

Communication Strategies of Sports Coaches Subject of Thesis

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The public is invited to attend a presentation by Fredyne (Freddie) Yust of her master's thesis entitled "Communication Strategies of Successful Coaches: A Content Analysis of Books by Coaches about Coaching." The presentation takes place on Thursday, December 11, 2008 at 12 noon in 01-3287.

Communication behaviors of coaches are critical in motivating athletes and creating a climate of success. Coaches learn their techniques from a variety of sources: mentors, education, and lessons learned from other coaches. Yust surveyed university coaches to learn their choices for five books written by successful coaches. Using grounded theory, Yust analyzed these texts to discover discernible categories of communication techniques deemed significant to the process of successful coaching. The techniques identified can be used by teachers, managers and leaders outside of the athletic arena.