

Arrival Activity

Good Evening!

Upon arrival, please introduce yourselves, and discuss WHY you are here, and WHAT you are hoping to get from this workshop..



How We Support: Engaging Parents

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ENGLAND DNA CORE ELEMENTS



Learning Outcomes

- To recognise the importance of parents in the development of the player
- To create strategies to engage with the parents of your players



Current Practice/Your Needs?

How do you currently engage with parents?

Have you tried anything that hasn't worked?

What's worked really well?

What would you like from the parents?

Could parents be put into different categories perhaps?



Why do parents bring their child to football?



Family



Child



Club



What the players say is important

| | |
|--|-----|
| Trying my hardest is more important to me than winning | 294 |
| I love playing football because it's fun | 270 |
| It's a really good game and I love it! | 242 |
| It helps keep me fit and healthy | 211 |
| I like meeting new friends through football | 211 |
| I like playing with my friends | 180 |
| I like learning new skills | 128 |
| I like playing matches against other teams | 104 |
| I really like scoring or stopping goals | 97 |
| It's important to me I try to win matches | 84 |
| I play because it makes my parents happy | 14 |
| I like skilling people | 11 |
| It's important to me I win the league | 3 |
| I like to show off my skills | 1 |
| Winning is more important to me than trying my hardest | 0 |
| It's important to me I win trophies and medals | 0 |





Let Kids Be Kids - The Kids

Social Attachment ideas

It's all about building relationships with the parents.

- What links have you got with your parents to start interaction?
- What's the best link available?!
- What commonalities or mutual ground do you have?

Get up and find as many people as you can that you've never met before.
You have five minutes to find a common ground with each person.

Scenario cards if necessary (holidays, kids, football teams, music, job/trade, hobbies)



Educating & Communicating

How do you currently connect and communicate with the parents?



A Conference Call in Real Life



How could parents help?..

- Applaud & Encourage
- Set goals up
- Sell teas & coffees
- Write match report
- Help players with “homework”
- *SPEND A COUPLE OF MINUTES AND TRY TO ADD TO THIS LIST....*



Questions

Action Plan

Try to write something on each sheet by the door:

Something you will do....

The next time you see the parents

In one month

By next season



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The Three Big Messages!

- 1** Have a philosophy and publish it. And then get all involved to sign up to it – you, the players and the parents.
- 2** Get to know your parents – try to build links with them to bring them in to the club
- 3** Communicate with the parents – if they don't know then they don't know!



Further Resources

- [TheFA.com/RespectGuide](https://www.thefa.com/RespectGuide)
- [Changingthegameproject.com](https://www.changingthegameproject.com)

