Breaking the Barrier
Communicating with Coaches and Administration

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About Us…
• 19 Years as a Turf Science Program
• 3 Classes: 60 Students
• 28 Acres
• 8 Sports….and Band
• Other Events
The Nightmare
What Creates Challenges?

- Habits Of Coaches
  - “Always Have Done It This Way”
- Agronomy vs. Athletics
- Poor Construction/Layout Of Facilities
  - Space Limitations
- Our Goals vs. Their Goals
- Hands-On vs. Hands-Off Coaches
- Budgets

Communication
Be Effective. Not Everyone Has Experience.

Communication
- Have An Open Dialog With Coaches and Administrators
- Gauge Their Expectations
- Every Conversation Is An Opportunity To Teach or Create Change
- Include Them In The Solution
  - We Know They Are The Problem, How Can We Get Them To Realize It Too??

Communication
- Be Genuine
- Keep Emotion Out Of The Conversation
- Begin Every Conversation By Asking How The Team Is Doing.

Coaches vs. Administrators
- Do Coaches and Administrators Communicate??
- Do they have common long term goals?
- Do they communicate those with the Sports Turf Manager?
- Are you the one with the goals?

Educate!
- Keep The Core In Your Loop Of Info
  - Administrators
  - Coaches
  - Workers
  - Etc.
  - These Folks Can Answer The Questions Before A Lot Are Sent To You.
Innovate

- Help Coaches Learn to Coach…again.
  - Practice Ideas
  - Alternative Markings
  - New Technology

Rethinking Practice

Practice Tools
Practice Tools

- Keep accurate records
- Have a detailed plan
- Use a Calendar
  - SHARE!!

Organize

Buy In

- Explain to Coaches your plans
  - Show them results
  - Use industry contacts for support
- Build a Plan and Commit to the plan
- Make them a part of the solution
  - Hard for any coach to say no when you include them in the success.

Physical Improvements

- Traffic Zone renovations
  - Aeration
    - Manual "Pitch Fork"
    - Core Aeration
    - "Air Spike"
  - Topdressing
  - Wetting Agents
  - Cultivar Selection and Improvements
Follow Through

• Deliver!!
• Do what you say you are going to do.
• Do not be afraid to be bold!

A Team Approach

• Win by using a team approach.
• Make it a Team Solution
• Thank them!
  – The Coaches
  – The Players
  – Your Staff

Do The Unexpected

• At least Once Season, Do something No one expects.
• If you can, tell no one.
• Showcase your capabilities
• As Disney Says, “Plus It”
Questions?

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