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Outline

- Introductions
- Key Topics
- Idea dump
- Retention resources
- Call to action



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Introductions

In the chat put:

- Name
- Club
- Favorite holiday food or treat



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KEY TOPICS

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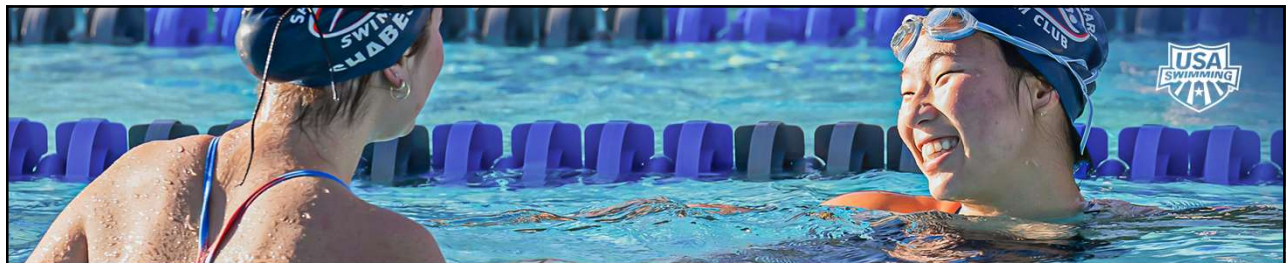


Have a Team Progression (The what)

- Dryland- Time and exercises
- Number of days
- Practice time
- Education topics
- Commitment expectations



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Have a Team Progression (The why)

- Creates confidence in their abilities
- There is always something to add on for mental stimulation and physical challenge
- Long Term Athlete Development
- Avoid injuries

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Have a Team Progression (The how)

- This includes a progression in your group (Dryland example)
- This might look different if you are a small club, but it should still be done
- This is something that is best achieved by consistent staff communication
- This is something that should be continually evaluated



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Parent Engagement

- Be available- If they can't come to you, they will seek what they need on their own
- They can be your ally **BUT** it takes work
- If you are nervous, it gets easier by doing
- Ask for others opinions beforehand if needed
- Find ways to connect them to each other
- Trust is key...**BUT** you must give them someone to trust!



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Parent Engagement

Communicate early and often:

- If you want them there in July, you must communicate that in Jan/Feb
- Have a plan, know your coaching philosophy, and reflect- This makes having conversations easier
- Listen to understand, not to respond
- Ask them for their thoughts, they know their kid best

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What is something you do well with parent engagement?

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Support for Age Group Staff

- Ask for their feedback- They have the direct connection with the young families
- Let them see the future- Invite them to practice
- Help them network
- Promote professional development
- Be proactive with asking questions, don't wait for them to come to you
- If you are an AG coach- Do this yourself. Like parents, many have helped me, BUT I had to give them someone to support

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What can an LSC do?

- Camps
- Clinics (Swimmer and coach)
- Meet formats
- Swimmer recognition- besides top level
- Connect with Marcy and Derek
- Get involved

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Coach Personal Accountability

- If you aren't having fun, they won't either
 - What makes it fun for you?
- They pick up on everything
 - 93% of communication is non-verbal, especially if you words don't match your non-verbals)
 - I tell this to parents also
- Professional development (Including learning about them and how to interact with them)

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Coach Personal Accountability

- Reflection- One of the top skills for coach development and swimmer engagement
- How are you being perceived? Is what you are saying making a difference? That is on you NOT them
- Sample reflections:
 - After a meet
 - After a practice
 - After an interaction with a swimmer
 - After than interaction with a parent
- Have a plan (Example: Fall Binder or heat sheet review)

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What do you do to make yourself a better coach?

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Working with Age Groupers (Engagement specific)

- Don't assume you know why they are there or what they like
 - Social, feel of the water, racing, test sets...mom makes me...
- Consistency over performance and results
- Create habits for future success- Setting them up for retention later)

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Working with Age Groupers (Engagement specific)

- Everyone has a different definition of fun (and not just one day)
- Have a plan...a flexible plan
- Find ways to create autonomy
- Connection is key!



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Resources
Idea Dump

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Idea Dump

- Big and littles
 - Teach a skill
 - Come back with medals
 - Q&A and pictures
- Delayed gratification
 - Sticker chart working toward a goal (Not based on results- Fix flip turn, streamline when tired in a set, breath control in a race...)
- Swimmer recognition- Not results based
 - Teammate
 - Pushing when tired
 - Let them recognize others
 - Swimmer shout out from head coach



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Idea Dump

- Create traditions
- Mental Fitness Fridays
- Swimmers need to see the future- Watch another group, clear expectations, get to know the coach above
- Any ideas that you have?



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Retention Resources

- Tons of ideas from clubs across the country
- 10&U and 11-12 versions
- Top life skill teams focused on at 11-12 is
OWNERSHIP
- Top factor in retention teams focused on
FRIENDS

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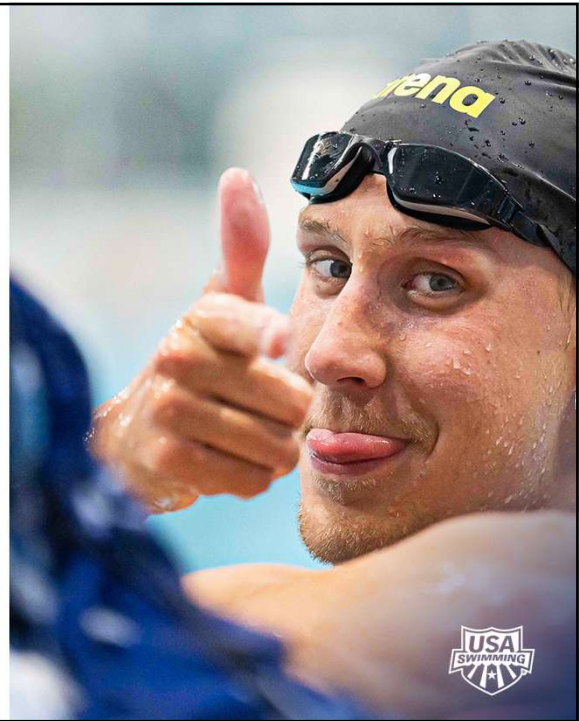
Retention Resources Key Take-Aways

- Be intentional and proactive- Learning, growing, connecting, doing with the team, doing with the kids, talking to parents, and more
 - Staff, parent, and swimmer communication
- “The single biggest problem in communication is the illusion that it has taken place” – George Bernard Shaw
- Staff retention
 - Look at retention- They talk about it!



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Retention Resources



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Pick one topic we talked about today that you will work on before the holidays

- Have a team progression
- Parent engagement
- Support for your age group staff
- What can the LSC do?
- Coach personal accountability
- Working with age groupers- engagement specifically
- Which one and why?
- What will hold you accountable? (Tell a friend, write it down, how to track...)

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