

COACH SUPPORT CONSIDERATIONS

HELPING YOU TO HELP YOUR COACHES FEEL VALUED



INTRODUCTION

Once you have a coach in place, it's really important to make sure they feel valued and supported in their role. Most coaches are volunteers, and what we know about volunteers is that when they feel supported, they're highly likely to stay and continue in their role. The checklist below is designed to provide you with some practical ways you can support your coaches.

COMMUNICATION

Regular Communication: Establish clear and consistent communication channels. Regularly check in with your coaches to provide updates, gather feedback, and address any concerns they may have. This can be done through emails, messaging apps, or quick phone calls, or if you can, in person. See below for a template (template 1) you can use to track which coaches you're communicating with.

Feedback Mechanisms: Implement a system for coaches to provide feedback on their experiences and the support they receive. This can help identify areas for improvement and ensure that their needs are met.

TRAINING & DEVELOPMENT

Provide Training and Development: Offer accessible training sessions and workshops that can help coaches improve their skills. These can be conducted online to save time and resources. Encourage attendance by highlighting the benefits for both the coaches and the players. Check out NZC's coaching centre here for online workshops you can encourage your coaches to access.

Encourage your coaches to think about and identify areas within coaching **they'd like to learn more about**. See below for a template learning plan (template 2) that you could give to your coaches

Resource Access: Equip your coaches with the necessary resources, such as coaching manuals, equipment, and access to online coaching tools. This will help them to be more effective in their roles without needing to spend extra time seeking materials.

Mentorship Programs: Pair less experienced coaches with seasoned ones. This mentorship can provide guidance, share best practices, and build a sense of community and support within the club.

Foster a **positive and inclusive club culture** where coaches feel comfortable sharing ideas and asking for help. Encourage teamwork and collaboration among coaches. You could facilitate this by running a monthly coaches evening or breakfast or starting a coaches WhatsApp group.

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RECOGNITION

Publicly acknowledge the hard work and dedication of your coaches. This can be done through awards, shout-outs on social media, or even a thank-you note. A small gesture of appreciation can go a long way in making them feel valued. Importantly, this should be done regardless of the team's or their coaching's success on the field.

Don't let a perceived lack of availability get in the way of having someone who could benefit your club involved for as much time as they can commit. Understand that coaches have different levels of commitment and availability. Allow for flexible schedules and be accommodating to their needs. This ensures that those who can only coach once a week are not overwhelmed and those who are passionate can contribute more effectively.

By implementing these strategies, cricket clubs can create a supportive and enriching environment for their volunteer coaches, helping them to feel valued and motivated in their roles. Remember, a little support can make a big difference in retaining and developing dedicated coaches.