

ITF Coaches Education Programme Level 2 Coaching Course



Communication skills for the tennis coach



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 is it important?



- Conveys information
- Influences motivation
- Provides feedback in learning
- Is a necessary part of “team” cohesion

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 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



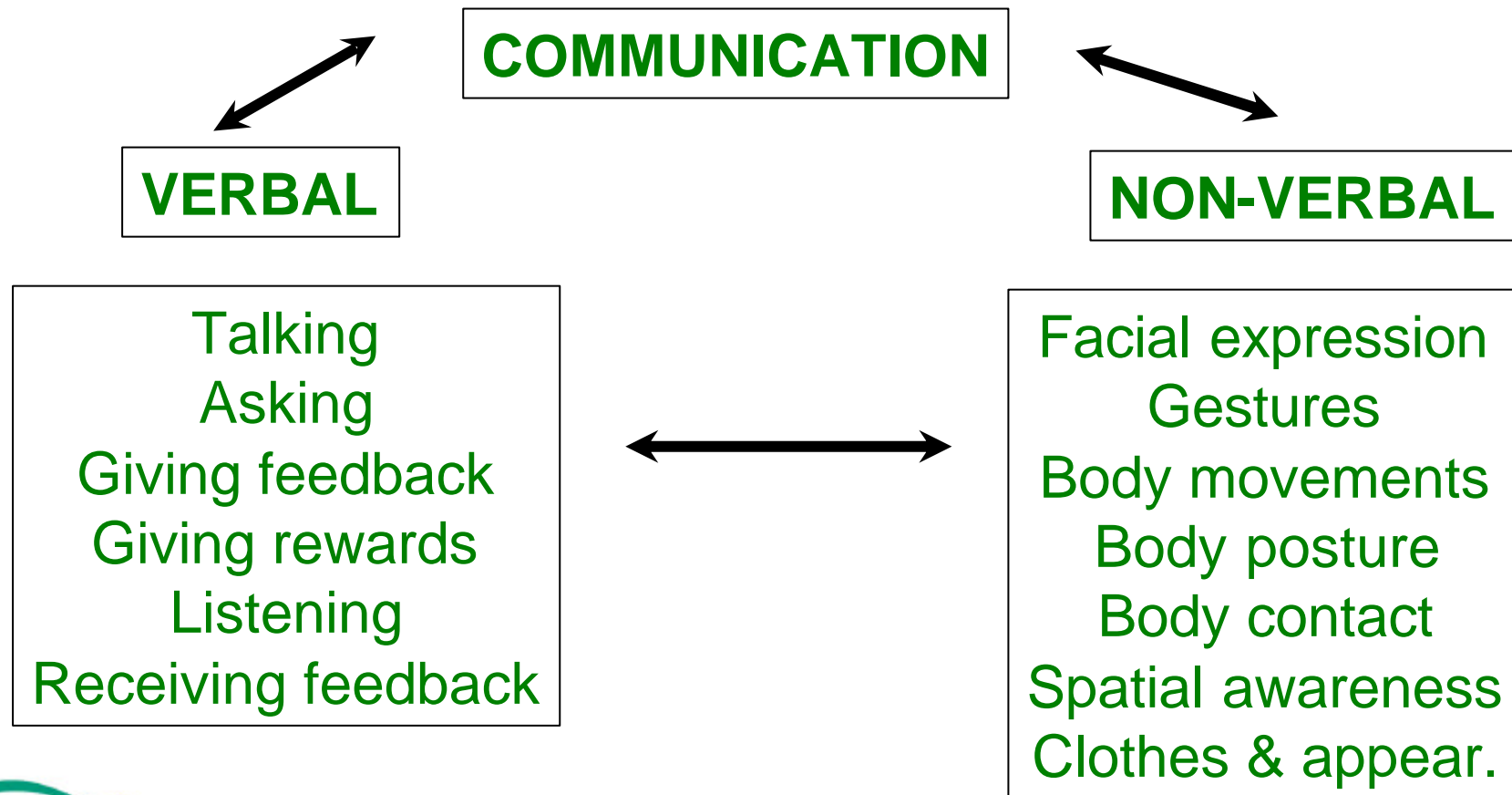
- Communication is not only transmission of information
- It includes interchange of ideas
- It is the interaction between people, thus it is influenced by many factors

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.)

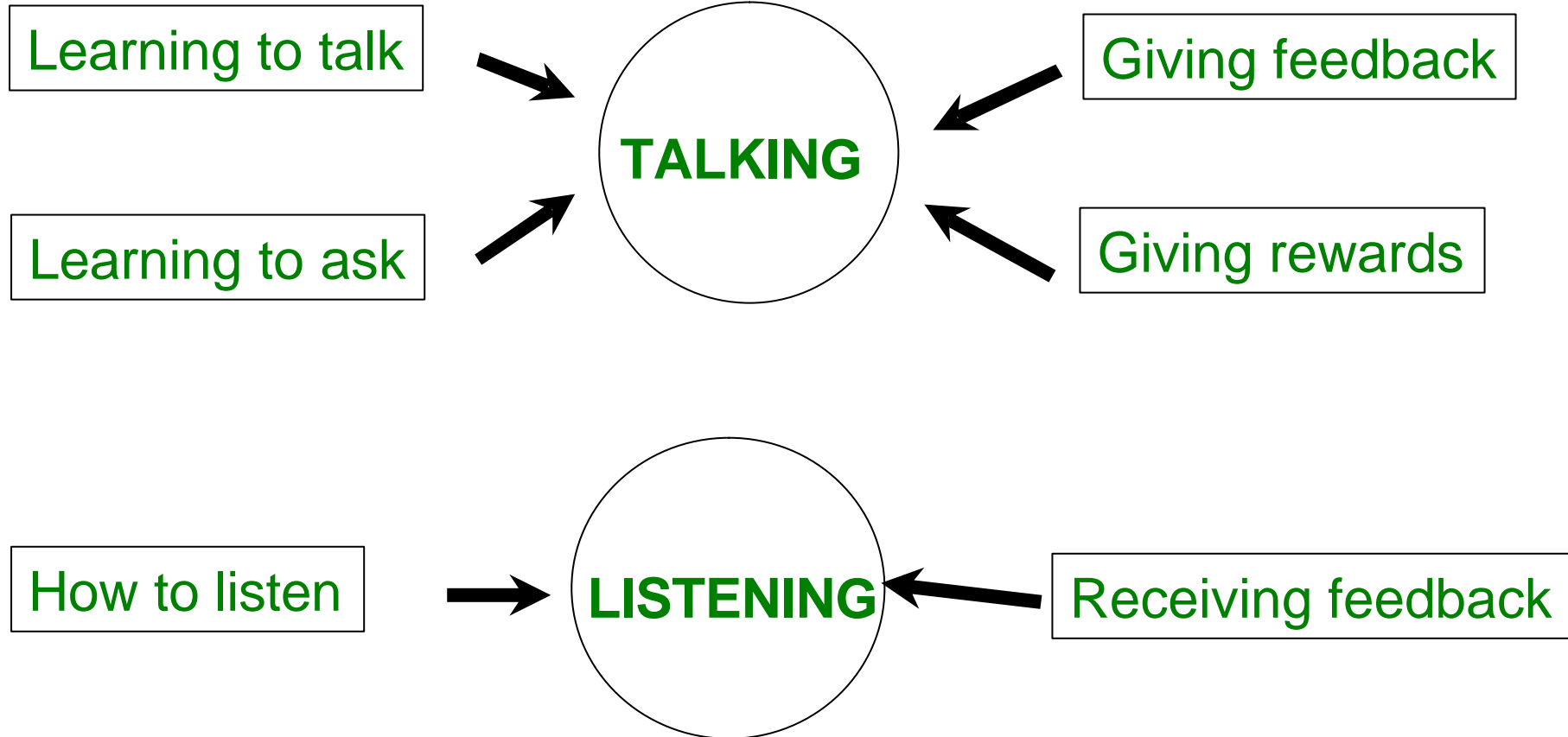
Types of communication



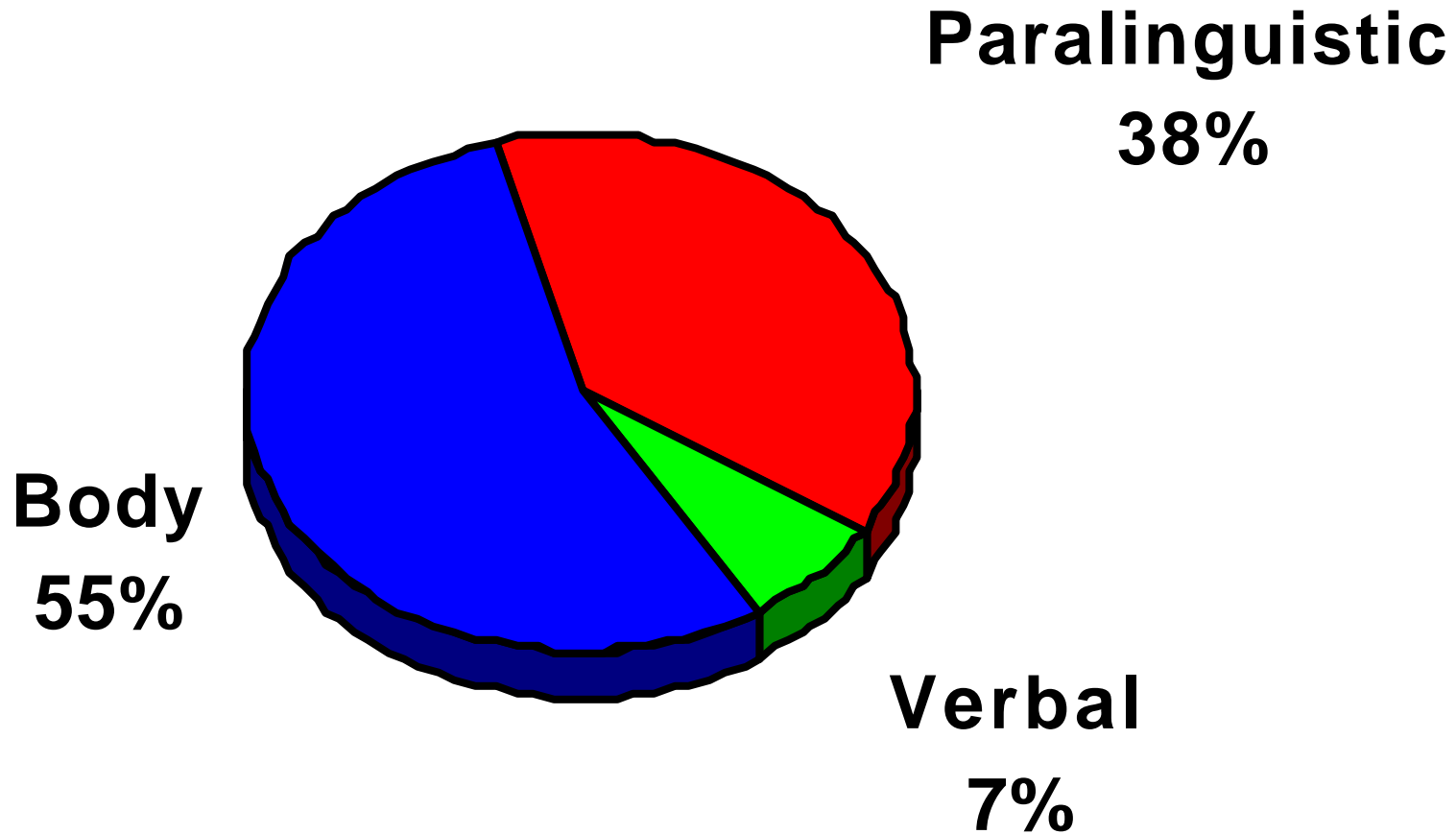
Learning to communicate

- 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



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				
Talking	1	2	3	4	5
Asking	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 a group:
 - 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



Conclusion

- Be aware of the importance of communication in coaching
- Know your communication skills
- Practice them to improve them