

# COACHING FOR FUN, FAIRNESS, INCLUSIVENESS AND EXCELLENCE

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# Introduction

- ▣ Manager, Community Partnerships
  - Edmonton Oilers Hockey Club, NHL
- ▣ Manager, Hockey Canada's Atlantic Regional Centre
- ▣ Coach
- ▣ Volunteer
- ▣ Administrator
- ▣ Athlete
- ▣ Parent

# Let's Determine

- ▣ What does “fun” mean to you?
- ▣ What does “fairness” mean to you?
- ▣ What does “inclusion” mean to you?
- ▣ What does “excellence” mean to you?

# Questions

- ▣ Who was your favorite coach / teacher and why?
- ▣ Would you rather be known as a coach who cared about your athletes or was great technically?
- ▣ What is the promise that you are going to make to your athletes?
- ▣ Can you coach to win, but also ensure development?
- ▣ Should competitive sports be fun?

# What is a Coach?

- ▣ “A coach is someone who tells you what you don't want to hear, who has you see what you don't want to see, so you can be who you have always known you could be.” - Tom Landry
- ▣ “We may be developing future professional athletes or Olympians, but we are definitely developing future adults.” - Unknown

# Facts

- ▣ Over 80 percent of Canadians believe that promoting positive values in youth should be a priority for sport in Canada
- ▣ Study showed who youth trusted the most in their lives.
  - ▣ Parents
  - ▣ Teachers
  - ▣ Coaches

# Positive Coaching Beliefs

- ▣ Anything that can be done to improve the character of your athletes and team improves your chances for success in every way (including the scoreboard).
- ▣ The athletic experience should provide an opportunity for character growth.
- ▣ Athletics by itself does not build character. Character growth only happens when coaches intentionally model and intentionally teach character
- ▣ It is OK for coaches to teach values.

# Positive Coaching Beliefs (cont'd)

- ▣ Coaches and teams should have standards, not rules.
- ▣ The clearer your standards are, the better chance your athletes will understand and rise to them
- ▣ The character lessons intentionally taught and practiced will be a coach's best legacy.
- ▣ All the character traits learned from a positive athletic experience apply directly to every team in your life - families, businesses, schools etc.



# Tricks of the Trade

- ▣ Small Area Games
- ▣ Be creative
- ▣ Keep athletes in motion
- ▣ Attempt to stay away from “obvious” grouping name (especially at young ages)
- ▣ Surround yourself with good people
- ▣ Build Fundamentals
- ▣ Find ways to keep the game fun

Always...

Keep the big picture in  
perspective

# Remember

“It does not matter what my bank account is, the size of the house I live in or the kind of car that I drive, but the world may be different because I was important in the life of a child.”

# Thank you!

- ▣ Thanks for all you do with regards to sport.
- ▣ Thanks for all you do for your community
- ▣ Thanks for all you do for the athletes

Thanks for your attention and best of luck!

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