



# COMMUNICATION SKILLS FOR THE COACH

## Level II Coaches Course



# By the end of this session you should be able to:

- explain the importance of communication skills in coaching
- identify strengths and weaknesses in your communication skills
- understand and use ways to improve your communication skills in different situations
- identify and use different types of communication in different situations



# COMMUNICATION

## definition and importance



- Is a process of sending and receiving messages between two or more persons
- A good coach should be a good communicator
- The very essence of coaching is communication



# COACH-PLAYER COMMUNICATION

Why communication is  
important?



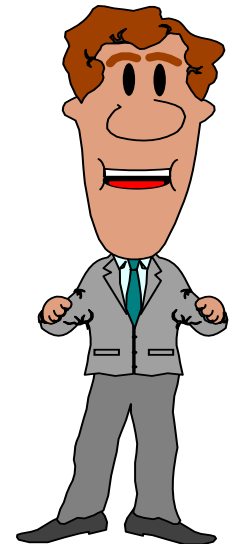
# COACH-PLAYER COMMUNICATION

- Conveys information
- Influences motivation
- Provides feedback in learning
- Is a necessary part of “team” cohesion (exp. Davis Cup, Fed Cup).



# COMMUNICATION AND UNDERSTANDING

- Discrepancy between what the coach intends to communicate and what the player understands and vice versa
- Actual purpose of communication is the mutual understanding for common benefit



# SITUATIONS OF COMMUNICATION

With who tennis coach has to  
communicate?



# SITUATIONS OF COMMUNICATION

- With players during practice or matches
- With parents
- With officials
- With media, fans, sponsors, etc.



# INEFFECTIVE COMMUNICATION

- Wrong content
- Verbal or non-verbal skills are lacking or don't match up
- Lack of attention by the listener
- Resistance to listen
- Misinterpretation of the content or intent
- Frustration because not talking



# INFORMATION, IDEAS AND INTERACTION

- Communication is not only transmission of information
- It includes interchange of ideas
- It is the interaction between people, thus it is influenced by many factors



# CONTENT AND EMOTION

- Communication is made up of :
  - Content (what the message says), generally expressed verbally (words)
  - Emotions (how the message is transmitted), generally expressed non verbally (gestures, etc.)

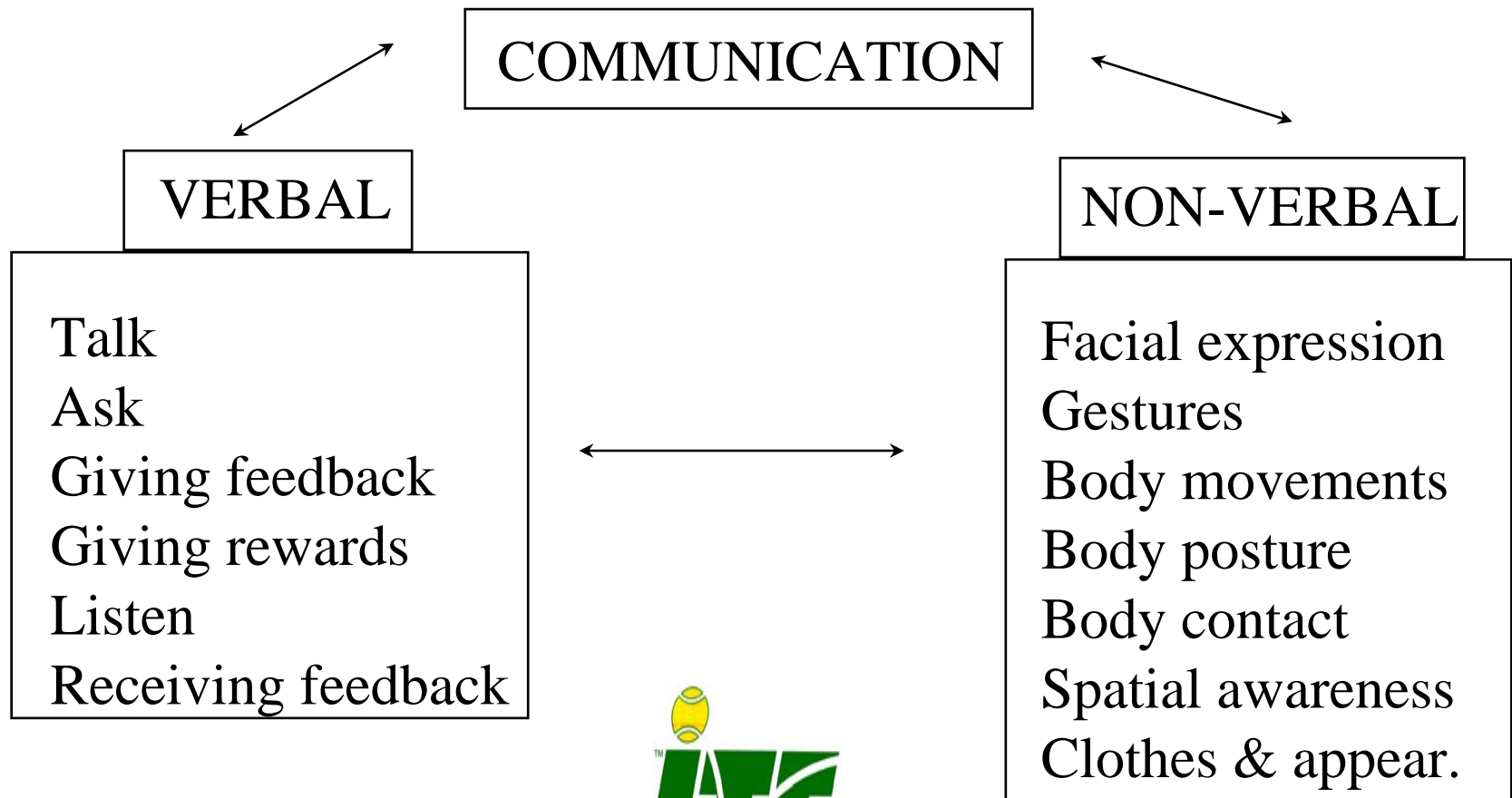


# TYPES OF COMMUNICATION

What types of communication  
do you know?

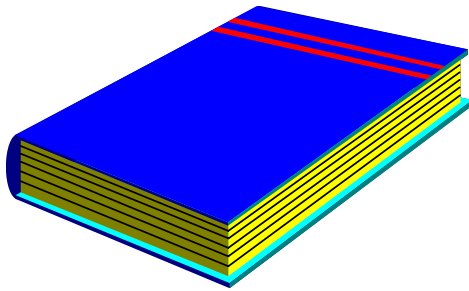


# TYPES OF COMMUNICATION

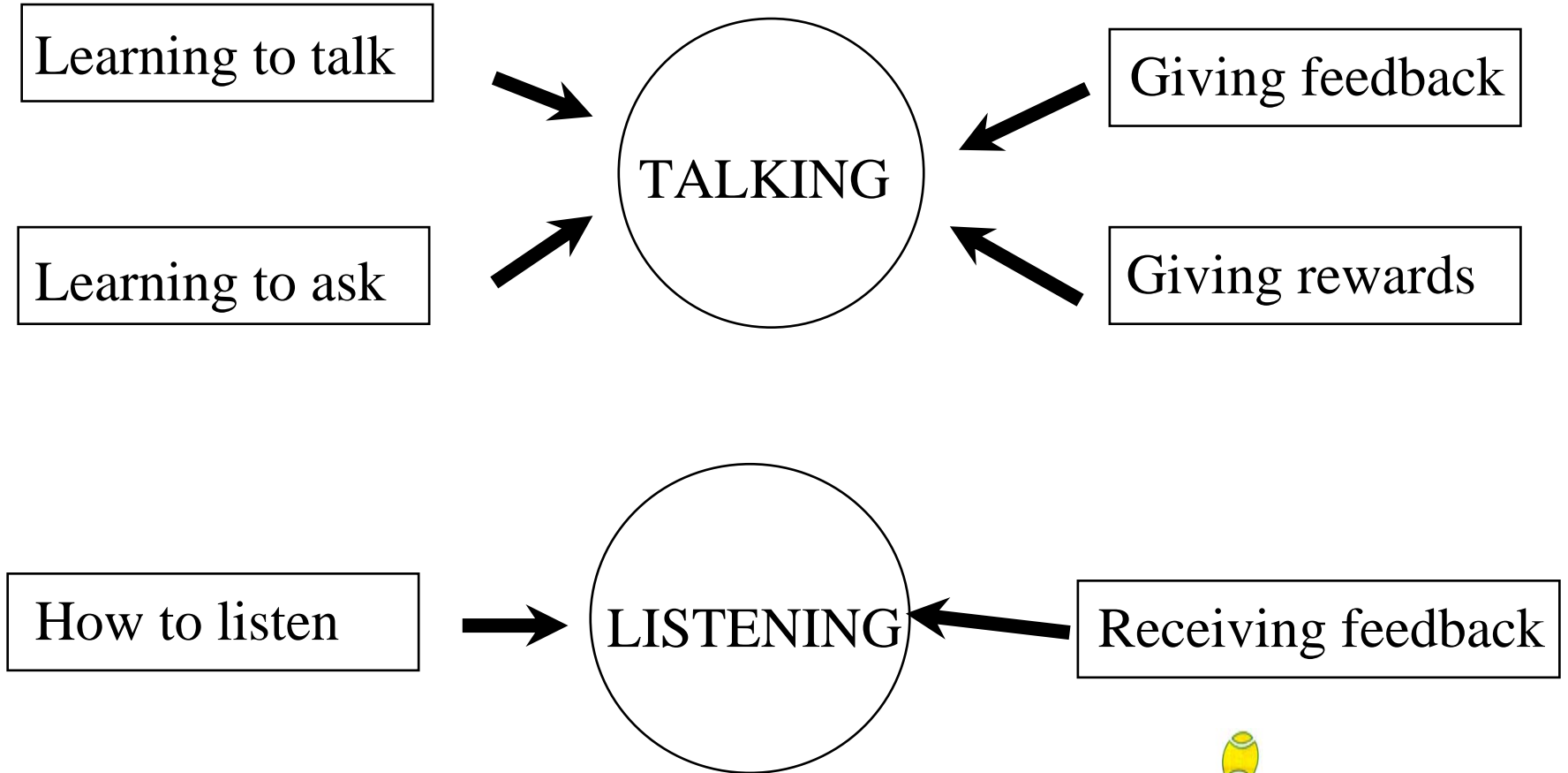


# LEARNING TO COMMUNICATE

- Communication can be improved if practised daily
- The coach needs to know how to use all the resources and techniques at hand in order to improve communication with others

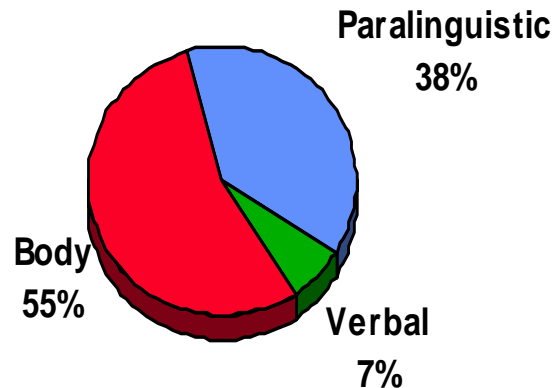


# VERBAL COMMUNICATION



# NON-VERBAL COMMUNICATION

- It may account for up to 90% of all information transmitted



Paralinguistic: way in which words are spoken (pitch, resonance, tempo, volume, rhythm).

# TYPES OF NON-VERBAL COMMUNICATION

What types of non-verbal  
communication do you  
know?



# TYPES OF NON-VERBAL COMMUNICATION

Facial expression

Touching

Gestures & body movement

Clothes & general appearance

Body posture

Spatial awareness & relationship



# COACHING STYLES

What are coaching styles?

How many types of coaching styles  
you know?

# COACHING STYLES

1. Command
2. Discovery – co-operative
3. Casual

# Why coaches are using command style very often?

- They don't have enough knowledge
- They don't want to show that they don't know something
- They are afraid to lose authority.

# How to chose coaching style?

It depends on::

- Players (personality, level of play, age...)
- Coach (personality, knowledge, experience...)
- Content of training (what we do, number of players...).

# Thank you!

## Questions?



# QUESTIONS & ANSWERS

- How good do you think you are at:
  - Verbal communication skills
  - Non-verbal communication skills
- Rate yourself using the following lists:



# Communication skills needed to be an effective tennis coach



VERBAL SKILLS	IMPORTANCE TO TENNIS / SELF RATING				
Talk	1	2	3	4	5
Ask	1	2	3	4	5
Giving feedback	1	2	3	4	5
Giving rewards	1	2	3	4	5
How to listen	1	2	3	4	5
Receiving feedback	1	2	3	4	5



# Communication skills needed to be an effective tennis coach

NON VERBAL SKILLS	IMPORTANCE TO TENNIS/SELF-RATING				
Facial expression	1	2	3	4	5
Gestures and bodily movement	1	2	3	4	5
Body posture	1	2	3	4	5
Touching	1	2	3	4	5
Clothes & general appearance	1	2	3	4	5
Spatial awareness & relationship	1	2	3	4	5
Paralinguistic	1	2	3	4	5

# DISCUSSION/TASK

- In two's or three's:
  - Explain to others something related to tennis using only verbal communication
  - Explain to others something related to tennis using only non-verbal communication
  - Speak to others while they are speaking to you at the same time for one minute. Try to guess at the end what you have understood

