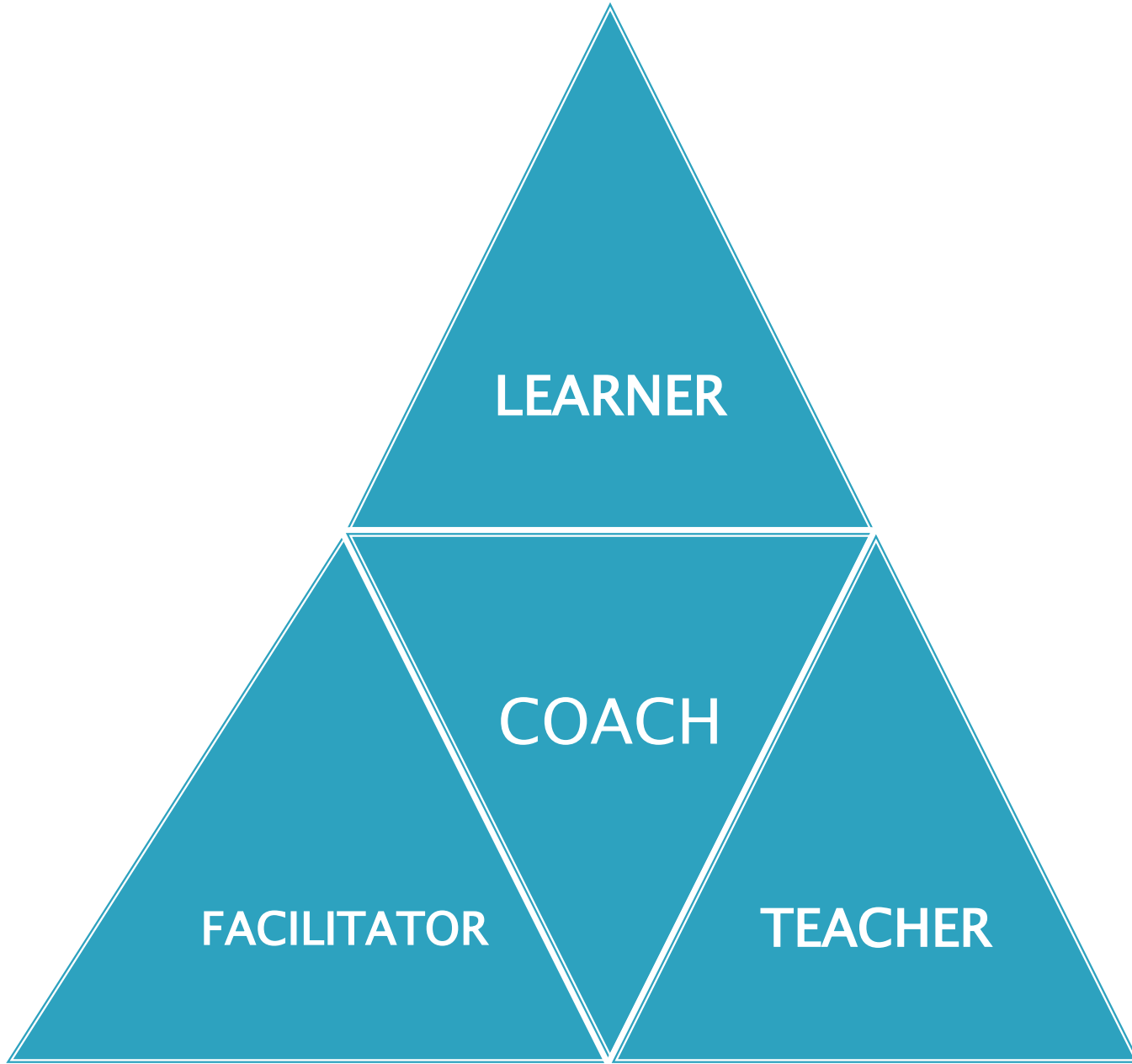


COACHING MILLENNIALS

Brad Kilb, University of Calgary

“Successful coaches today are ones that are adaptable & know the athlete's tendencies on & off the ice.”





Technical

Tactical

Psychological

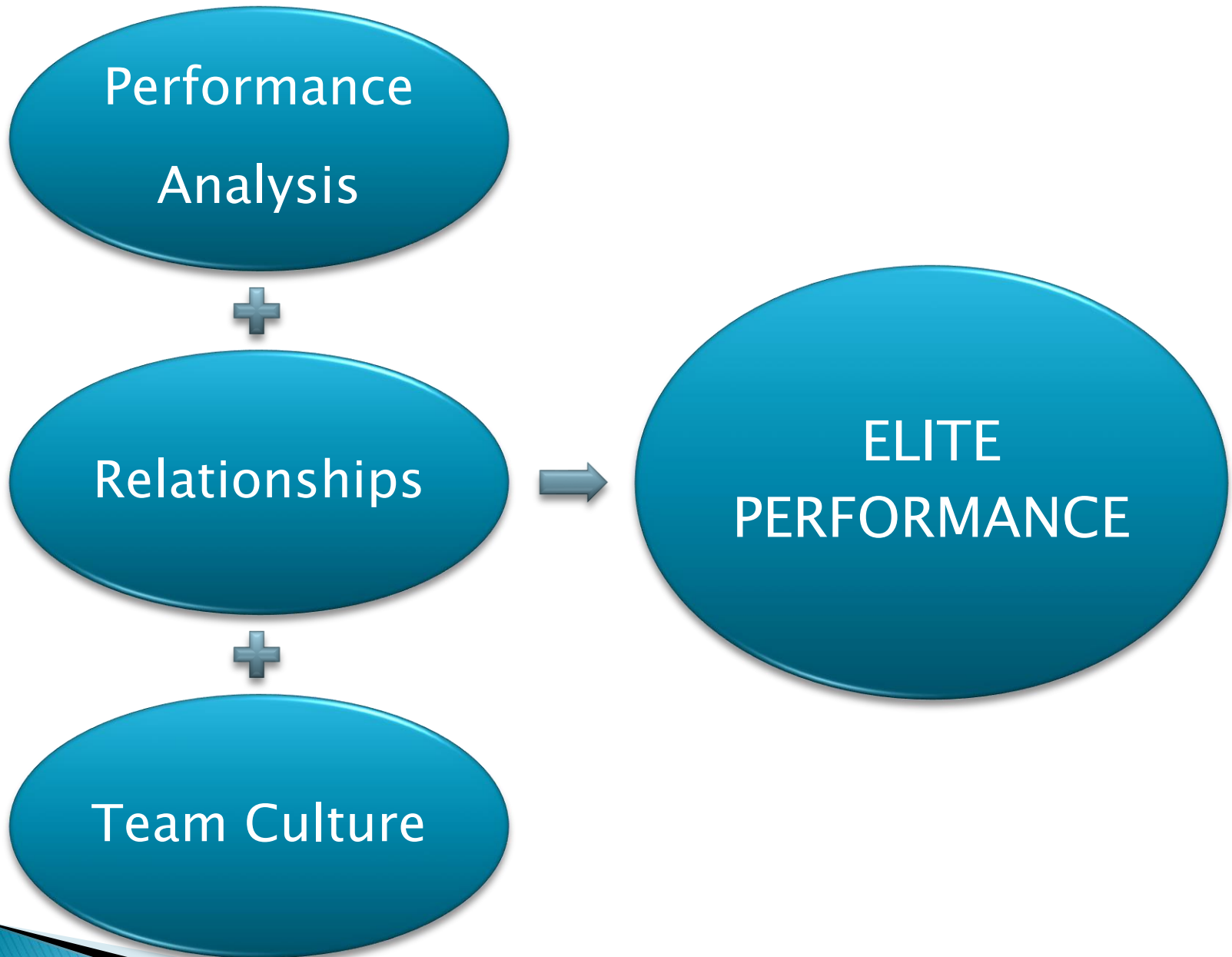
Physiological



PERFORMANCE

What is your greatest coaching strength?





How Do We Build Coach–Athlete Relationships?

“Relationships built on confidence, respect and trust are paramount to success.”

- Take an interest in the total life of your athletes: academically, socially, athletically.
- Take time to talk ‘non–hockey’ talk.
- Check back in on topics that you have broached before.
- Be a good listener.
- Be empathetic.



How Do We Build & Maintain A Team Culture?

*“You must be ready to accept
that which you tolerate”*

- Building your culture should be a team collaboration.
- Start by establishing ‘standards’ (not rules).
- Players are held accountable by the leaders on the team.
- Honor & celebrate accomplishments of the standards throughout the season.
- Engage in an off-ice team building activities
- ‘Walk the talk’.

What Are The Characteristics Of These Young Athletes Who We Are Coaching?

Entitlement: The root is multi-faceted.

- Societal Norms
- Parents
- Coaches
- Players
- Music



'I Know Best' Attitude

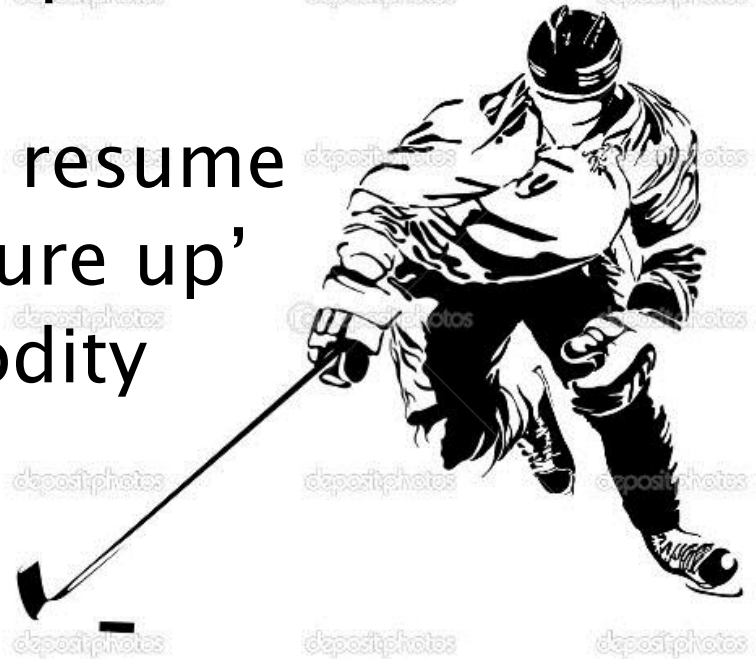
- Analyzing and evaluating performance
- Role on the Team

Social Media

- Achievements/failures open to the public
- May encourage narcissistic behavior
- Cyber bullying: players and parents

Image Management

- Strive to present a glowing resume
- Parental pressure to 'measure up'
–treating child as a commodity



What Are Players Looking For in a Coach?

“Players are looking for coaches who care about them as athletes & as people.”

- ▶ to know that you care about them.
- ▶ to know the “Why” behind your demands.
- ▶ to know what your expectations are.
- ▶ to know that you will be unrelentingly demanding.
- ▶ to know they have a role to play.



How Can Coaches Meet Those Needs?

- ▶ Be honest and realistic with your players.
- ▶ Embrace and celebrate diversity.
- ▶ Ensure that you have a pre-season meeting outlining your expectations & philosophy.
- ▶ Spend time outside of scheduled practices / competition to “chat” with your players.
- ▶ Ensure that your team leaders & superiors are on the same page.



TECHNOLOGY

Equipment
or devices
attached to
equipment

Devices
attached to
athletes

Programs
that feed us
info

Applications

Things to Consider

“This is important because this is how the next generation of kids think – live, connected, on the go...the lesson needs to happen instantly.”

- ▶ Is the device giving me data that is worthwhile?
- ▶ What is it giving me that I don't already have?
- ▶ How much time/effort will having this reduce my work by?
- ▶ What is the total cost of operation?



Applications

- Video Modeling
- Video Playback: Individual And Team
- Tagging
- Scouting
- Drill Databank & Design
- Stats
- Recruitment
- Promotion
- Management
- Communication



What Today's Coaches Should Avoid

“Traits such as arrogance, disrespect & dishonesty are crippling to the development of your athletes or team culture.”

- ▶ Falsely building up players
- ▶ Selecting players with no role
- ▶ Non-specific, negative feedback
- ▶ Using derogatory remarks
- ▶ Laziness, disorganized, unprepared, inexperienced, uneducated, incompetent



***“Your job is to move beyond motivating.
You must inspire.”***



Create a team culture

Develop strong relationships

Explain the “why” of your demands

Be demanding with execution

Outline your expectations clearly