



EFFECTIVE COMMUNICATIONS FOR INTERCOLLEGIATE ATHLETIC COACHES

A REVIEW AND DISCUSSION OF DO'S, DON'TS, OBJECTIVES AND BEST PRACTICES

Recent reports of college athletic coaches who have been suspended or terminated for engaging in allegedly inappropriate conduct and/or abusive behavior toward student-athletes, officials or others highlight how unpleasant and costly these high-profile incidents can be for the coaches, athletic programs and universities involved. In some instances, criminal charges, civil litigation or enforcement action by the NCAA has ensued.

Jackson Lewis has created an interactive training program designed to address how and why the standards and norms of acceptable coaching behavior have changed over the past two decades. We will discuss topics such as: Where is the line between *intense* and *aggressive* coaching techniques and those that are now considered *abusive* and *unacceptable*? When does a “tough love” approach that is intended to motivate an athlete cross the line? Why have certain coaching styles, which often produced successful results, fallen out of favor with conference officials, university administrators, parents and athletes? What is the effect of physically or emotionally abusive coaching approaches on student-athletes? We will address the conduct and behavior of coaches in not only the game setting, but also during practice sessions and off the field.

This thought-provoking program can be presented to all head and assistant coaches in a group setting.

For more information about this program or Jackson Lewis' Collegiate and Professional Sports Group, please contact Paul Kelly at paul.kelly@jacksonlewis.com or Gregg Clifton at gregg.clifton@jacksonlewis.com.