

1.- Communication in
a easy and clear way

- Meeting with the parents
and the kids - SP separate
- Challenge them to reflect to their
role.
- Make it available on many platforms
- good materials
- educate the coaches, "the why question"



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1. INTRODUCTION

COURSE AT CLUB LEVEL

→ ROLE OF PARENTS

→ DIFFERENT TOPICS

→ AGE SPECIFIC

→ UNDERSTANDING THE SPORT

MENTORING GROUPS FOR PARENTS

SOCIAL PLATFORM → GROUP FOR PARENT-

PARENT TEAM BUILDING

①

- update the old campaigns
- - some
- together with all sports
- webinars
- support coaches
- ⌚ to help parents
- open discussions
 - coaches & kids
 - inform parent
- how to behave



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1.

GROUP

1. you can talk/send (information)
2. action (information)
3. using social media with good examples
4. follow up questions
5. Involving parents

1.

* Raising awareness

- ↳ involve & educate
- ↳ knowledge about values,
- ↳ guidelines ^{how} to be a part of Club.
- ↳ FB-groups messages how to be

~~repeat~~
for ex.

every week

- ↳ podcast, children interviews
- ↳ sport specific or ^{general} ~~sport specific~~?

↳ Template what sport federation

rekomend

① Club (parents), (members)

Create meeting places
for parents.

We need more than
information - We need
action!

at Parent partys!



- feel safe, sports



Talk



Ensure knowledge about
different needs



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Get parents
to socialize

Start with
Education for
coaches

1
Knowledge
for parents

Listen to the
kids
Build
relationship-
connection

Cooperating
"See the whole picture"
- school, parents, sports
Make "BREIDHOLT" better

1) → INFORMATION
MEETING ((CLUB))

→ PUSH MESSAGES
FROM CLUBS/FEDERATION

→ PARENTS
AMBASSADORS

1. Parent coaching

while the new group trains

- follow up
- Simple
- Video + posters
- Föräldra ambassör

2. Have c focus instead of e goals

- information
- explain pathway to success

- ① + MEET PARENTS (Physical Meet)
+ TRY IT (PARENTS TRY DANCE CLA)
+ INFORMATION (solid) when sign up.
+ OBLIGATIONAL TILES (sign up process)
+ SHOW THE VIDEOS ON SCREEN AT GAMES
+ INFLUENCERS
-

* EXPLAIN DIRECTIONS
& POSSIBILITIES

* TELL, SHOW AND SHARE
KNOWLEDGE

* "ATK" AGE-RELATED DEVELOPMENT IN SPORT, THAT
SUPPORT KIDS & YOUNGSTERS
AT GETTING AS GOOD AS
THEY CAN AND THRIVE IN
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→ HIRE A MARKETING COMPANY



1.

- Creating regular dialog
 - inviting to the trainings, camps..
 - sending material + contacting afterwards
 - truly welcoming parents
 - several ways to interact
 - make them feel important and needed

2.

- Guiding the parents from beginning.
- Involving Dad in the bigger Picture.
- Finding out the background to the behavior.
- Tell the Dad what it takes in the long run.
(to be best)



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2. PARENT MEETINGS

SIMPLE RULES ABOUT
THE ROLE OF PARENTS

- GOOD COMMUNICATION
- CREATE SHARED VALUES
- SHARED UNDERSTANDING
ABOUT HOW AND WHY WE COACH
- FINDING COMMON GROUND

How do we handle ambitious parents

2.

1. Listen to the child = what does it want?
2. What if questions - from coach/club to child/parent
3. Coach - kids → coach - parents (meeting)
4. Pre-season parent meeting : what do we expect?
5. Help the A. parent to find information
6. Change perspective through regular engagement in club
7. Trickles down : Federation help club, club to parent

2. • Make parents aware
Explain what motivates
involvement
- from
Board
coaches
- * Make parents aware of the goals, focus areas

* One page info from
Special federation

MAKING
X Guidelines
Fundamentals on place in
the club



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②

THE CLUBS SHOULD SEND OUT
POSITIVE MESSAGE FOR PARENTS

- SOMEONE COULD TALK TO THE PARENT. COUCH/OTHER PARENTS BOARD MEMBER
- AFTER CERTAIN AGE PARENTS ARE NOT ALLOWED DURING PRACTICE CLUBS
- TAKE A ONE ON ONE MEETING WITH THAT PARENT, WHEN THE PARENT HAS CALMED DOWN
- MAKING CARDS (RED, GREEN)
BAD GOOD
- MAKE A CONTRACT WITH PARENTS
"ETHICAL CONTRACT"
- ASK PARENT THAT BEHAVE EX.WELL TO BE "ROLE MODELS"



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2.

- CLEAR COMMUNICATION
 - DAY 1
 - ONLINE

- UMBRELLA ORG

- WORK OUT / PRO TEMPERE

→ DELEGATE TO FEDERATION
~ 1 WEEK
OPTIONAL

CLUB

~ FINAL TWO WEEKS

NORDIC
UMBRELLA

(2)

- inspire
- dialog, reflection
- to be the best can be one goal. Broaden their world
- educate leaders / coaches about how they can communicate and go into dialog with parents
- parents parties in clubs / communities / schools
- collaborations between schools, sports, etc.



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2.

- Open discussion about the path forward
- End game exists
- Goal setting with the children in a secure setting. Parents as bystanders but observing/getting info.
- Stand up for your sport, morals and rules. Children first.

Information

- What is success in sport
What do we relay in our social media



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2)

- a) Exclude Parents
- b) Let the coach coach
- c) Guided reflections
- d) Onboarding Strategies
- e) Ask them: What's the best?
- f) Better team = better individual