

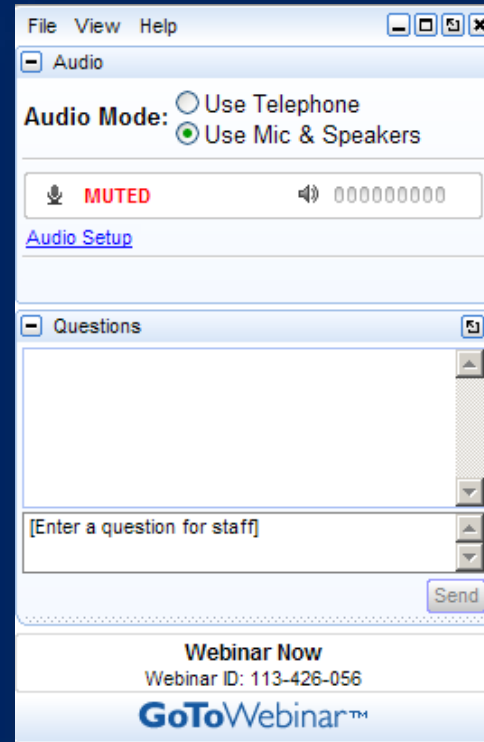
Communication in Sport



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Important Webinar Feature



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Welcome!



How a speech-language pathologist ended up working for the Institute to Promote Athlete Health & Wellness, and why

Ashley Frazier, M.S. CCC-SLP
06/03/15 Webinar



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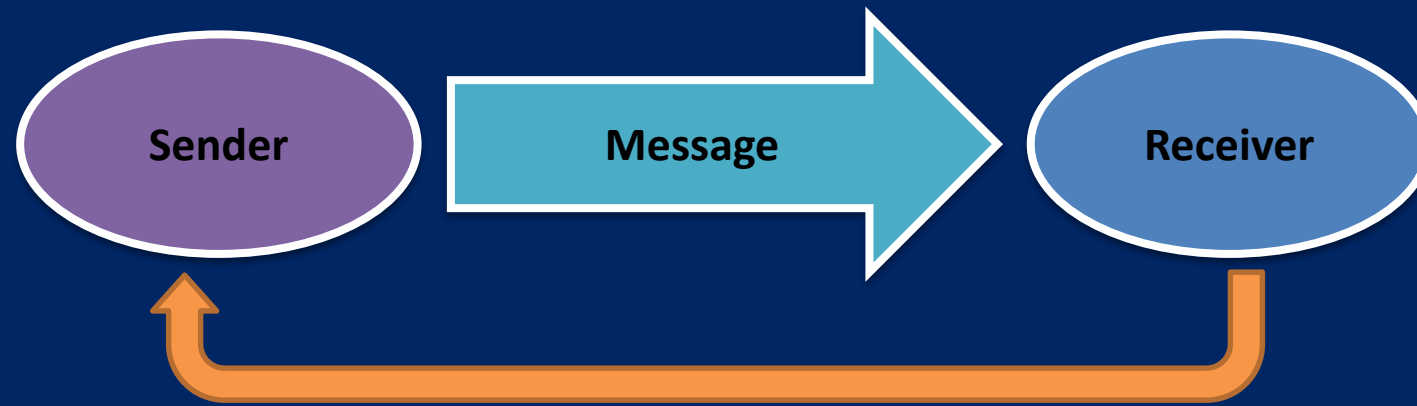
Communication

“The transmission of thoughts or feelings from the mind of a speaker to the mind of a listener”
(Borden, Harris, & Raphael, 1994, p. 174)



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Speech

Articulation – speaking clearly

Fluency – speaking with smooth flow

Language

Syntax – rules of grammar

Semantics - meaning

Pragmatics – language use

Hearing

Listening - Perception of Message

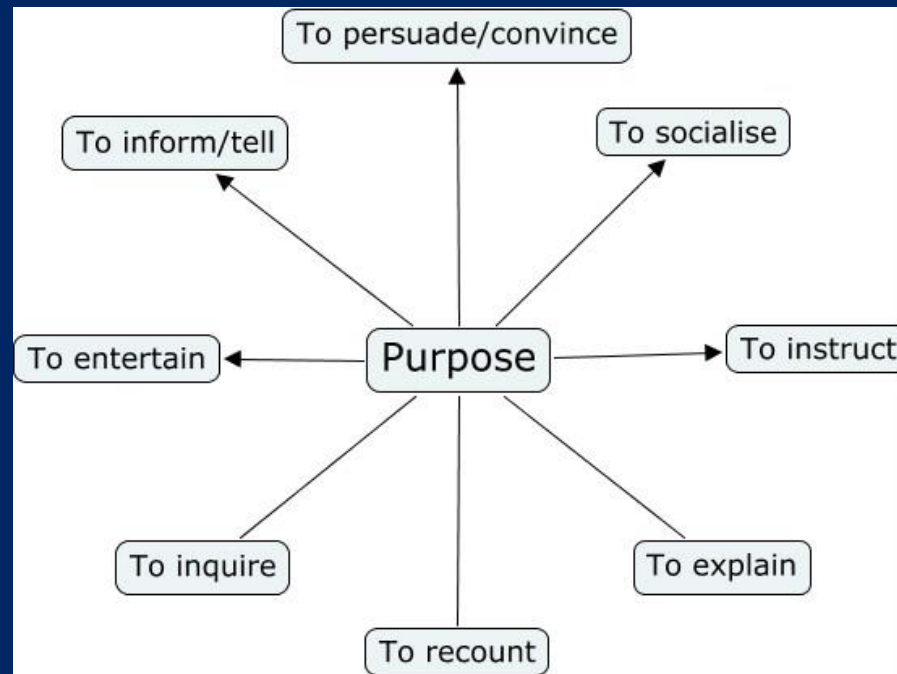
Understanding – comprehension of message



Purpose – what are you doing with it?



Functional
Informational
Instructional
Relational



Code switching –
adapt all aspects of
communication
appropriately -
totally context
driven



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Sport & Communication

This intersection is more complicated than it seems



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Context & Purpose

- Advertising, marketing, building excitement (relational, informational)
- Mobilizing fans and supporters (relational)
- Communication of mission, policies, expectations (informational, instructional)
- Athletics department to broader campus (collaborative, informational)
- Within department (cooperative)
- Coach-athlete, coach-coach, admin-coach, athlete-athlete (instructional, relational)



Why do we care?

- Athletics important “brand” for universities – relationships with alumni, recruiting, campus spirit, sometimes income producing
- S-A missteps can have costly impact on brand
- Unique role – balancing student with athlete
- Criticism of athletics culture often targets coaches/leadership
- Coaches need to be able to support overall well-being of athletes by identifying potential problems and connecting athletes to help
- Perceived lack of student-athlete well-being is damaging to university
- Student-athletes with undetected well-being issues are at risk
- Student-athlete well-being is mission of NCAA and university



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Coach-athlete relationship

- Communication is one of the key mediators of this relationship
 - communication is acknowledged as a critical piece in the puzzle that is the art and science of coaching; perhaps even the most important element – Culver & Trudel, 2000
 - the ability to communicate effectively is a distinguishing characteristic of great coaches: learning when to communicate with players is an intangible art, a skill that separates the competent coach from the great one – Bloom, Schinke, Salmela 1996
 - Communication cited as essential skill in multiple coaching models



Coaching Communication

Use the right style for your purpose

- Coaches are generally good at communication within the sport context
- In coaching for sport performance a **directive/instructive style is appropriate and effective**
- But what about the other roles of coaches – developing effective adults, mentorship, strong team members, people who will be excellent decision makers, handling well-being issues?

- Conversations about well-being are **more effective when a guiding/partnership style is used**
- IPAHW – Coaches Assist



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Developing a Healthy Culture

- Words, Labels, and our changing environment
 - Offensive, derogatory language unwelcome
 - Masculinity and sport
 - Not only unkind, it's not EFFECTIVE



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Developing a Healthy Culture

- using language that is respectful, kind, and specific/accurate is a goal both in the realms of developing well-being AND in effectively coaching sport performance. It is important to notice this language and make an effort to eradicate it and replace it in your athletics culture.
- **Notice it: commit to paying attention**
- **Do something about it: Say Something!**
 - Bystander Education
 - Coded Language



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Summary

Two specific ways you can start to think about communicating more effectively within your athletic department:

1. Coach/Staff communication with athletes – understanding the important of switching from a directive/instructional style of communication that is most effective for physical, sports performance coaching, to a guiding/collaborative style that is most effective for supporting athlete well-being.
2. Finding ways to eradicate words, phrases, language, storytelling that is unkind, offensive, disrespectful from your campus athletic culture – not only because it is unkind, but because it is not effective for either increasing sport performance OR developing athlete well being



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Quick coaching for better personal communication

COMMUNICATION TUNE UP



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Remember -

- The speech part is about your body, the language part is about your brain.
- Your brain does better with rehearsal, just like your body performs better with practice.
- Think about what you want to say, mentally run through the signposts



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Game tapes? Watch yours.

- Do you have weird body language, gestures, pacing around?
- Do you use verbal fillers – uh, like, like I saw – repetitively?
- Do you keep talking past the end of your breath?
- Are you yelling? More effectively to vary tone and intensity for impact.



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Breath, Posture, Hydration

- Your voice is powered by breath.
- “Bad breath” situation? Slumping over, being nervous, clavicular breathing.
- Your voice is produced by vocal folds. They can be tight, dry, shaky.
- A nice voice has good breath support, loose, lubricated vocal folds, is loud enough.
- Try the “yawn, hum, hello” trick



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Contact Ashley at amfrazie@uncg.edu for more information or resources

QUESTIONS?



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