

WHAT ~~NOT~~ TO YELL

Creating a Better Youth Sport Culture
For ALL to Play



“Values are the drivers and motivators of your behaviours. We can observe the behaviours, but rarely take the time to understand the value(s) that are driving them. Until you do that, nothing will change. “



Melanie Wanless, CEO
What Not To Yell Inc.

A



Awareness – To transform your culture, you need to be aware of the current behaviours, both the positive and the negative. Then, understand the impact of those behaviours on the group and on individuals.

B



Behaviours - Once you are aware of the positive and negative behaviours that create your culture, you can decide what needs to change. The easiest way to align an organization's culture is through its values. First, determine what values are most important to the organization, and then fully describe the behaviours that drive those values.

C



Culture –When you quantify and qualify the positive and negative behaviours, and the values that are driving those behaviours, you can manage them. To manage them, you need to measure them. We enable you to measure both your organization's values and behaviours.

SYMPOSIUM REPORT

THE VALUES PROPOSITION

Building a Stronger Canada Through
Values-based Sport

MARCH 2019



At the March 2019 symposium ***THE VALUES PROPOSITION – Building a Stronger Canada Through Values-based Sport***, Paul Melia, President and CEO of the *Canadian Center for Ethics in Sport* identified **major threats** to the integrity of Canadian sport:

- Intentional, systematic doping in sport
- Harassment and abuse (both reported and unreported instances)
- **Poor parent behaviour**
- Weak sport governance
- High prevalence of violence and potential for injuries, including concussions
- Leakage of bad values from professional leagues
- Lack of accessibility to programs, equipment and opportunities; and
- Match manipulation orchestrated by organized crime or other influencers

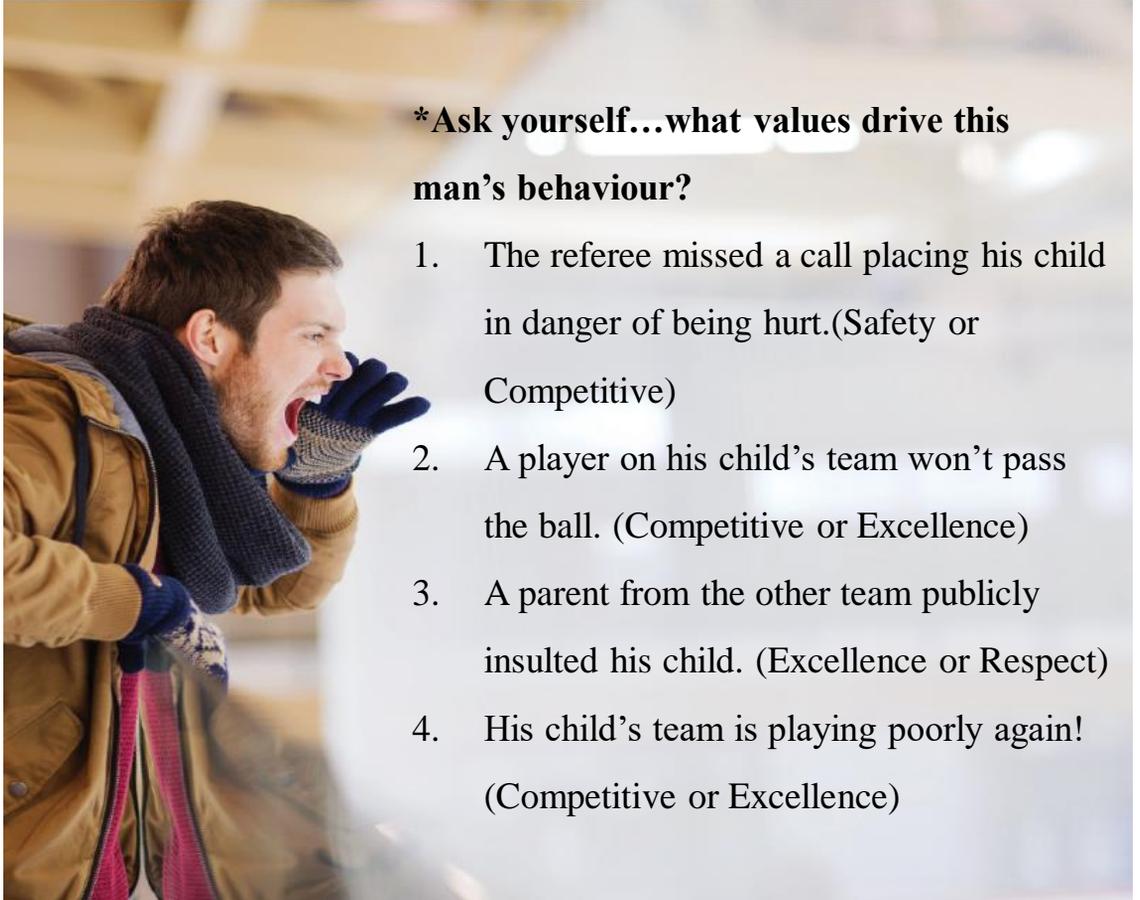
“Image (an organizations internal culture) is a determining factor if parents will put their child in a specific sport as well as their personal experience with the sport.”

Solutions Research Group,
May 2014 , Toronto

“Due to financial pressures, bad coaches and just plain lack of fun, the average child today spends less than three years playing a sport and quits by age 11.”

Aspen Institute, National Youth
Sport Parent Survey, April, 2019

Values drive Behaviours



***Ask yourself...what values drive this man's behaviour?**

1. The referee missed a call placing his child in danger of being hurt.(Safety or Competitive)
2. A player on his child's team won't pass the ball. (Competitive or Excellence)
3. A parent from the other team publicly insulted his child. (Excellence or Respect)
4. His child's team is playing poorly again! (Competitive or Excellence)

Even though the values are positive, we can overuse them. For example - showing the value of 'support' by continuing to cheer with a score of 10-0. Don't let your strength become your weakness!

Be Loud and Proud of your **OWN** behaviours.

Values & Behaviours Sport Assessment

Whether you are an individual or a sports organization, living by your values is important. Your values act as the drivers or motivations of your behaviours. Often, we don't align the two. We see the behaviours, but don't think about the value(s) that are driving the behaviour.

Coach Jodi, a basketball coach did just that with her girls high school team. She worked with What Not To Yell to engage both parents and players in a Values Assessment to better understand their current culture, and what they wanted the improved culture to look like, sound like and feel like. The players decided on the top values and created tag lines to create a shared meaning. For example – **Commit** to Me and We; **Accountability** for Actions and Decisions; and **Respect** the “Team” – Trust in their Abilities. From this they came up with 3 behaviours for each value which created their Culture Code (the link between the team's values and team behaviours). The Culture Code included what behaviours are acceptable; and what are **NOT**.

“You can talk values until you are blue in the face but if you have a negotiated shared meaning (of your team's values), that is the importance of the behaviours. It creates your definition.” Coach Jodi

Everybody had a voice, which created ownership and buy in to the new Culture Code. They created a hashtag #CARs, which was used in practice, games, and social media communications.

The **Assessment** was the foundation that provided both qualitative and quantitative data.

“What I liked about the Assessment was that it acted like a report card, except you create what the right answer is for your group.” Coach Jodi

The outcome for this team, was that 100% of the team indicated the one thing that improved that season was the culture.

“There was a unified element that gave us an ability, when we hit rock bottom to, acknowledge that this is not who we are this is not what we signed up for. Because of the ups and downs it (Culture Code) allowed us to focus on the unified culture piece”

Jodi, Basketball Coach
Highschool Basketball Team

Insights from **VBSA**

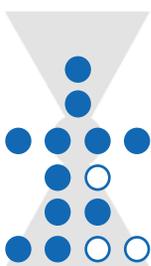
Your **VBSA** will give you insights into your culture from a 7 Level Framework to help you determine the overall fitness and resilience of your organization. Each level is important.



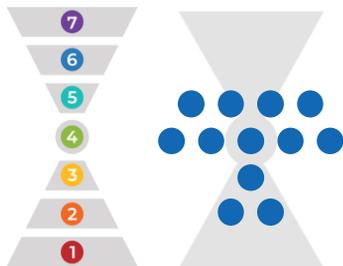
Diagrams

In one simple picture, you can find out what is working and not working in your culture. Find out what is important to people and how they are experiencing the current culture, and how they would like to improve it for next season and beyond.

Current Culture



Desired Culture



The top 10 values are plotted over a proprietary 7 Level Structure to help you see at a glance where the energy of your organization is, and potential limitations (white dots). For example, currently focused on financial safety, yet wanting to be a thriving community partner.

Insights from **VBSA**

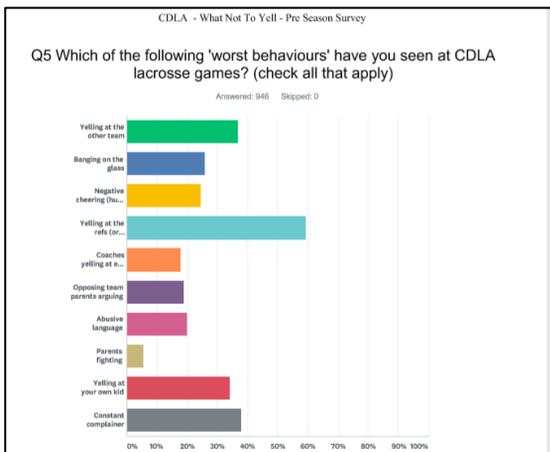
Entropy® Score

Your Entropy® Score helps you to understand what is getting in the way of a positive experience from each key stakeholder group and experiencing the full potential of what sport is meant to bring to everyone – parents, volunteers, coaches, athletes and officials.

What is your organizations score?

- <10% = is a very healthy culture.
- 11-20% = some problems which require careful monitoring.
- 21-30% = issues that require immediate attention.
- 31-40% = a serious situation, which may require leadership interventions and changes.
- >41% = crisis requiring leadership changes to avoid organizational failure.

And how are the behaviours showing up?



Understanding the severity and frequency of behaviours allows you to act on fact - **NOT** hear say. You now have a factual picture and baseline of the negative behaviours and the positive behaviours in your organizations (note: positive behaviours not shown here).



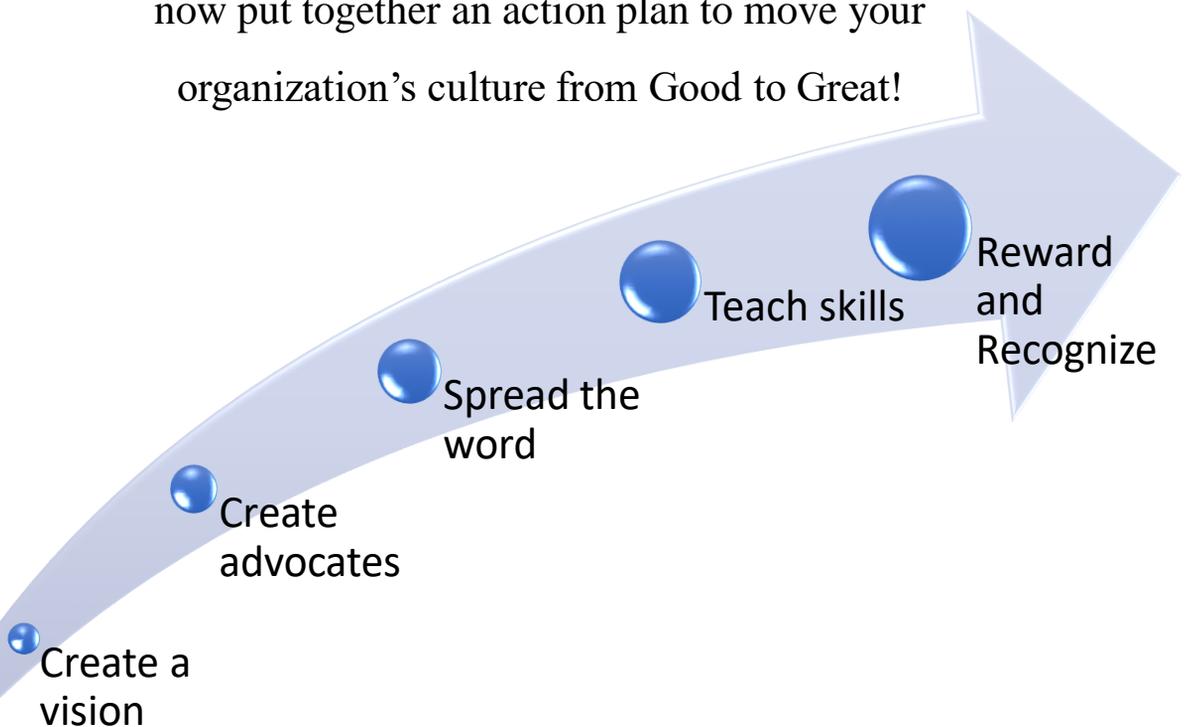
From Insights to Action

Our Solution



From Insights to Action

With a clear understanding and awareness of your current and future organization's values and behaviours, you can now put together an action plan to move your organization's culture from Good to Great!



Our Solution

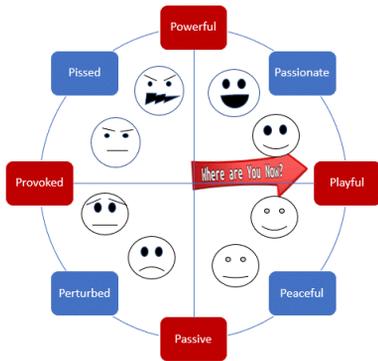


- 🗨️ At What **NOT** To Yell, we work with parents, coaches, officials, board executive and staff to ensure they are part of the solution. **NOT** the problem.
- 🗨️ It's **NOT** about teaching people how to deal with loud or difficult people. Its about teaching self awareness & self regulations to create a positive environment and culture for all.
- 🗨️ It starts with each individual by teaching them to be the “spectator” of themselves first.
- 🗨️ We use technology to engage all key stakeholders. Everyone has a Voice.
- 🗨️ We work with you to design the best program based on your target audience and your needs

Our Solution

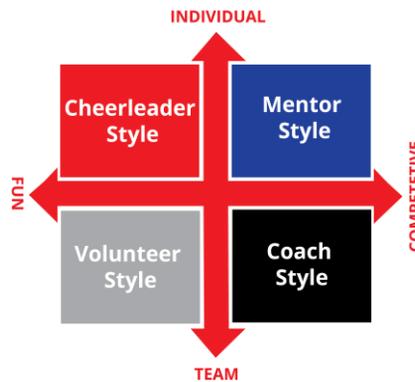
Once you have insights into your organizations culture, we work with participants to help shift their behaviours towards the desired culture you are creating.

Learn the process of changing behaviour for one person, or the full organization. The process is the same.

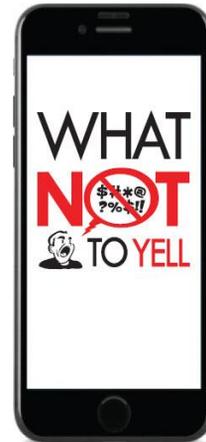


Learn how to build emotional resilience and shift your emotional outlook before the game even starts.

Spectators, Coaches and Officials can learn about their own Spectator Style, and the impact on others.



Learn how to give feedback when something has to be SAID through our webinar series and other critical skills to help change behaviour and your culture.



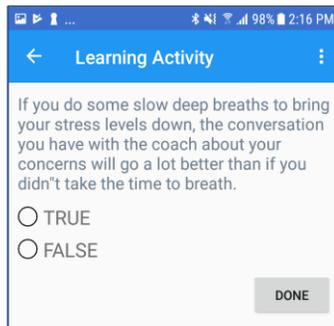
Our Solution

WNTY App Engages Spectators at every game to bring awareness of behaviours when it counts. The App helps to reinforce the best behaviours you are looking for in your culture.

Awareness is created through self assessments and insight questions.



Knowledge and emotional resilience **abilities** are taught through activities.



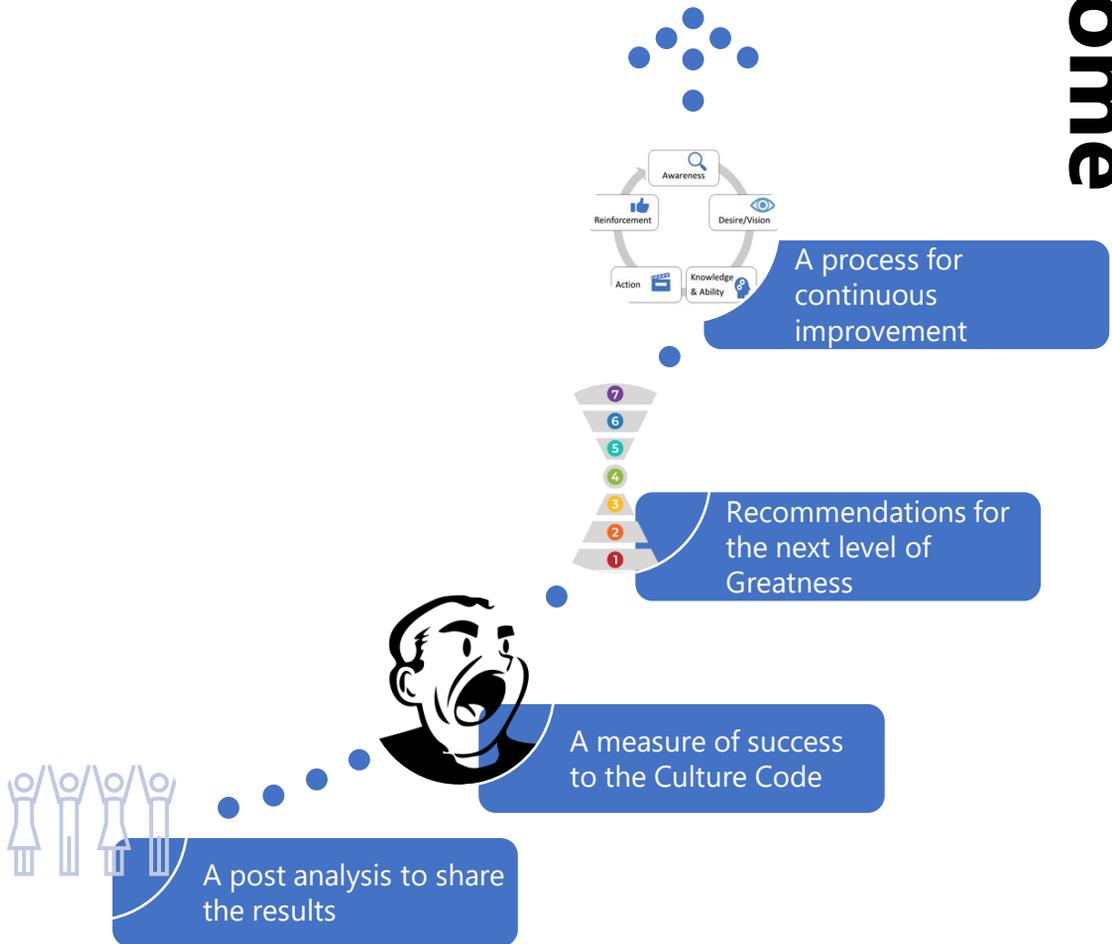
Reinforcement of best behaviours (**Action**) is provided in the feedback feature of the App after every game.



Desire created through your cultural assessment and Culture Code is the foundation to the behaviour change.

Your Outcome

By engaging all of your stakeholders in the change process, you create buy-in, alignment and action to create the culture you need for your athletes to thrive. You and your organization come out of the experience with tools and resources to allow you to sustain your new culture on your own. It takes dedication from the leadership team and work up front, yet the rewards are in-measurable – kidding – we can measure them!





To learn more about What Not To Yell
contact us at:

www.whatnottoyell.com
support@whatnottoyell.com

Ontario Office: 905-460-5216
Alberta Office: 403-870-4568

 @whatnottoyell

 #whatnottoyell

 [www.linkedin.com/whatnottoyell](http://www.linkedin.com/company/whatnottoyell)

WHAT **NO** ~~!@*%\$?~~ TO YELL

Transforming the Adult Experience in Youth Sports,
1 adult at a time.