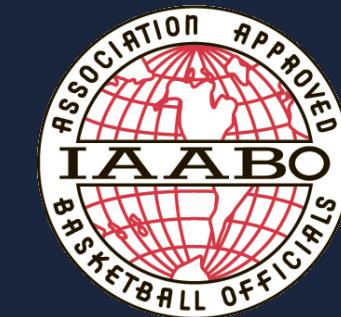




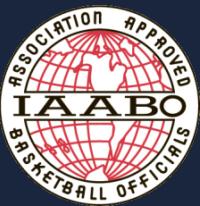
EFFECTIVE COMMUNICATION AND BENCH WARNING
PRESENTED BY: ROBERT H. ALSTON, JR.

September 11-15, 2019



**“Effective teamwork
begins and ends with
communication.”**

 *Mike Krzyzewski*



Effective Communication and Bench Warning

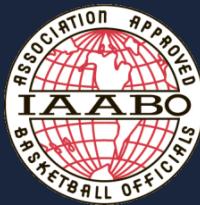
The ability to communicate effectively is an very essential skill in today's world. Communication is a dynamic process. How you communicate, can positively and negatively affect the relationships you have in officiating basketball. Effective communication may be instinctive but it can be learned.



Effective Communication and Bench Warning

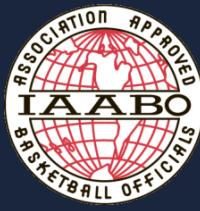
Today I will strive to effectively communicate what I will be covering as a tool for us to use when we get back to our boards.

1. What is Communication?
2. 5 Barriers to Effective Communication
3. 9 Effective Communication Skills



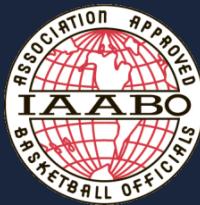
What is Communication

Communication can be defined as:

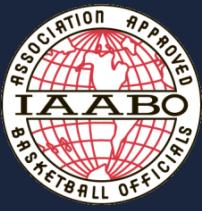
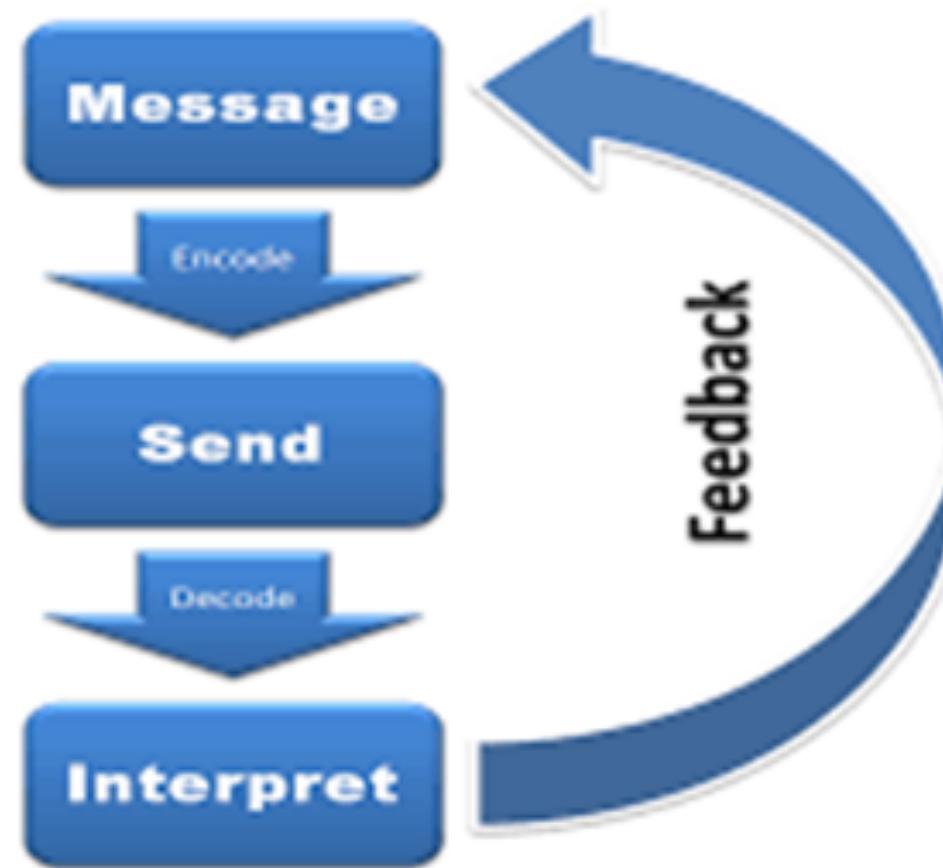


What is Communication

The imparting or exchanging of information by speaking, writing, or using some other medium and means of sending or receiving information. The act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings.

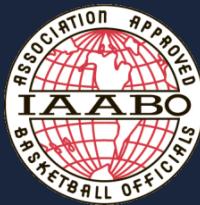


Effective Communication Cycle



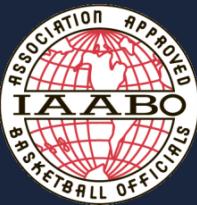
What is Communication

Effective with the 2017-18 high school basketball season, play will be stopped and an official warning will be given to the head coach – and recorded in the scorebook – for misconduct by the coach or other bench personnel unless the offense is judged to be major, in which case a technical foul shall be assessed. (Rule 10-6)

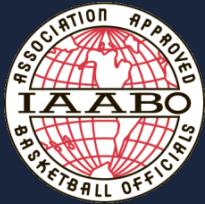


**10% of conflicts is due
to difference in opinion
and 90% is due
to wrong tone of voice**

-Vic Mariz

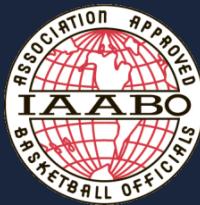


It's not what you say.
It's how you say it.



What is Communication

Your body language (including your facial expressions, gestures and postures)



5 Barriers to Effective Communication

- Judging the other person
- Not paying attention to the person you are talking to
- Using technical language
- Giving solutions or unwanted advice
- Avoiding the concerns of others



9 Effective Communication Skills

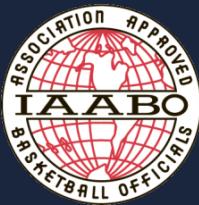
- Active listening
- Non verbal communication
- Asking questions
- Being clear and succinct
- Clarifying and summarizing
- Being empathetic
- Providing feedback
- Developing trust and rapport
- Being present



Effective Communication

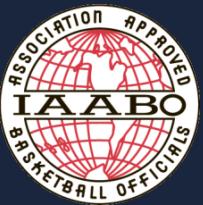
Communicate better by:

- Avoid misunderstandings
- Improve relationships
- Be able to clearly convey a message
- Listen in a way that gains the full meaning of what is being said
- Makes other person feel heard and understood



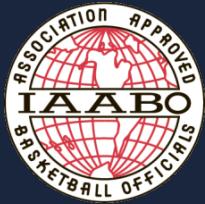


Effective Communication Skills



Skill 1: Become an engaged listener

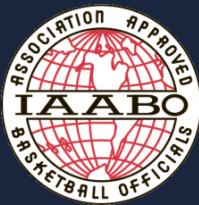
Tips on becoming an engaged listener:
fully focus on the speaker



Effective Communication Skills

Skill 2: Pay attention to nonverbal signals

- Use body language to emphasize or enhance your verbal message
- Use open body language

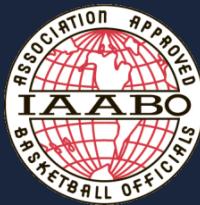


Effective Communication Skills

Improve how YOU READ non verbal communication

Be aware of individual differences

Look at non verbal communication signal groups



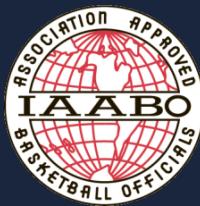
Effective Communication Skills

Improve how YOU DELIVER non verbal communication

Use non verbal signals that match up your words rather than contradict them

Adjust your non verbal signals according to the context

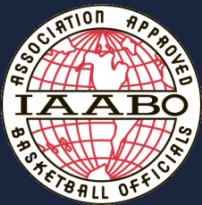
Avoid negative body language



Effective Communication Skills

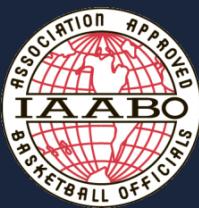
Skill 3: Keep stress in check

- Use stalling tactics
- Pause to collect your thoughts
- Make one point
- Deliver your words clearly
- Wrap up with a summary



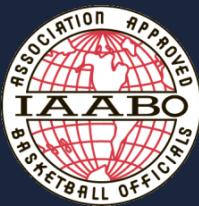
What's Stopping You from Effective Communication

- Stress and out of control emotion
- Lack of focus
- Inconsistent body language
- Negative body language



Quick stress relief for effective communication

- Recognize when you are being stressed
- Take a moment to calm down
- Bring your senses to the rescue
- Look for humor in the situation
- Be willing to compromise
- Agree to disagree

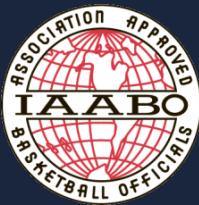


Effective Communication Skill 3

Assert yourself

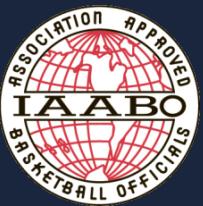
Improve your assertiveness

- Value yourself and options
- Know your needs and wants
- Express negative thoughts
- Receive feedback positively
- Learn to say “no”



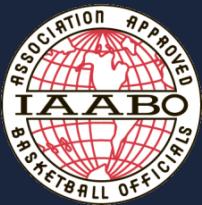


Let's Take it to the Court



Officiating team sports is complex and challenging

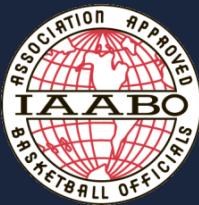
A good decision can be communicated badly and create perceptions of unfairness



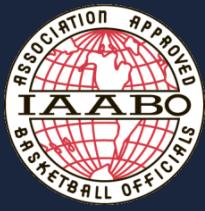
What constitutes effective communication in team sports officials?

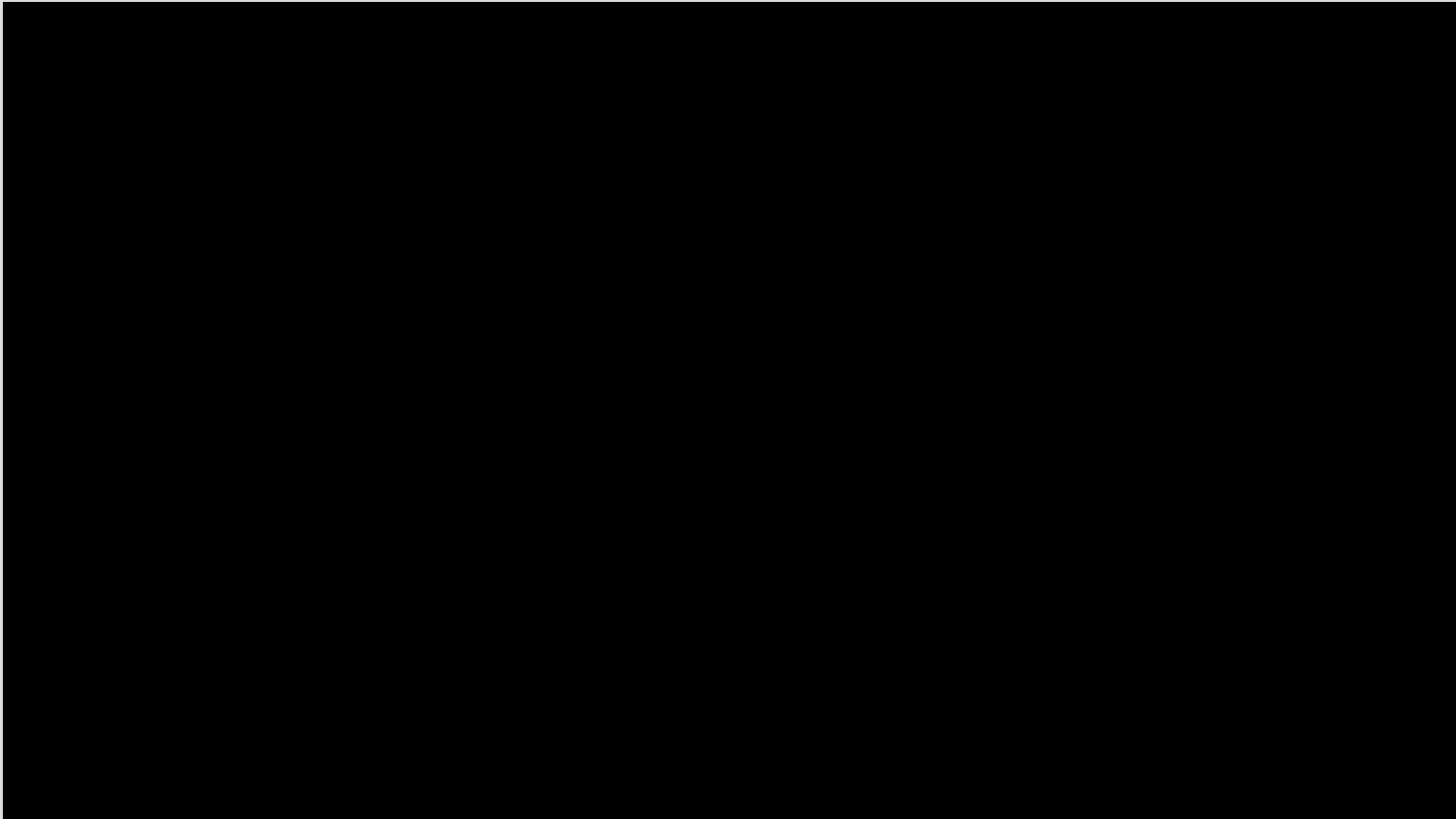
There are five categories

- Personal qualities
- The communications are respectful and approachable
- One way communication
- Situation Monitoring
- Skilled Interaction

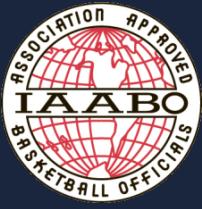


Effective Communication Between Officials and Coaches



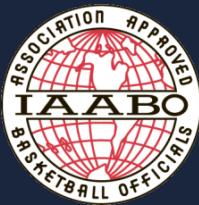


I've Got You Under My Skin - Frank Sinatra | Concert Collection
<https://youtu.be/OqH7VwpSwBo>

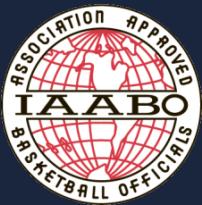


Effective Communication Between Officials and Coaches

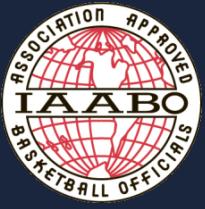
Learning better ways to communicate with coaches is always a work progress. Conversely, if you don't know what to say-say nothing as silence can never be misinterpreted.



Learning better ways to communicate with coaches is always a work progress. Conversely, if you don't know what to say-say nothing as silence can never be misinterpreted.

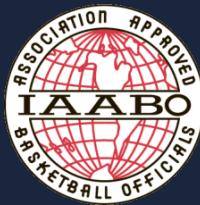


Communication revolves around 5 facts:



Effective Communication Between Officials and Coaches

- All people want to be treated with dignity and respect
- All people want to be asked instead of being told.
- All people want to know why they are being asked or ordered to do something.
- All people want to be given options instead of threats
- All people want a second chance to correct their mistakes

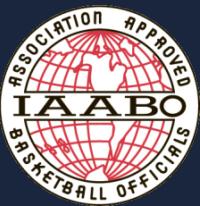


The global message is promoting
Respect, Understanding and Forgiveness
can connect all people everywhere

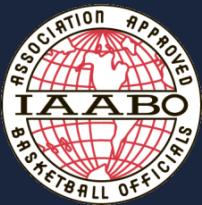




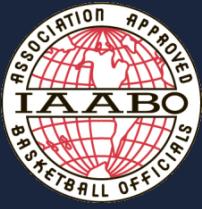
Coaches want to be heard. To hear them is being respectful. But its your job to make sure they stay in line.



Few examples of what officials can say to a coach being mindful to keep verbal exchange short and sweet.

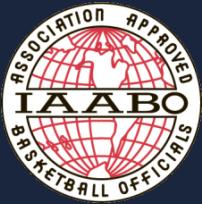


Examples of what an official can say to a coach...



Scenario A

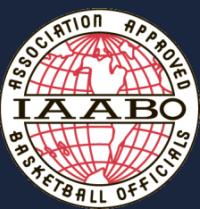
Coach calmly says “Hey can you watch the two hand grabbing drives?”





Your reply should be:

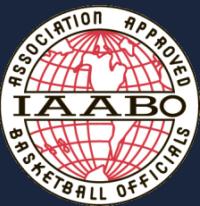
- 1) "Sure thing Coach"
- 2) "I will watch for that"
- 3) "You got it coach"
- 4) "Ok. I'll watch but please stay in he coaching box."
- 5) Walk over to the coach and tell him/her what you saw and you will watch for it.





Scenario B

**Coach is yelling and screaming “Come on!
You can’t see the two hands grab by
drives?”**

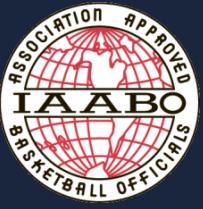


Your reply should be:

- 1) "Coach I will listen to you. But not while you are yelling at me." vs "You have to settle down! I am watching!"
- 2) "Sure thing coach but please settle down and stay in the coaching box" vs. "I said to settle down and you have to stay in the coaching box."
- 3) Walk over to the coach and ask him/her calmly to settle down, from my view I did not see it but will watch for it vs. Walking over to the coach and telling him or her in a tone of anger "You must settle down. I did not see what you saw!"
- 4) Walk over to the coach and tell him/her what you saw and that when you see this incident you will call that 100% of the time vs. "You are wrong and I will call the game as I see fit."



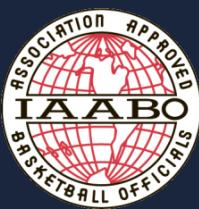
Things not to say or do:



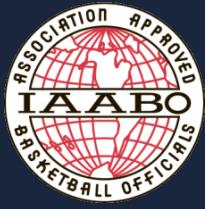
1. Don't call coaches by their name
2. Don't escalate when talking to the coach
3. Don't just walk away-Body Language
4. Don't walk away and put a hand up-Body Language
5. Don't lecture the coach on the rules
6. Don't lecture the coach and tell him/her they are wrong and this is what happened
7. Don't put your arm around him/her and explain your call. No physical contact!
8. Don't be defensive or arrogant (coaches are right sometimes).
9. Don't respond to a coach's comments



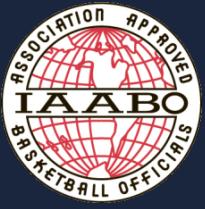
Credit Image: © Chuck Myers via ZUMA Wire



Is Communicating with Female Coaches Different?

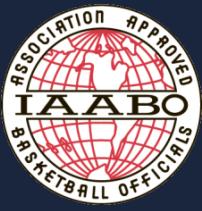


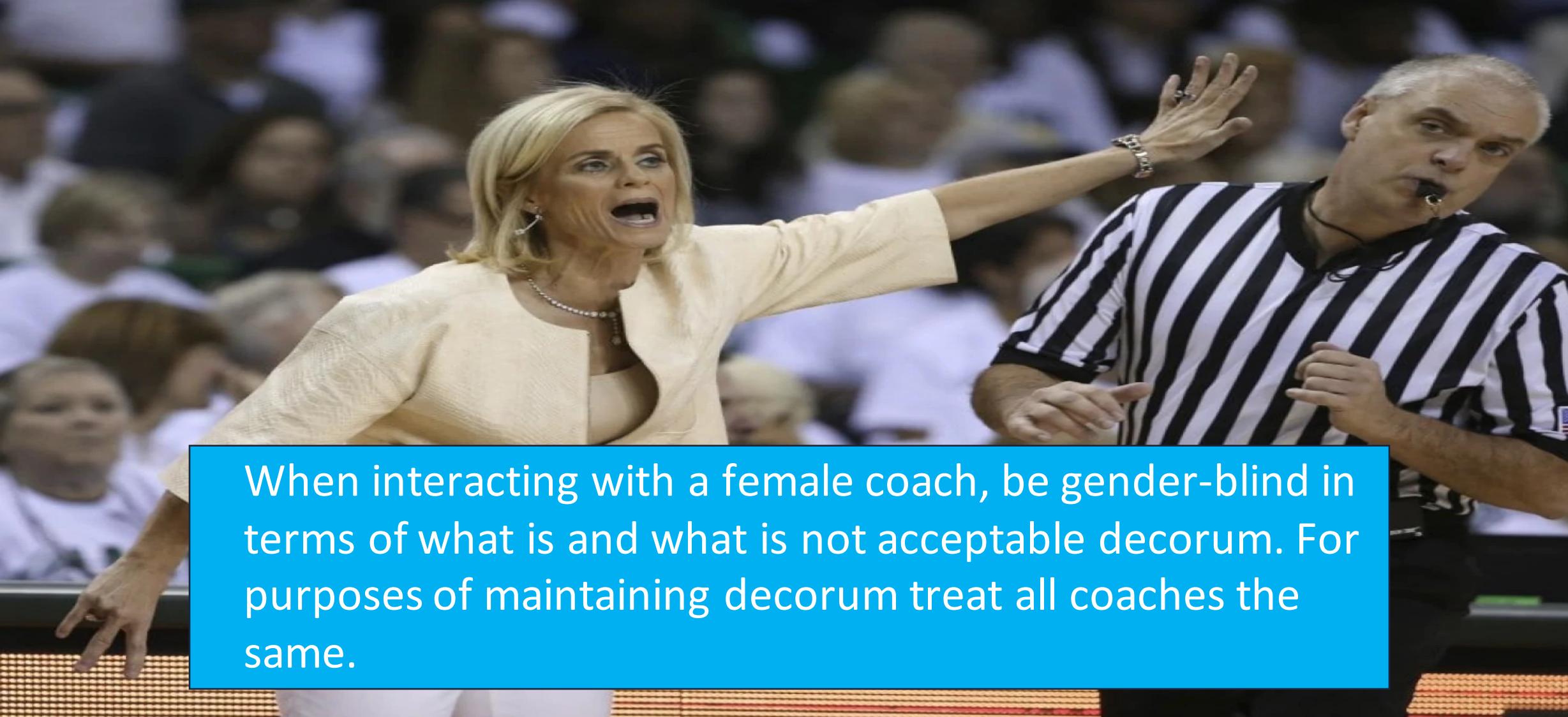
When communicating with female coaches, these are things to consider:



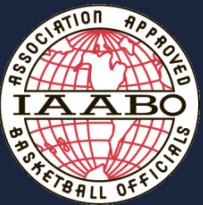


Be aware of the perception that female coaches are often treated differently than male counterparts and give female coaches equal leeway in how they may approach you.





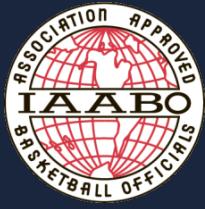
When interacting with a female coach, be gender-blind in terms of what is and what is not acceptable decorum. For purposes of maintaining decorum treat all coaches the same.

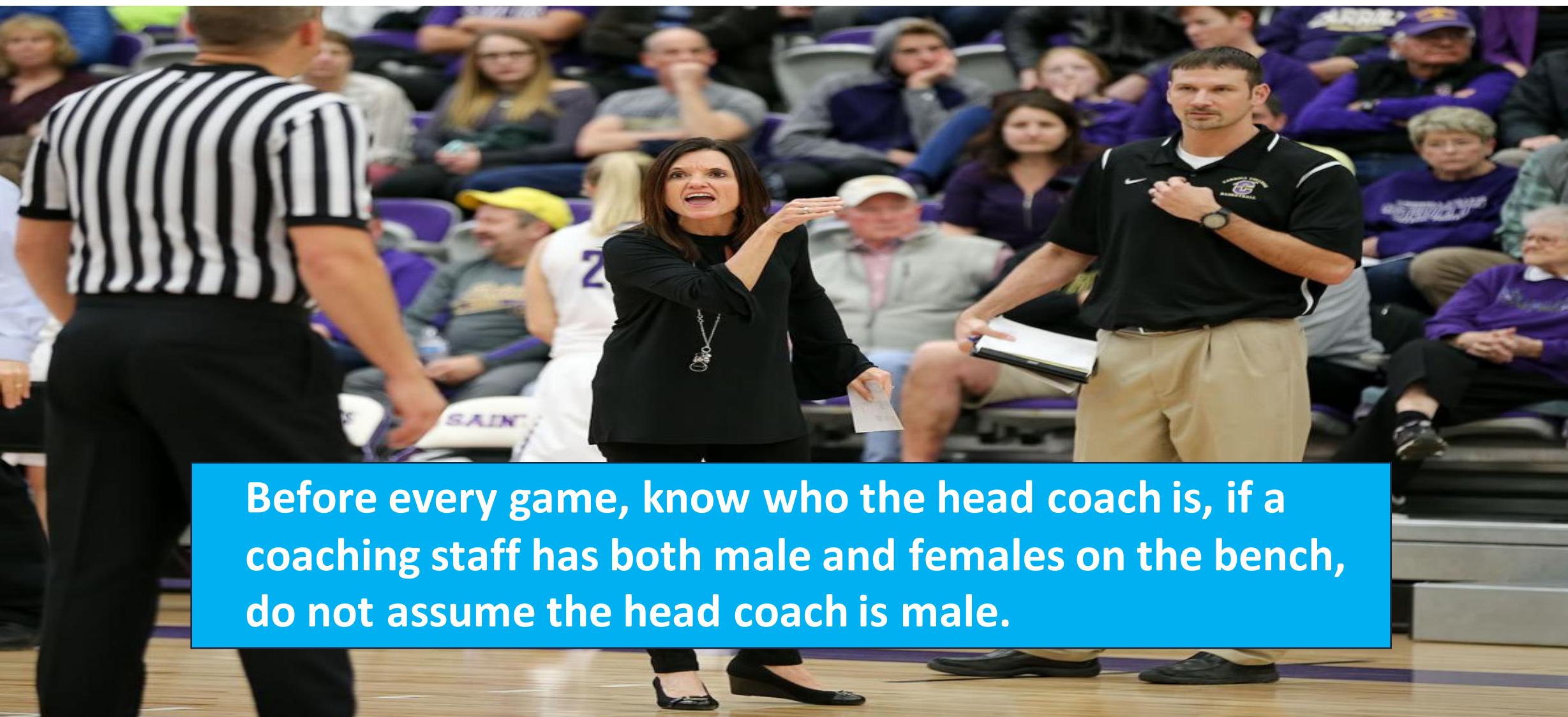


While holding male and female coaches to the same standard of acceptable behavior, be respectful of the frequent differences between the way male and female coaches express themselves. Listen to the intended message especially if it is expressed less directly by a female coach (increased use of sarcasm, directing conversation to bench but intended for the coach



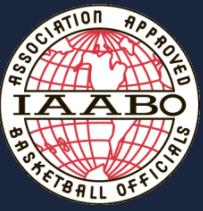
Every person who has earned the position of head coach should be treated with respect. When working with a female coach begin with the assumption that she knows the game and is clever tactically as her male counterpart.





Before every game, know who the head coach is, if a coaching staff has both male and females on the bench, do not assume the head coach is male.



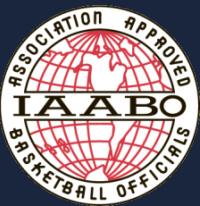


You never know what is going to happen in a game.

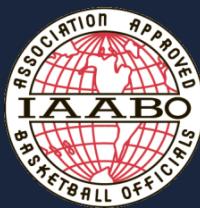
Always expect the unexpected.



Basketball Official's Communication Checklist



- Be competitive
- Don't be a tough guy the timer and scorekeepers are officials too
- Get into the flow of the game we are in the people business
- Don't bark keep a respectful and there is always for improvement
- Show confidence-but if you make a mistake, admit it
- Forget the fans
- Answer reasonable questions-officials explain calls not rules
- Choose your words wisely-don't always insist of having the last words
- Stay cool
 - you have to be able to take some criticism without being visibly offended
 - you have to learn to act as if you didn't hear some things you actually did hear
- If coach is totally out of control, an official should not stand for this kind of behavior





Remember: how you communicate with coaches, players, bench personnel and your table crew are all vital in keeping your games under control.



To get respect show the same respect you deserve. You as an official must be under control, professional and approachable even when everything around is chaotic

