



THE IMPORTANCE OF COMMUNICATION

Activity Time: 20 minutes

Communication is key to any great team. It means being vocal about what is going on in your store so the team can function the most efficiently and react quickly.

INSTRUCTIONS

- Read the article
- Reflect on opportunities you can have to improve your communication in store, and write down 10 things you can commit to doing/saying.



THE IMPORTANCE OF COMMUNICATION

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Communication is the most important component for a successful soccer team. Players need to be able to communicate in order to form a cohesive unit that plays as one. Communication is needed to call for the ball, direct passes, and alert teammates of defensive pressure. Soccer coaches sometimes focus whole practices around communication. Here are several tips and drills you can use to work on team communication in a soccer game.

KEEP TALKING

Athletes in every sport usually have to communicate in some form. To communicate in soccer, you have to be loud and talking constantly. **The goalie has the best view of the entire field and should be yelling out directions to teammates.** Every other player should be calling for the ball and calling out passes before they are made. If you don't have the ball and aren't being defended, it's your responsibility to call for the ball so your teammates can get it to you.

ALERT OF DEFENSIVE PRESSURE

When you make a pass to a teammate and see a defender closing in, alert your teammate of the pressure. You can call out for the player to turn a certain direction or pass it back to you if you don't think there is enough time. This type of communication prevents unnecessary turnovers. You should also communicate to your teammates if they have time to control the pass before moving.

PASSING DRILLS

Communication is extremely important for making good passes. There are several passing drills that soccer coaches use to develop better communication. Form groups of 4-6 players. The group should practice running the ball down the field without dribbling, making one touch passes. Each player should call out the name of the player receiving the pass. **This soccer drill is simple and effective at forcing teammates to communicate with each other while making quick decisions.**

Communication is vital to having a soccer team that performs well on the field. It requires more than just talking. It requires quick decision making and the ability to read plays so that you and your teammates are never caught off guard. Following these tips and running through communication drills will help you develop this important skill and become a better teammate.

HOMework

GOALS:

Write down 10 things you can commit to improving in your store with increased communication.

Example: To help decrease load time, I will coach 5 employees on how to "shoulder surf."

- 1) _____

- 2) _____

- 3) _____

- 4) _____

- 5) _____

- 6) _____

- 7) _____

- 8) _____

- 9) _____

- 10) _____

Manager sign off + date