



When “IT” Hits the Fan

Deep 3 Communication With The Sidelines



Everyone Knows What “It” Is.....

- We've all been there.
- So how do you handle it when you're in the thick of it?



How do YOU diffuse a coach?

1. **Win at all costs.**

- Shootout at the OK Corral. Quick, brutal, and destructive.

2. **Pretend it doesn't exist.**

- If you hear no evil, see no evil, and speak no evil, evil will still exist.

3. **Whine about it.**

- Playing the victim doesn't cure conflict. It just irritates everybody on the team.

4. **Keep score.**

- People who keep a record of wrongs can never start fresh.

5. **Pull rank.**

- Using position never really solves conflict. It merely postpones it.

6. **White flag it**

- Quitting is a permanent solution to a temporary problem.



Diffuse With:

Rules

Interpretation

Logic

You **CAN NOT** diffuse with dishonesty



10 Commandments of Handling Conflict

by John C. Maxwell

1. Obey the 101% Principle
 - Give 100% of your focus on the 1% you agree on
2. Love people more than opinions
3. Give benefit of the doubt
4. Be flexible
5. Provide an escape hatch
 - Don't let them lose face/embarrass themselves
6. Check your attitude
 - Put the game first
7. Don't overreact
 - See the big picture
8. Don't become defensive
9. Welcome the conflict
10. Take a risk



Categories of Coaches

Categories & Characteristics

- **Snipers**
 - Consistent and passive, pointed statements calling out what you are not “seeing”
- **Whiners**
 - High frequency, animated pleas in disbelief. Everything is always something.
- **Time Bombs**
 - Distant, unengaged except for low frequency, excessive rants creating a spectacle during critical periods in the game
- **Challengers**
 - Consistent, direct, often elevated engaging questions on rules, judgement, areas of concern or emphasis
- **Partners**
 - Selectively engage for information and questions, quickly move on and continue to coach

“You cannot rationalize with an irrational person”



Commandments Applied to Coaches

- **Snipers**
 - Love people more than opinions~ Move on, be selective in engaging
- **Whiners**
 - Give the benefit of the doubt~ Refrain from engaging, respond to questions
- **Time Bombs**
 - Provide an escape hatch / Don't overreact~ Avoid the rational
- **Challengers**
 - Welcome conflict / Don't become defensive or overreact~ Utilize the rational
- **Partners**
 - Love people more than opinions / Give 101% focus on the 1%~ Stay professional

Check your attitude...and ego.



Dealing With Conflict in Officiating

1. Lower the emotional level
 - Body language & voice
2. Speak to a specific question
 - No B.S.
 - If you don't know, find out
3. Get them back on task
 - Redirect
 - I have to move on, there's a lot of game left
 - Your team needs you



Venting vs. Attacking

- How long do you let the HEAD COACH vent?
 - More than 20 sec. is no longer venting
- Do you interact with Asst. Coaches? Do they interact with you?
- Def. Coordinator / Special Teams coaches often an issue
 - Get to HC. *“I’ll deal with any interpretation you have. I’m **ASKING YOU** to get them off of us.”*
 - No 2nd warning for coaching staff. Flag them.



How do you explain a missed call?

- “If it happened the way you explained it, we **MAY** have missed it.”
 - “We wont know till we see the film.”

Selling Your Program:

1. Appearance Counts

Fitness

Uniform/shoes

First impressions

Perception is reality

2. Body Language is Critical (coaches are good at reading this)

Posture

Facial expressions

Eye contact

Demeanor (presence)

Body language encompasses **ALL** non-verbal communication.

75% to 90% of communication is non-verbal.

- Cues are very subtle, but they are visual & coaches, players, and fans pick up on them.

Folded arms

Hands on hips

Hands in pockets

Weight on one foot

- Managing the sideline requires: **Rules Knowledge.**
 - Rules knowledge = **confidence**
- Managing the sideline requires: **courage**
- Managing the sideline requires: **Emotional Intelligence.**
- What is emotional intelligence?
 - Self-awareness
 - Impulsivity control
 - Ability to adapt to complex demands
 - Ability to interact with **confidence**