The World Rugby & coachup Workbook: Module 7

Contagious Coach

CONTAGIOUS COACH

Today's Outline.

- **Role models & contagious behaviours**

WARM UP ACTIVITY

HOW AM I BEING A CONTAGIOUS COACH IN THE TEAM TODAY?

- What behaviours or attitudes have your **team picked up from observing you**?

WHO IS THE MOST IMPACTFUL ROLE MODEL FOR YOUR TEAM?

My answer & key notes:

OUR BRAIN & CONTAGIOUS BEHAVIOURS.
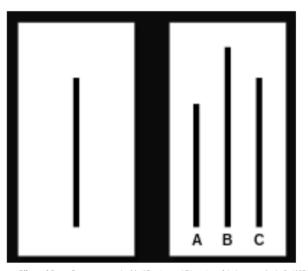
1

Social Conformity

We align attitude, opinion and behavior to those of others, either because we think they have more knowledge or because we want to be **liked & accepted** by them.

2

Social Contagion

Behaviors, emotions & ideas spread from person to person through **subconscious mirror networks** and social cues.

3

Power Amplifies

Social power **amplifies the effect of conformity & contagion**. As coaches you are literally contagious (e.g. if you are cynical, use your phone, low energy etc vs present, positive, future focused etc)

Source: Effects of Group Pressure upon the Modification and Distortion of Judgments. Asch, S., (1951).

CONTAGIOUS BEHAVIOURS.

My key notes on **role models, contagious behaviours & influencers** in a team:
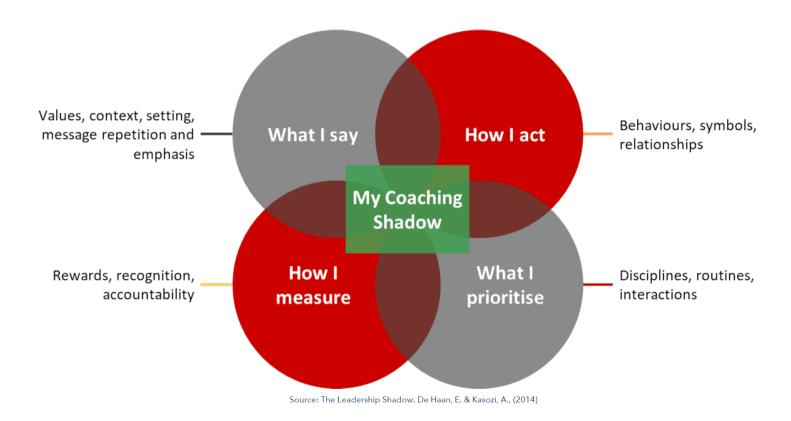
HOW DO EMOTIONS & BEHAVIOURS SPREAD BETWEEN PLAYERS?

1.

2.

3.

YOUR COACHING SHADOW – WHAT ARE YOU ROLE MODELLING?

Values, context, setting, message repetition and emphasis — **What I say**

How I act — Behaviours, symbols, relationships

Rewards, recognition, accountability — **How I measure**

What I prioritise — Disciplines, routines, interactions

My Coaching Shadow

Source: The Leadership Shadow. De Haan, E. & Kasozi, A., (2014)

MY CONTAGIOUS BEHAVIOURS.

My key notes on **my own role modelling: the good and the bad.**

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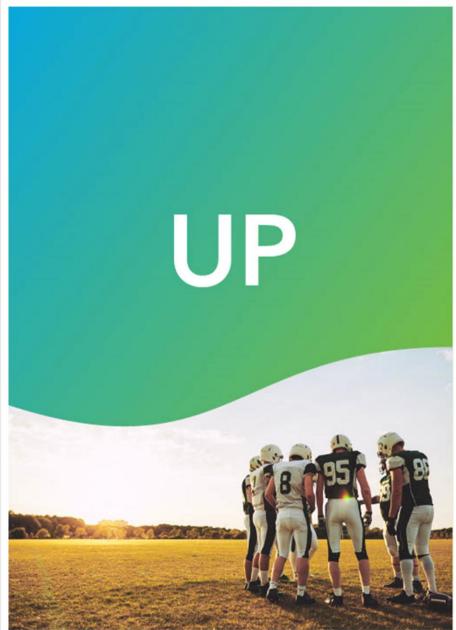
COACH REFLECTION

HOW AM I BEING A CONTAGIOUS COACH TODAY?

- What do you need to role-model for the team that's **desired**? (in speech, actions, priorities etc.)

- What do you need to stop role-modelling that's **not helpful**?

- Who are the **social influencers** in your team & are you **leveraging** them positively?

CORE PRINCIPLE

Role models are a huge part of any sport and are contagious. As humans, we instinctively mimic the behaviors of those we admire and respect. As a coach, intentionally role model the behaviors you want to establish and ask the most influential players to follow your lead. **Key to remember: Positive Role Models = Positive Behavior.**

THE WHY

Failure helps us learn. We need to make it safe to experiment and fail so we learn and grow.

THE GOAL

Share stories about when the players have failed so that failing is normalized and we see the benefit of learning from making mistakes.

THE EXERCISE

As the coach, share a story with the team about when you made a bad mistake and what you learned from it. Invite any of your players to share their own story about this. Ensure this is voluntary, and ask the player "what did you learn from this?" if they don't offer this themselves.

PRO TIP 1

Going first as a coach is important as it role models the behavior and shows it's ok. Speak to team influencers before the session and encourage them to also share their own failures.

PRO TIP 2

When debriefing a loss with your team, draw from these stories to show the positive aspect that comes from a loss and share the adage "We learn more from a loss than we do from a win".

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COACH CHECKLIST

Review this list of broader ideas for taking care of Motivation.

Which have you already put in place?

Which will you put into place next?

CONTAGIOUS COACH:

❑ Identify what will you role model **more / less.**

❑ Identify what will you encourage **social influencers** in the team to role model more / less.

❑ Identify **positive examples** where social contagion would be beneficial.

❑ Identify **negative examples** where social contagion would be detrimental.

FINAL REFLECTION

COURSE ACHIEVEMENTS.

- What was your **own great outcome** for this training & **did you achieve it**?

- What was your **great outcome** for this training **for your team** & **did you achieve it**?

- What coaching habits have you **started, stopped or adapted**?

YOUR NEXT STEPS.

1. Finalize your **Coach Development Plan.**

2. Identify & kick-off your **priority Action Steps.**

3. Revisit the **workbook & notes** to embed knowledge.

4. Visit www.coachup.academy if you'd **like to continue to learn** about the science of high-performance coaching.

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FURTHER LEARNING & RESOURCES.

www.coachup.academy website

coachup.academy Memberships

REFERENCES

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Asch, S. E. (1951). Effects of group pressure upon the modification and distortion of judgments. Groups, leadership, and men, 177-190.

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