

## Managing Coaches, Administrators, User Groups and Other Nefarious Characters

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Disclaimer

We are not an EXPERT on Communication!  
But both Dale & I



## Agenda

- Communication Theory
- Communication in Municipalities
- Communication in Universities and Colleges
- Best Practices



## Communication Theory

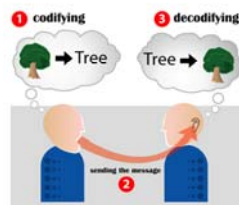
- Channels
  - Verbal
  - Non – Verbal
- Types
  - Formal
  - Informal
- Listening



**“The greatest problem with communication is the illusion that is has been accomplished”**

George Bernard Shaw

- Barriers
  - Perceptions
  - Filtering
  - Language barriers
  - Information overload
  - Different cultures



## Active Listening

- Sensing
  - Postpone evaluation
  - Avoid interruptions
  - Maintain interest
- Evaluating
  - Empathize
  - Organize information
- Responding
  - Show interest
  - Clarify the message



## Communication Theory



What do you see?

• Photo's Credit: Steven Covey – 7 Habits of Highly Effective People



Young Lady  
Looking away?



Old Lady?



## In Your Minds Eye!

Picture a dog



### My Context

Tan  
Lab / Chow Mix  
Wavy Coat



Does your context or filter (your upbringing) mesh with everyone you are communicating with?



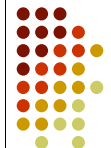
## "I think you are intelligent":

- 1) and that make me feel really pleased to have someone with your qualities in my team" (positive)
- 2) and that makes me feel great, because I am not the bluntest tool in the box, and I feel you and I will have some interesting competitive moments" (positive)
- 3) and your superior intellect actually makes me feel very small indeed!" (negative)



## Managing Coaches, Administrators, User Groups and Other Nefarious Characters: A Municipalities Perspective

Boyd R. Montgomery, CSFM,  
CSE  
Sports Fields and Grounds  
District Sales Manager



## Municipality Challenges

- Provide Safe, Playable and Aesthetically Pleasing Fields to your Customers
  - Does it match your customers filters & expectation????











- Strong influencer of perceptions!
  - TV
  - Professional Facilities

## You Answer to Many?

- Your Sphere of Influence
  - Your real boss
  - Your board of directors
  - Every user group
    - Association board of directors
    - Coaches
  - General public
  - Regulations
- Understand their context to help develop the message to protect your fields!
  - Be diplomatic

## Plan, Plan, Plan

- Develop a plan around turf management
  - Event scheduling and utilization
  - Calendar of agronomic practices
    - Identify windows of opportunity
    - Identify cultural practices, aerification, topdressing, mowing, fertility needs
  - Equipment needs
  - Personnel needs
- Sell your plan and be flexible!
  - Meet with user groups including coaches, assistants and administrators

## Changing Job Description

- Go one step further = passion!

Difference Between





## Sell Them on A Vision!

- Develop Standards




## Always Be Professional

- Establish clear lines of communication between you and your groups
- Work with them not against them!
- Be a salesman!



## Managing Coaches, Administrators, User Groups and Other Nefarious Characters: A University Perspective

Dale Getz, CSFM, CSE  
Sports Fields and Grounds Sales  
Manager, US



## Today's Topics



- Who's Your Boss Today
- Managing Your Manager
- Developing a Communication Plan
- Looking Beyond the Obvious
- Be Engaging Rather Than Conflicting
- Establish Yourself as the Expert
- Going Above and Beyond

## Your Ultimate Goal

- Provide Safe, Playable and Aesthetically Pleasing Fields to your Customers



## Who's Your Boss Today?

- Everyone Who Uses your Field
  - Your real boss
  - Every coach
  - Every user group
  - Regulations
- Fight to Protect your Fields and yet be a gracious host



## Develop a Communication Plan

- Begins with a Turf Management Plan – 4 levels
  - Calendar of Events
  - Windows of Opportunity
  - Cultural Practices, aerification, topdressing, mowing
  - Equipment needs
  - Personnel needs
  - Fertility needs
- Sell your plan
  - Meet with user groups including coaches, assistants and administrators



## Fields Within a Field



Six Aerifications



## Looking Beyond the Obvious



- Go one step further



## Be Engaging Rather Than Conflicting



## You Are The Expert



- You must be the “go to” person
- You must earn respect
- You want others to come to you for advice



## Questions



- What success stories do we have from the audience?

Thank You

