	I wonder how I can help my athlete overcome egotistical pride?	I wonder how I can create an attitude of gratitude?	I wonder how I can teach the benefits of patience?	I wonder how I can demonstrate genuine respect for all?
1.	1.	1.	1.	1.
2.	2.	2.	2.	2.
3.	3.	3.	3.	3.

## Six Activities that Develop Character Strengths

1. Create a character scorecard of the top six traits you're working on.
2. Help your athletes create their own character scorecard.
3. Reinforce that every choice has character consequences.
4. Teach your athletes that character "muscles" must be built up.
5. Model the character traits you declare.
6. Use winning and losing as opportunities to teach character lessons.



The greater the parent connection,  
the more loyalty we experience.



# Parents Deserve Answers to Key Questions

## **Your CREDIBILITY**

Build trust with parents  
Show you care about them  
Be extremely competent

"Can we trust you?"  
"Do you care about my child?"  
"Are you good at what you do?"

## **Your CLARITY**

Live by your values  
Share your philosophy  
Explain everyone's role

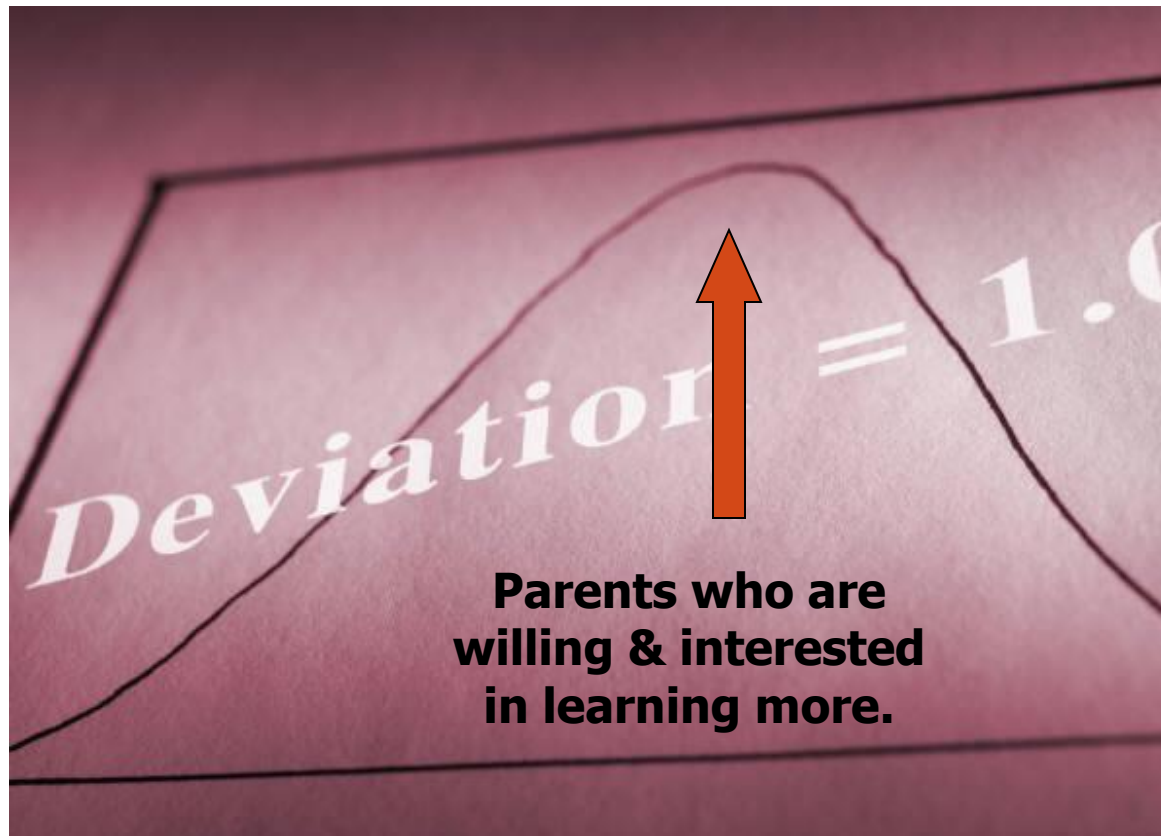
"What do you stand for?"  
"What's your coaching philosophy?"  
"What do you expect from us?"

## **Your CREATIVITY**

Solve issues w/ instruction  
Ignite energy w/ inspiration  
Reach a child w/ communication

"How good a problem solver are you?"  
"How will you inspire my child?"  
"How will you customize your message?"

# Will Parents Respond?



Parents who don't want to change.

Parents who don't need to change.

# So what can you do to help parents return to their original nature?

Invest time at practices and competitions:

- Listening to parents
- Counseling parents
- Facilitating meetings between coaches & parents

Provide Fresh Accessible Educational Content 24/7

1. Host seminars for parents
2. Post educational content on your web site for parents
3. Create a unique learning environment



**The Coaching Revolution** manual provides a step-by-step guide guaranteed to:

- ✓ Provide a philosophical approach that works;
- ✓ Gain support and loyalty of parents;
- ✓ Earn the commitment of your athletes;
- ✓ Create a positive chemistry;
- ✓ Generate athlete commitment;
- ✓ Develop athlete self-confidence;



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