

#### STATEMENT OF EXPECTATIONS FOR ALL COACHES.

1. You have read and signed the Coaches Code Of Conduct.
2. You have done your best to communicate and enforce the Student Code Of Conduct.
3. You have done your best to communicate and enforce the Parent Code Of Conduct.
4. A successful coach is someone who develops positive relationships with their athletes, parents, fellow coaches, administrators, booster club members, school board members, fans and the business community. I expect all coaches to work hard in this area and if needed expand and grow into areas that the coach may be lacking.
5. All Coaches are role models and should display honesty, integrity and mutual respect for all those involved in the program.
6. All coaches should refrain from yelling and screaming at student – athletes. Our students do not positively respond to this type of communication.
7. The use of profanity by coaches and students is strictly prohibited. Coaches must enforce this at all times.
8. Students do not care how much you know about their sport until they know how much you care about them. Make them feel wanted and part of something special.
9. You and your team will seldom exceed your expectations – so set them high!
10. Respond positively to negative situations – do not react to them.
11. Athletics are part of the co-curricular program at Northern – they are not an extra-curricular program. We should be teaching life lessons that cannot be learned in the classroom – hard work, team work, sacrifice, overcoming adversity, leadership, etc.
12. Coaches are professionals – they should act professionally at all times.
13. Be open, direct and honest in your communications to your athletes. Let them know clearly and concisely how you feel about how the team is performing. The heart of effective communication is listening. Make a conscious effort to listen to your athletes. If you listen to the athletes they will listen to you. Issues with a team and/or staff will not get better on their own. Do not allow problems to fester and grow in size, do your best to keep the problems small and manageable. Do not be afraid to contact parents and enlist their support when confronting with unacceptable behaviors.
14. Be Empathetic – If an athlete comes to you with a question and/or problem listen and try to put yourself in their shoes. If they have come to you with a problem seize the opportunity to help the student learn and grow. Do your best to resolve the issue – if you brush the problem off it is very unlikely they will come to you again and they will view you and someone who really doesn't care.
15. Use recognition, it is one of the most powerful motivators there is and it shows your athletes that you care and recognize their efforts. Every day you should complement each athlete with at least one positive comment. A small pat on the back goes a long way with kids.
16. Be positive – Nothing good comes from negativity. Positive coaching is much more effective than negative coaching. You cannot inspire athletes to do their best by offering negative comments. Encourage your athletes to be positive with one another. Do not allow a player to

put another player down with ridicule or teasing. When someone of the team is down or has made a mistake it is the responsibility of the coaches and the whole team to pick that player up.

17. Handle all failures, setbacks and mistakes constructively. TEACH your athletes that failures and mistakes are a necessary part of the learning process and not a cause for embarrassment and humiliation. Model this attitude and you will teach your athletes to take risks and really go for it and they will not be afraid to take risks.
18. Treat athletes with respect – deal with your athletes the way that you would like to be treated. Respect them and they will end up respecting you. If you humiliate or demean them they will end up fearing you and hating the sport.
19. Do not equate your athletes self esteem with their performance. When an athlete has had a poor performance and let you and the team down they are not any less of a person and it is at this time they need your support and encouragement the most. Avoid sarcasm, singling out players, blaming others etc. You win as a team – you lose as a team. Keep all interactions positive using encouragement and praise. Treat all players equally; don't play favorites. All students should have a positive experience.
20. Challenge your athletes – don't threaten them. Emphasize goal setting and work with them to achieve individual and team goals. Encourage them and let them know you believe they can do it.
21. Be a leader –Model leadership traits, develop team leaders, and stress the importance of positive leadership. Encourage them to be a leader. Leadership isn't easy!