

## Masterclass objectives

**On completion of the How you engage and organise masterclass, coaches will:**

* recognise the value of each stakeholder and what they bring
* identify how to encourage and support stakeholders.

## Reflective workbook purpose

This workbook provides an opportunity to extend the information from within the How you engage and organise masterclass. The questions and activities within this workbook are designed to:

* provide an opportunity to apply the knowledge within the masterclass to your own coaching context
* provide direction on how to engage with, organise and support your stakeholders.

## How to use this workbook

To get the most from this masterclass and develop your approach to engaging with and organising stakeholders, we recommend the following:

* complete the course on a computer or device with a larger display
* download the course workbook from the resources section
* display the course and the reflective workbook document in side-by-side browser windows as you complete your learning.

In the online content you will notice a workbook activity icon (see left). This indicates a question or activity linked to this section of the workbook. Locate the corresponding question or activity in the workbook and complete before progressing. Once you complete the questions or activities, head back to the online content to progress through the masterclass.

At the end of the workbook, you can reflect on what you have learned about engaging with, organising and supporting your stakeholders. Additional templates for reflections are also provided (see Resources tile).

## What you know

### The value of stakeholders

Regardless of who they are it is important for you as a coach to know who your stakeholders are and how they can best support you in creating a safe, inclusive and fun environment for your participants.

Stakeholders you might come across in your role as coach include:

* other coaches
* parents, guardians or family
* friends
* administrators
* managers
* committee members
* students
* volunteers who just like helping out.

These stakeholders can get involved in any aspect of the session. They might help coach, officiate, maintain or prepare the grounds, pool or court, help with game day management, work in the canteen or help pack equipment away. There is no one specific role that a stakeholder must have, each and every stakeholder plays an important role in supporting the coach.

**Create a list of the stakeholders that support you and the roles they have.**

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**Create a list of how you provide support to your stakeholders to help them develop.**

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## What you do

### Before the session

Another important role of the coach is to lead and organise the stakeholders that support them. Often, the success and effectiveness of a session is the result of the leadership and organisation a coach displays with the stakeholders who are supporting them.

Remember, many of the people who support you as a coach are volunteers. They come from different backgrounds and get involved for different reasons, so be prepared, know who will be at the session and how they can help.

**Consider the environment you currently coach in and the experience you want your participants to have. What information do you or could you provide to your stakeholders before a session to make sure the environment enables the experience you want your participants to have.**

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### During the session

You also have a role to play in organising stakeholders during the session. Depending on the size of the group or the space or time available, you may not be the one who leads every activity. You may need to supervise and instil a degree of autonomy among your stakeholders, so they have the confidence and ability to lead themselves, when you can’t.

**How do you engage with and organise the stakeholders supporting you during a session?**

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## What others think

The value and impact of stakeholders on every participant’s experience is immense, so it’s important the stakeholders themselves feel valued and want to continue to come back and support you as coach. You play a key role in creating an environment which supports their needs and motivations, just like with participants.

In creating this environment, there are five key elements you should consider.

**Make it feel like they belong**

Every stakeholder wants to feel like they are included and represented no matter what role they play. As coach, you play an important role in making the environment feel like a place where everyone who wants to get involved and provide support is able to.

**What do you do to encourage people to get involved as a stakeholder where you coach?**

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**Make it easy to get involved**

Work with your club or organisation to make it easy for stakeholders to take advantage of the opportunities to support you as coach.

**What could you do to make it easier for stakeholders to get involved and support you?**

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**Tailor roles to needs**

As mentioned earlier, every stakeholder has different needs and motivations. You play a role in ensuring these needs and motivations are met and each stakeholder’s skills and experiences are used effectively.

**Consider 2 stakeholders that support you at the moment when coaching. Make a list of their strengths and what roles they would be most suited to.**

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**Support the stakeholders**

Every stakeholder who gets involved should feel confident about what they are meant to be doing. It’s not typically the coach’s job to train and develop a stakeholder, but they do play a role in making sure they have an opportunity to develop.

**Using the 2 stakeholders from the previous element, make a list of the areas these stakeholders might need development in and how can you provide this.**

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**Create value for all**

It’s important for coaches to recognise each stakeholder and the role they play. Stakeholders can often feel undervalued or not appreciated and the coach plays an important role in making sure each individual feels as though they are part of the team, squad, club, or organisation. Make your stakeholders feel valued.

**How do you and your team, club or organisation recognise the stakeholders that support you?**

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## What you think

Up to this point you have:

* identified key stakeholders and the value they bring
* considered how to organise and manage stakeholders during sessions
* learned how to support stakeholders and their development.

The next step is to create a plan that highlights how you will engage with and organise your stakeholders and ensure they all feel valued and supported.

**Again, using the 5 elements from the image in the What others think section, identify what you can do to engage with, organise and support a key stakeholder you work with at different points of the year/season.**

### For example, before the season begins a coach (with the help of the club) might send out an expression of interest on social media looking for individuals who may want to get involved. Another example might be organising a social event after the season has finished to thank the stakeholders for their involvement and get some feedback on what would make them come back next season.

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| **Stakeholder role** | **Before (in preparation of season/year)** | **During (participation during the season/year)** | **Ongoing engagement (following the season/year)** |
| Make it feel like they belong |  |  |  |
| Make it easy to get involved |  |  |  |
| Tailor role to needs |  |  |  |
| Support the stakeholders |  |  |  |
| Create value for all |  |  |  |

A template using these elements is available in the resources section of the masterclass that you can download at any time for you to use in the future as you continue to reflect on your coaching.

## Moving forward

### What have you learned?

You’ve now gained knowledge about the value of well supported stakeholders bring to the coaching environment and you’ve started planning how to ensure they feel valued and want to keep coming back.

Before you complete the How you engage and organise masterclass, take some time to reflect on what you have learned and how you will use it.

* Are the stakeholders I engage with providing the support I require?
* How can I improve the way I manage and lead stakeholders during my coaching sessions?
* Do I engage with my stakeholders enough to know what they value and why they are supporting me?
* What knowledge and skills can I pass on to stakeholders?

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The only way stakeholders will continue to come back and provide support is if the coach creates a supportive, safe and comfortable environment. When planning for your next session or the upcoming season, think about not just what you are going to do with your participants, but how you can develop the skills and knowledge of your stakeholders.

# Additional resources

The Australian Sports Commission Community Coach Development – <https://www.sportaus.gov.au/coaching/support/coach-development>

The Australian Sport Commission Volunteer Resource Hub – [Volunteer Resource Hub | Australian Sports Commission (ausport.gov.au)](https://www.ausport.gov.au/volunteering/volunteer-resource-hub)