

COMMUNICATION IS KEY

RESOURCES FOR NEW ASSISTANT / ASSOCIATE DIRECTORS

2024 NFHS SUMMER MEETING
BOSTON MASSACHUSETTS

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LISTEN

LEARN

PARTICIPATE

ADVOCATE

COLLABORATE

LISTEN

"THE MOST BASIC OF ALL HUMAN NEEDS IS THE NEED TO UNDERSTAND AND BE UNDERSTOOD. THE BEST WAY TO UNDERSTAND PEOPLE IS TO LISTEN TO THEM."

- RALPH G. NICHOLS

A difficult situation can often be diffused with a genuine conversation that allows individuals to express their frustrations & feel truly heard.

When you aren't the right person to address an issue, explain not only who may be able to help, but why.

You're in a new role- be willing to consider to new perspectives & ideas that may not have been on your radar in previous roles.

LEARN

"A COACH SHOULD NEVER BE AFRAID TO ASK QUESTIONS OF ANYONE HE COULD LEARN FROM."

- BOBBY KNIGHT

Everyone is a potential teacher & mentor.

Don't be afraid to cold-call other state associations, the national office, or leaders in other organizations.

Look beyond the basics- the history behind rules, by-laws & decisions will help you in turn more accurately educate & guide others

"I don't know, but let me find out & get back to you."

PARTICIPATE

"TO LEARN, READ; TO UNDERSTAND, PARTICIPATE."

-DEBASISH MRIDHA

Shadow colleagues, administrators, coaches, teams, athletes, community partners, etc.

Attend meetings- advisory committee's & coaches associations, AD groups, community gatherings

Ask to tag along!

Be the first one to arrive, the last one to leave, take out the trash.

Organization and planning are key tools

ADVOCATE

"START WHERE YOU ARE. USE WHAT YOU HAVE. DO WHAT YOU CAN."

- ARTHUR ASHE

Speak up for your association- Every conversation you have is an opportunity to show others how interscholastic athletics & activities benefit your entire community.

Speak up for yourself- Set clear boundaries that ensure you take time for family, friends, & your own physical & mental health needs.

COLLABORATE

"DON'T BE AFRAID TO BE UNIQUE IN A WORLD THAT WANTS YOU TO CONFORM."

- MIKE LEACH

You bring your own perspectives, values, experiences & skills to your new role- use them to build relationships.

Build trust by being transparent & asking for insight from others. Let others see the process, not only the result.

Everyone communicates differently. Identify different paths of communication rather than going all-in on a single route. The goal is for everyone to get there.

Scan to share your own tips & tricks, book suggestions & anything else you think would be useful to others!



Scan to view what others have shared!



THANKS