



# ESTABLISHING TRUST

## A guide for youth coaches

**The coach-parent relationship requires attention in order to create the most positive learning environment for the players.**

**When your team's parents trust you, they will be more empathetic, you will feel more supported, and you will create a sense of community and belonging on your team.**

### 1. Listen to Parents and Be Empathetic

Most football parents are level headed and sometimes stressed. Don't assume all parents are irrational. Open the door to parents and encourage them to seek education and support if/when they are feelings stressed. Remember, the common aim is for all players to feel inspired by their football experience.

### 2. Set Clear Boundaries

Because the coach-parent relationship is not well defined, setting clear boundaries for when it's appropriate and not-appropriate for a parent to approach you is essential. Check out the [BOUNDARIES GUIDE FOR COACHES](#) for details.

### 3. Keep Your Commitments

Showing up on time and being adequately prepared for training and games will establish a culture of accountability on your team. During your parent meeting be clear on how you will communicate during the season, and follow through.

### 4. Be Direct with Difficult Conversations

Demonstrate integrity when having difficult conversations such as about positions, team placements, or discipline issues . Aim to be professional, direct, sympathetic and clear in your communications. Check out the [DIFFICULT CONVERSATIONS FRAMEWORK](#) for details.

### 5. Seek to Improve as a Coach

Football is not the same now as when you were young. Seek to learn and grow as a coach by taking coaching courses, finding a coaching mentor, or engaging in learning in order to improve your knowledge and skills. These behaviours will give you self-confidence as well as heighten the confidence of the parents and players you influence.



# ESTABLISHING TRUST

## A guide for grassroots coaches, page 2

FOUNDATION

**Best practices to establish trust in the coach-parent relationship.**

### 6. Honour Playing Time Requirements

As part of the Youth Football Framework all players must play at least 50% of every match. Coaches are encouraged to not use playing time as a disciplinary tool unless there are no other options and to notify the parent ahead of the match if a player won't be playing 50% of the time.

### 7. Deliver Results

The Youth Football Framework is a plan to give every child the chance to enjoy, thrive and excel in football. A coach who delivers results will create a fun and enjoyable environment where players develop a passion for football.

### 8. Know the Names of the Parents on Your Team

A culture of mutual respect is key, and getting to know the first names of all the parents is an essential step in establishing trust.

### 9. Clarify Expectations

As part of the Youth Football Framework all coaches are encouraged to hold at least one parent meeting a year. Use this meeting as an opportunity to clarify your expectations regarding training and game attendance, standards for sideline behaviour, and various team standards. Check out the PARENT MEETING GUIDE!

### 10: Trust Yourself

In order to establish trust with parents, you need to first trust yourself! Dedicate yourself to learning and growing as a coach. Strive to be honest, empathetic and clear in your communications.

## Additional Resources for Coaches:

- **First Parent Meeting Guide**
- **Sideline Behaviour Meeting Guide**
- **Establishing Boundaries Best Practices**
- **Parent Engagement Best Practices**
- **Establishing Community Best Practices**

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