

“PRO-34”

Put it in your playbook to work with Parents



ETA356, Inc.
Excellence Thru Athletics

“A Coach of Impact recognizes that the key to dealing successfully with today’s parent isn’t to alienate them, but to embrace them and train them up to join you on the mission!”



3 Non Negotiable Items (“Will not Discuss”)

1. *Other Players*
2. *Playing Time*
3. *Coaching Philosophy*



4 “Pillars” of Winning O.V.E.R. Your Parents

- I. **Win ‘em over with **O**rganization...** before, during, and after the season utilize technology
 - Send them an **Email** and explain their importance and Basic Rules
 - Have a **Pre Season Meeting**
- II. **Give ‘em a **V**ision...** share your vision & philosophy and start getting them on the same page (*Explain Jobs*)
- III. **Train & **E**ducate ‘em...** give them tools to help you develop their child and your program
 - Communication Guide**
 - Parent Pledge**
 - 3D Parent Booklet**
 - Explain the “24 Hour Rule”**
- IV. **Reinforce ‘em...** honor them privately and publicly when they do the right thing (“catch them doing the right thing” with Put Ups)

