

2 minute drill *for coaches*

monthly tips from Positive Coaching Alliance

Reinforcing What You Want

There is a common misconception about the nature of attention. Attention is reinforcing to many kids, whether it is favorable or unfavorable.

Too often we ignore players who do what we ask them to do and lavish attention, albeit negative, on the ones who are not doing what we ask. I don't like to be yelled at, so I assume the player doesn't like it either and it will cause him to change. Often the exact opposite is the case, especially for kids who don't think that they have the ability to get an adult's attention with good behavior.

So, as a coach, you must reinforce what you want to see from your players, and ignore the behavior that you don't want.

adapted from *The Double-Goal Coach* by Jim Thompson



to purchase *The Double-Goal Coach* and other books by Jim Thompson, please visit:
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