



Westdyke Community Club

SFA Community Club of the Year 2012

TEAM

T

TOGETHER

E

EVERYONE

A

ACHIEVES

M

MORE



Positive Coaching Scotland

TEACHING YOUNG PEOPLE VITAL CHARACTER BUILDING SKILLS THROUGH FOOTBALL. THESE SKILLS WILL EQUIP THEM FOR LIFE.

LEARNING TO COMPETE EFFECTIVELY IS A NECESSITY IN ALL AREAS OF LIFE. WE WANT TO WIN, JUST NOT AT ALL COSTS, BUT THROUGH APPLYING CONCERTED EFFORT TO ACHIEVE SET GOALS.

WESTDYKE COMMUNITY CLUB IS AN OPEN, WELCOMING CLUB THAT PROVIDES A SET OF VALUES THAT WILL ENSURE THAT ALL PLAYERS DEVELOP THEIR FOOTBALL SKILLS IN A SAFE ENVIRONMENT AND ENJOY PLAYING, WHILST EQUIPPING THEM WITH LIFE SKILLS THAT REACH FAR BEYOND FOOTBALL.



Positive Coaching Scotland

The Scottish Football Association vision is to create a football culture in Scotland where young players are developed in a positive, safe environment, where they learn to win through effort and where valuable life lessons are developed.



Positive Coaching Scotland (PCS) gives all involved in the game the tools to develop happy, successful, confident and respectful young people.

At Westdyke, we want our players to win, just not at all costs and we want them to stay involved in the game through to adulthood. Westdyke Community Club is committed to driving changes through our involvement with the PCS programme.

Unfortunately, across all levels of the game, coaches are focused on winning at all costs, irresponsible parents are piling pressure on their children and violence on the touchline and disrespect for officials have become far too common. Therefore, it's no surprise that a high proportion of players are lost to football at a young age and we aren't producing enough high performing players. Coaches, parents, volunteers and players alike – let's work together to change our culture.

The PCS programme is known as a Double Goal strategy:

The first goal is teaching young people vital character building skills through football. These skills will equip them for life.

The second goal is winning. Learning to compete effectively is a necessity in all areas of life. We want to win, just not at all costs, but through applying concerted effort to achieve set goals.

The SFA uses three key principles:

Honour Our Game

Teach everyone involved how to honour their team mates, opponents, the rules, officials and themselves

Re define Winning

Move the focus from the scoreboard to succeeding and winning through effort

Fill the Emotional Tank

Build a young player's confidence, motivation and resilience

As a result of going through the PCS process, Westdyke Community Club has a clear set of values. These have always been there, but they have now been set out in print as something we can use to live by and teach our youngsters.

Mission Statement

Westdyke Community Club will strive to provide a culture that is safe, encouraging and enjoyable for all. We will be progressive, proactive and proud. We will create a positive environment for everyone to develop and succeed.

Our new mission statement will be to create an “open, welcoming Club that provides a set of values that will ensure that all players develop their football skills in a safe environment and enjoy playing, whilst equipping them with life skills that reach far beyond football”.

Everyone involved in the Club, whether it's a player, coach or a parent at any age group, now has a clear reference that they can use to understand what it means to be a member of Westdyke Community Club. Anyone who joins the Club in the future will be given these guidelines and they will be able to work to achieve the same set of goals and contribute to our Long Term Player Development programme.

Positive Coaching Scotland

Be a Positive Footballing Parent

Every parent is a “coach” to their child, perhaps not on the training field, but your support in their development is just as vital as the input of their team coach. Learning to support and encourage in the right manner is important for a parent and Positive Coaching Scotland (PCS) has the tools to support you to get the best from your child and their footballing experience.

Taught in the right manner, football can develop vital character building life skills in your child. These skills will help them in every walk of life. Football will teach your child how to:

- Set and achieve targets
- Be a team player
- Be confident
- Be fit and healthy
- Be disciplined
- Cope with failure and bounce back

You are a role model to your child, therefore help them to focus on enjoying the game on behaving respectfully and on developing their potential

Parents Tools

Honour Our Game

There are many situations that arise during games which can be used to teach your child valuable life lessons. These teachable moments can be both negative and positive e.g. a high profile professional player behaves in a controversial way or a young player assists an injured opponent. Use these situations and examples to engage your child in discussions about which situations honour our game.

Re define Winning

As a parent, you are able to recognise when your child has performed well, such as scoring a goal or making a good tackle and you should praise their effort. However, it is important to recognise the effort made regardless of whether they were successful or not. If your child dribbles past two defenders, then shoots the ball high and wide – at first he/she will be disappointed, but by praising the effort made to go past the defenders and get a shot, should be rewarded by praise. By doing so, participants will feel valued and their confidence levels will be maintained, leading to an increased desire to try harder next time.

Dealing with Mistakes

Your child will often worry about making mistakes. Mistakes are inevitable when working hard to learn new skills, therefore you must support your child to show resilience and to encourage them to learn from the mistakes.

Fill the Emotional Tank

Build a young player's confidence, motivation and resilience by:

- Encouraging your child by giving praise and encouragement
- Give positive encouragement of effort, irrespective of the outcome or the result
- Encourage your child to be confident and don't be scared to try things

Move the focus from the scoreboard to succeeding and winning through effort.

There will be times when you have to give constructive feedback to your child. It is recommended that when giving feedback, you should give five positive comments to every negative comment. Although five comments may sound a lot, they can take the form of positive body language such as smiling, clapping or giving thumbs up or a high five.

Positive Coaching Scotland

Be a Double Goal Coach

A Double Goal Coach doesn't focus on match results and league positions. A Double Goal Coach understands building on confidence, focusing on effort, valuing sportsmanship and encouraging resilience. Motivating young players will ultimately develop better football players, produce better results and leave young people with useful life skills.

The Scottish Football Association vision is to encourage every coach to become a Double Goal Coach. It is your responsibility to teach young players to "Honour Our Game" and to encourage high standards in behaviour and attitude. Teaching young players how to play the rules, how to respect opponents and referees, how to work together as a team and to have self respect, is key to their development, both on and off the field.

A Double Goal Coach will always ask their young players to give maximum effort to their individual targets, as well as those of the team. Players will continually improve if they are learning and they can develop resilience if you support them to bounce back and learn from mistakes. Research proves this approach has a positive effect on the development of young players and it achieves winning teams. A Double Goal Coach will build confidence in young players, by listening and by giving friendly feedback.

Honour our Game

Teach everyone involved how to honour the rules, opponents, team mates and themselves (ROOTS):

- Rules** Encourage all young players to obey and uphold the rules of the game
- Opponents** Encourage all players to show respect to the opposition
- Officials** Encourage all players to value a referee's role and to show respect
- Team mates** Give team mates praise and encouragement – work together
- Self** Lead by example by your manner and behaviour, on and off the pitch

Ensure the young players you work with are aware of ROOTS and what it stands for. By explaining the ROOTS messages and ensuring young people understand them, you will be able to reinforce the behaviour you want as a coach.

Developing self-control routines

When your team is not performing or not working hard, you may feel angry or frustrated. It is vital that you remain positive in front of your players and continue to honour our game. You must remember the important position you hold as a role model for your players.

Nipping problems in the bud

You may still face situations where players, parents or other coaches do not honour our game. These situations should be addressed immediately and not allowed to escalate. Some coaches may find it uncomfortable to intervene and challenge inappropriate behaviour, however without intervention, this behaviour will only get worse.

Appoint a Match Day Touchline Champion

A Match Day Touchline champion can help to shape the culture of a club. Having this person reinforce the honour our game messages is an excellent way of preventing many of the negative issues which can occur in youth football. A Match Day Champion will help with touchline management, by giving gentle or, when necessary, more assertive reminders to honour our game. The ideal person should have friendly people skills – parents, coaches and even players can be a touchline champion.

Parents Meeting

Build good relationships with your parents and set the standard for parental behaviour, by holding regular parent meetings. Parents are more likely to “be on side” when they know what Westdyke Community Club is all about and the standards that are expected.

Redefine Winning

Move the focus from results and league tables to succeeding and winning through effort and commitment.

- Sustained effort to achieve our goals – encourage players to work hard to achieve in whatever they do
- Don't focus on results – focus players to learn and improve skills and improve performance
- Mistakes happen – more important is that we encourage players to respond quickly to recover

This is called the Mastery approach to coaching.

Rewarding Effort

All coaches are able to recognise when a player has performed well. It is important to recognise this effort regardless of whether they were successful or not. Fear of making mistakes can impact negatively on the performance of a player. A player who is working hard to learn and develop new skills will make mistakes. Coaches must support the player and encourage them to feel free to express themselves and learn from the mistakes.

Effort Goals

To set goals with your players, we want to concentrate on effort to achieve a task, rather than setting a goal which only focuses on the end result. These are called Effort Goals.

Effort Goals provide great motivation, as the individual is in control of whether or not they achieve the goal. An effort goal is achievable if the young person works hard and puts in appropriate effort to achieve. Outcome goals such as scoring goals or tackling an opponent tend to focus on the end result and do not take into account any of the effort which was made to achieve them.

- Set goals for your players that they can achieve through effort e.g. move off the ball at an angle, communicate with your team mates, follow up rebounds from the goalkeeper etc

Fill the Emotional Tank

Build a young player's confidence, motivation and resilience.

- Encourage players to give praise and encouragement to their team mates
- Give positive encouragement of effort, irrespective of outcome or result
- Encourage young players to be confident and don't be scared to try things
- All players get nervous – praise, listen and support players to build confidence
- Model the good behaviour you want to see in your players through positive verbal and non verbal communication on the pitch

Buddy System

A coach need not be the only person for building confidence. Individuals can be paired for particular exercises or practices and asked to be positive and encouraging with their partner. A player who gets positive praise from a team mate can be very powerful and it's also a great way of getting your team to communicate positively.

Magic Ratio 5:1

There will be times when you have to give corrections / coaching points to a player, as this is an integral part of the coaching process. It is recommended that when giving corrections, you should give five positive comments to every negative comment. Research has shown that a magic ratio of 5:1 has a big impact on the confidence and motivation of a young person, making them more optimistic and teachable.

Giving Constructive Feedback

It is important to give coaching corrections in a manner which allows the individual to use the information and be empowered to improve. There are some methods which can be used, which will not drain the emotional tank in the process.

- Avoid non-teachable moments. Find the right time to give feedback
- In private – people accept corrections better in private
- Ask permission – If it is something that does not require immediate comment, or that the player is not ready to hear or deal with, then seek their permission before giving feedback

Ask rather than tell

Get into the habit of asking questions of your players rather than telling them what to do. Asking questions and listening to your players will help them to think for themselves and you as a coach can monitor their learning and understanding. The player will become less reliant on your feedback and will be able to solve problems for themselves.

50 ways to say “well done”

Some examples are:

**WELL DONE • TERRIFIC • THAT'S THE WAY TO DO IT
 OUTSTANDING • WONDERFUL • GREAT EFFORT
 YOU'RE GETTING BETTER • KEEP ON TRYING
 EXCELLENT • THAT'S A REAL IMPROVEMENT
 YOU'RE LEARNING FAST • FINE WORK
 TREMENDOUS • THAT'S AS GOOD AS I'VE SEEN
 NOW YOU'RE GETTING THE HANG OF IT**



Positive Coaching Scotland

Be a Positive Player

You play the game because you love it. Every player enjoys playing and winning games of football. Positive players strive to win games, but they also focus on playing the game fairly, learning and developing through effort and being a team player.

The Scottish Football Association vision is to create a football culture in Scotland where young players are developed in a positive, safe environment, where they learn to win through effort and where valuable life lessons are developed.

Positive Coaching Scotland (PCS) gives all involved in the game the tools to develop happy, successful, confident and respectful young people.

At Westdyke, we want our players to win, just not at all costs and we want them to stay involved in the game through to adulthood. Westdyke Community Club is committed to driving changes through our involvement with the PCS programme.

The programme is based on the following three principles:

Making yourself better

Positive players work hard to make themselves better, by striving to be the best they can possibly be.

Get Ready Routines are a great way to prepare for a match or training.



It is important that you take every opportunity to learn and enjoy football and preparing effectively for a match or training can help you perform better.

- A positive player will prepare their boots, shin guards, kit bag and all other items they need for their match / training.
- Get enough sleep – recommended time is 9 – 10 hours each night.
- Take on fluid. Drink water before your match / training, even if you are not thirsty.
- Think about your Effort Goals and key roles that you and the team have been asked to do. Think positive thoughts.

The reason that you train hard and prepare well is to play on a match day. Positive players play the game fairly and compete hard with focus and determination.

- Bounce back from mistakes.
- Play the game fairly – play to the rules and respect your opponents and match officials.

Making your team mates better

Positive players are leaders, who have a positive impact on those around them.

Encourage your team mates. Praising your team mates will help them and the team play better.



Making the game better

Positive players are committed to honouring our game, playing the game fairly and making it better for all.

What would you do if a player in your team did not honour our game?

Would you stand up to them or play down to their level?

Positive players believe in the concept of moral courage, standing up for what is right, even when others disagree with you. Moral courage is doing the right thing because it's right, not because you might win the match. Positive players would do what's right, even if it meant losing the match.

How do you feel when an opposition player has dived to win a penalty? Cheated, angry, frustrated? Positive players would.

One of the ways that positive players make the game better is by building positive routines. These routines can include:

- Shaking hands with officials and opponents before and after matches
- Encourage your team mates to show respect and play the game fairly
- Compete hard during the game and respect the performances of your opponents

Positive routines encourage sportsmanship throughout football. Good sportsmanship is not just what you do on the field, but it's the way you conduct your life both on and off the field.

Enjoy the game.....



Westdyke Community Club

SFA Community Club of the Year 2012



WELCOME SPECTATORS & PARENTS

PLEASE REMEMBER

These are children

This is a game

Coaches are volunteers

Referees are human

This is not the Premier League

Let's work together to create an environment that
develops better players and better people.

Let Them Play!

Respect Our Game!



SFA Community Club of the Year 2012



Westdyke Community Club



Main Sponsor

