THE EMOTIONALLY INTELLIGENT COACH · BY THE CENTRE OF ATTUNED SPORT

# LEAD THE MOMENT, *NOT JUST THE PLAY.*

Practical, neuroscience-informed training for coaches, staff and parents who want to know what to do in the first 30 seconds after a young athlete stops being able to hear them.



## The gap

A player comes off after a mistake and something closes. Even the right words bounce off, and silence lets it fester. Most coaching education never covers this moment, so coaches improvise. Under pressure, that is how good people end up shaming the kids they care about. When an athlete stops absorbing feedback, the answer is rarely more instruction.

## The SHIFT framework

**S · Spot the shift**
Recognize when an athlete can no longer take in instruction.

**H · Hold your state**
Regulate yourself first so you don't escalate the moment.

**I · In close**
Move closer, lower intensity, connect before you correct.

**F · Fewer words**
Short, clear language instead of more explanation.

**T · Time the return**
Bring the athlete back to learning, feedback or the game.

### WHAT THIS IS

The neuroscience of stress, translated into what a coach does in the gym on a Tuesday night: tools, language, and one shared framework for your whole staff. Attunement is not lower standards. It is better access to learning, accountability and performance.

### WHAT THIS ISN'T

Not positive-coaching platitudes, elite sport psychology, or a seminar forgotten by the weekend. It is not therapy, and coaches are never asked to act as clinicians.

## What your staff can do by the end

- Read the moments before an athlete shuts down, and step in while it still helps
- Tell defiance from dysregulation, and respond to the one in front of them
- Use language that keeps athletes learning
- Bring a checked-out player back without a confrontation
- Hold a standard without shame
- Recognize when an athlete needs more support, and know who to hand it to

## Four ways to run it

### COACH WORKSHOP

**Two hours, on site.** Practical, in-the-gym tools a coach can use that same week. The most common starting point.

### PARENT EVENING

**90 minutes.** What regulation looks like at home, and how parents can stop raising the stakes without meaning to.

### ORGANIZATIONAL TRAINING

**Half or full day.** Building the approach into how a whole club or school coaches, so it lasts.

### ONLINE MODULES

**Self-paced.** For staff who can't all be in the room, and for onboarding new coaches each season.

## Questions clubs ask first

### ARE COACHES BEING ASKED TO BE THERAPISTS?

No. Coaches learn to respond well in the moment and to recognize when something is beyond coaching.

### OUR COACHES ARE VOLUNTEERS. IS TWO HOURS REALISTIC?

Yes. It is built for that constraint: practical, no pre-reading, no homework.

### WHAT ABOUT COACHES WHO THINK IT'S SOFT?

A dysregulated athlete can't absorb coaching. The fastest route back to high standards is knowing how to bring them back.

### WHAT DOES IT COST?

It depends on format, group size and travel. We send a straightforward quote, no lengthy proposal.

### WHY CLUBS INVEST

Kids don't quit sport because of the game. They quit because of the experience. Retention, culture and parent confidence all sit downstream of how staff handle the hard moments.

**BRING TRAINING TO YOUR TEAM** Request a workshop at centreofattunedsport.com/coach-training