



sportsYou



NIAAA Conference,  
Tampa Bay 2025

Social Media  
Logo Collection



EFFECTIVE

COMMUNICATION

IN ACTIVITIES



SCHOOLMESSENGER®





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# Agenda

- The “why”
- Communication Starts with Standards
- The “How”
  - Tech & Consistency
- Desired Outcomes of proper communication
- Q&A



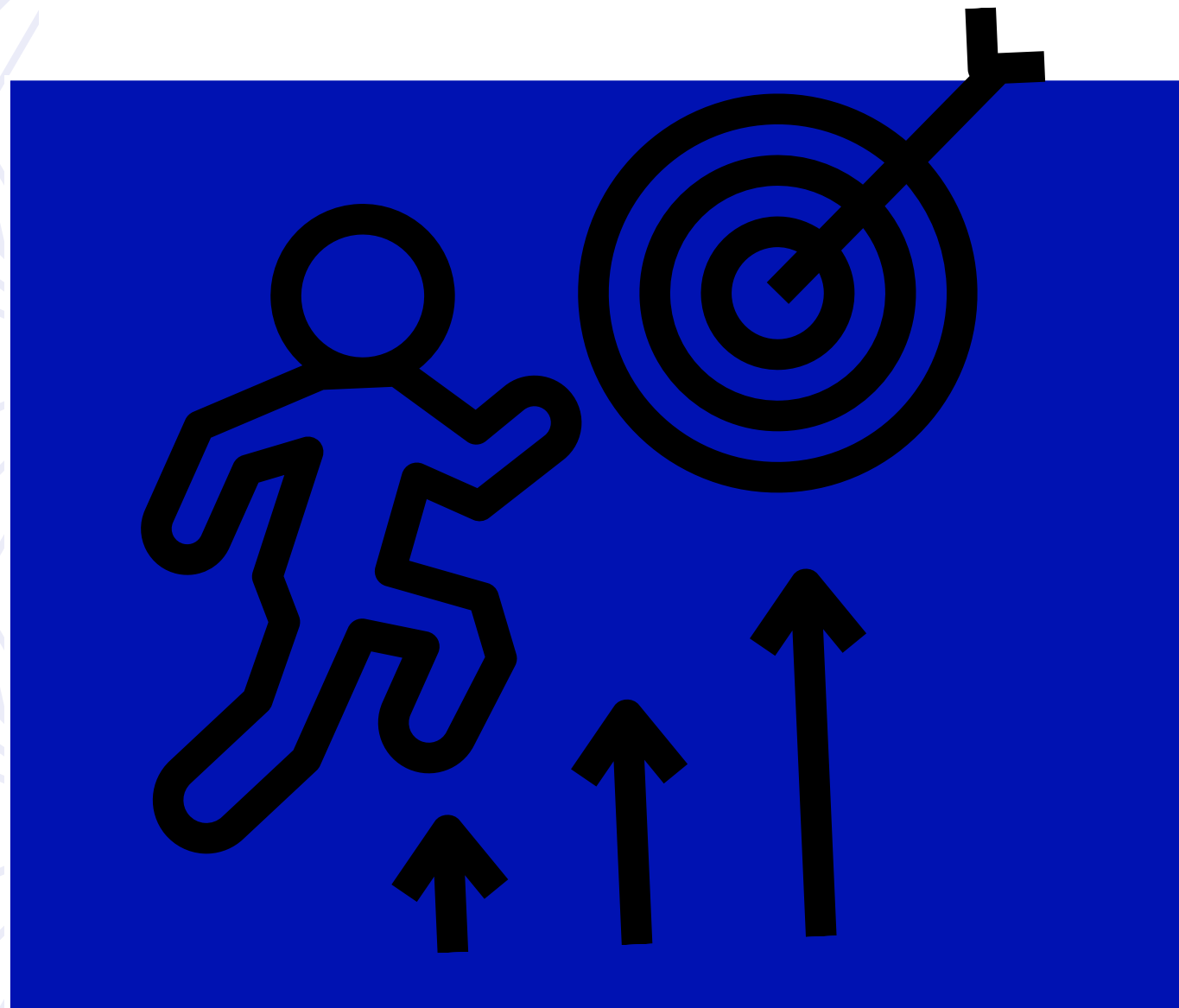
# WHY COMMUNICATION MATTERS TO COACHES

## Psychological Safety

- Coaches work best when they are in a psychologically safe environment.
- Psychological safety does not equate to “soft”.
- Clear, respectful communication among staff models emotional regulation and stability for everyone, reducing uncertainty and stress.



# WHY COMMUNICATION MATTERS TO COACHES



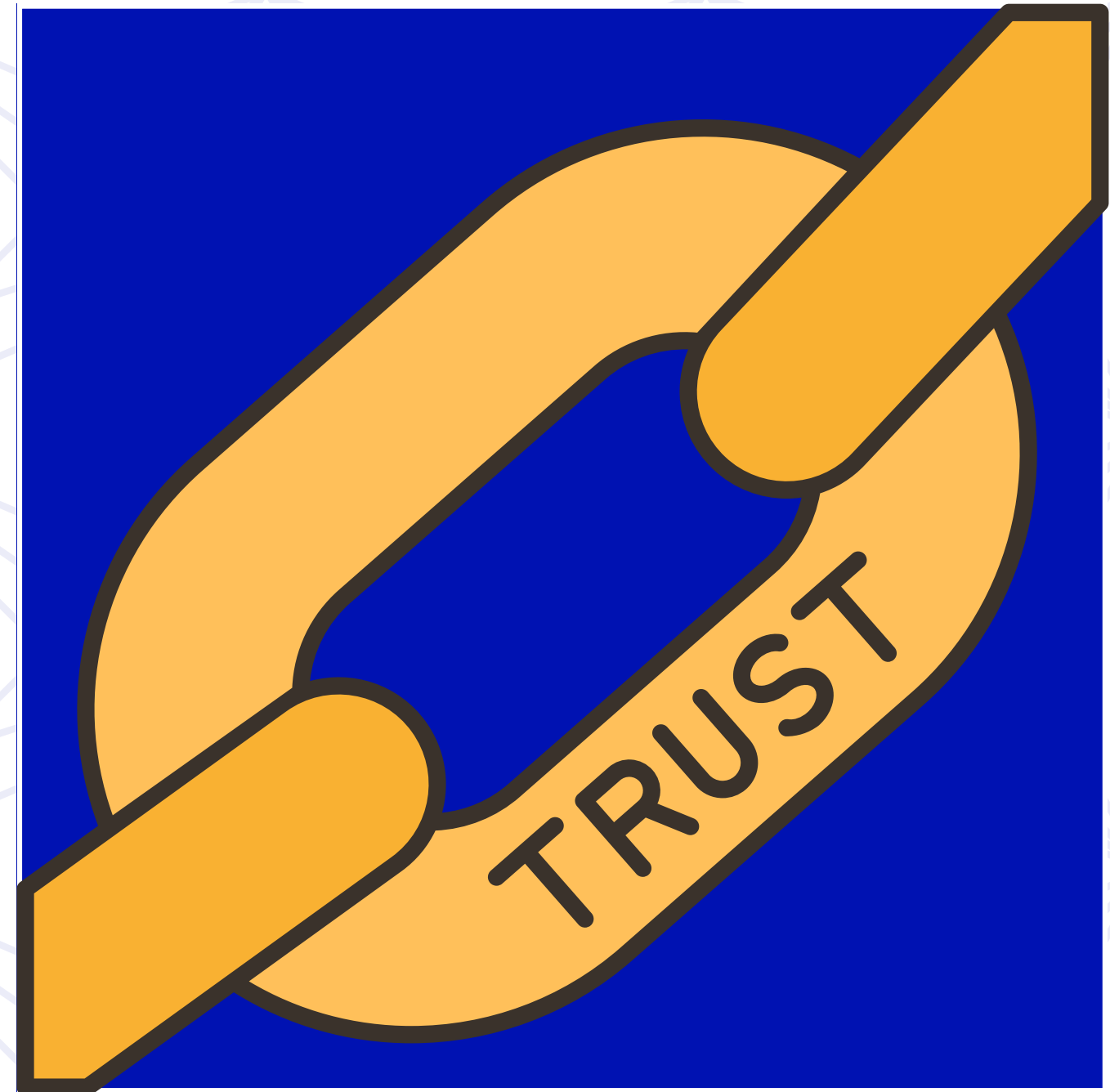
## Understanding How Motivation Works

- What is Self-Determination Theory?
- 3 basic psychological needs of every human:
  - Autonomy
  - Competence
  - Relatedness
- Increases intrinsic motivation = long-term commitment

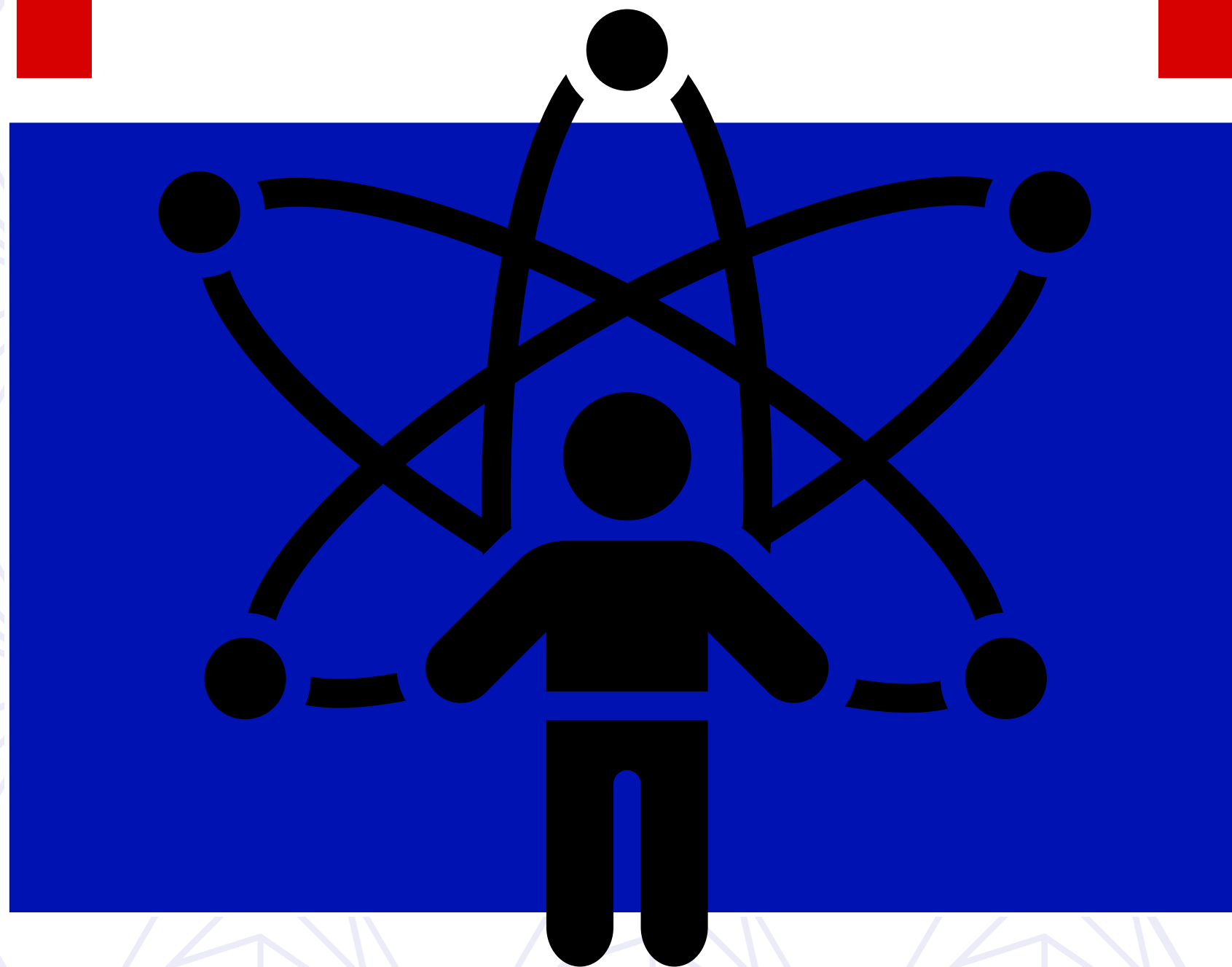
# WHY COMMUNICATION MATTERS TO COACHES

Lead with the brain,  
not against it.

- Assistants are multipliers
  - Communication directly influences mindset, confidence, interpretation of feedback, and perceived support.
  - Story of our Football Program
- Consistency creates systems
- Trust = Execution



# CORE VALUES



Standards/Core Values  
Drive Your  
Communication

Standards and core values act as the filter, tone-setter, and consistency anchor for everything you communicate as a coaching staff. When they are clearly defined, they remove guesswork, reduce emotional reactions, and ensure every conversation — whether praise or correction — aligns with the culture you're building.



# CORE VALUES

How Winnetonka uses core values.

## Active Winnetonka Griffins...

- Always strive to be better in all you do.
- Work to help others be better as you improve yourself.
- The World is competitive; always compete at everything you do, but don't jeopardize your integrity while doing so.
- Are Humble in victory and Motivated in defeat.
- Always act like you've been there before. Respect others!
- Dream big and work everyday to make those dreams come true: nothing great comes easy.
- Always have PRIDE in our school, classmates, and staff. This is a special place to call Home.
- Are proud of our Tradition. You represent past Griffins, and Future Griffins are looking to you as an example.
- Once a Griffin always a Griffin!!!



"Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do. ~ Pelé

- Our Core Values at Winnetonka = P.R.I.D.E.
- Prepared, Respect, Inclusive, Driven and Engaged
- Always have Pride in our school
- Get a little better everyday at everything we do.
- "Work to help others be better as you improve yourself."
- "Success is no accident.... It is hard work...."



# CORE VALUES



How Highland uses  
Standards

ELITE HAWKS, ELITE PURPOSE

Enthusiasm

Love

Integrity

Toughness

Everyday

Do your coaches know it? Do they  
live it? Do they communicate it?



# **Don't Let Your Message be Misunderstood.....**

## **Key and Peele Video on Poor Communication**

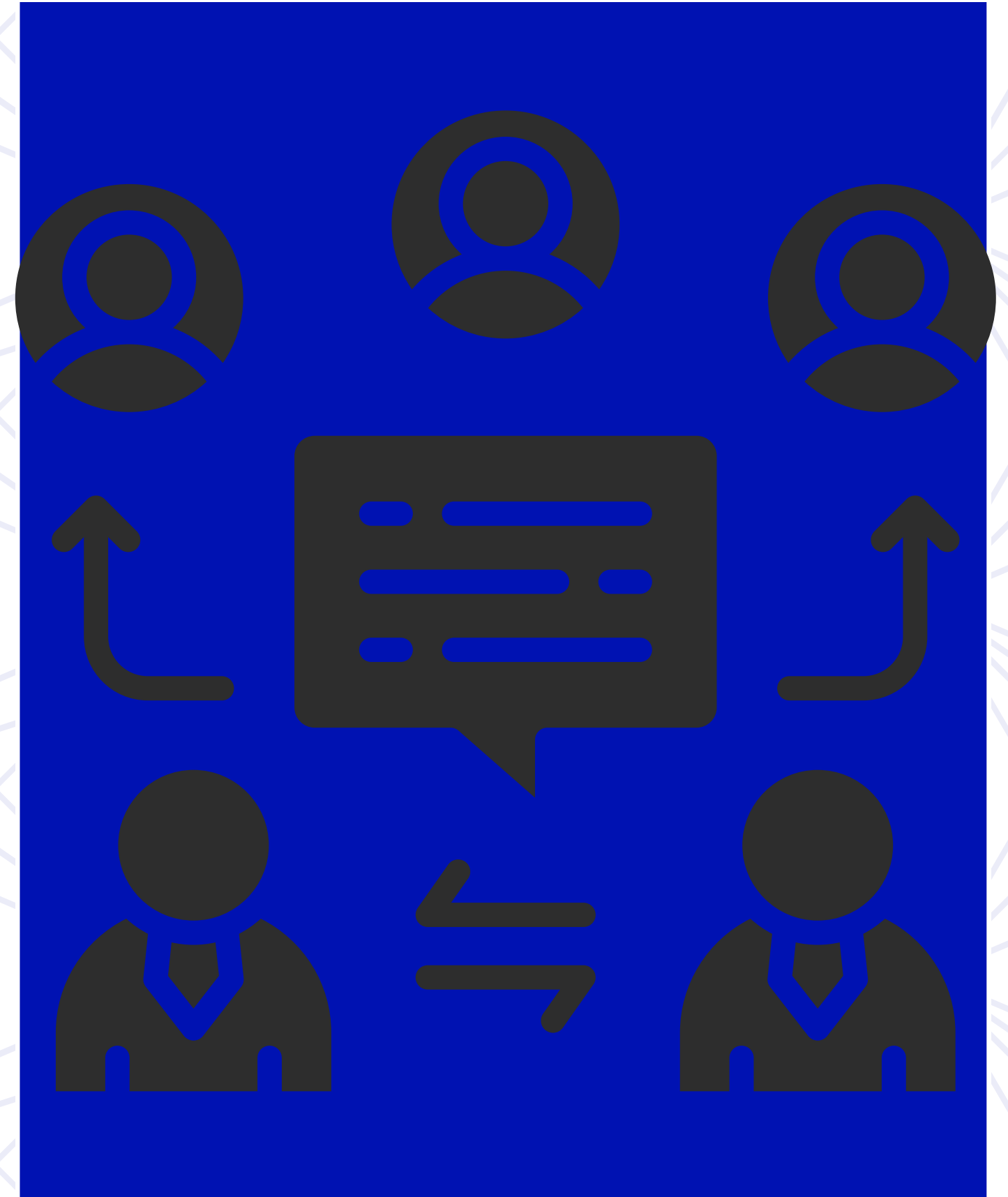
# COMMUNICATION STYLES IN A TEAM

Know Your Type,  
Respect Theirs

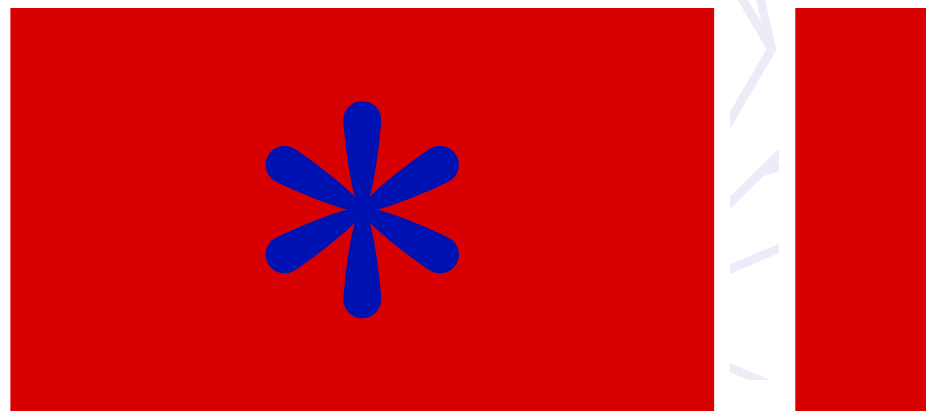
5 Key Types of Communication:

1. Verbal
2. Non-Verbal
3. Written
4. Listening
5. Visual

Different people communicate/learn in different ways, it's important reach your audience by using different forms of communication.







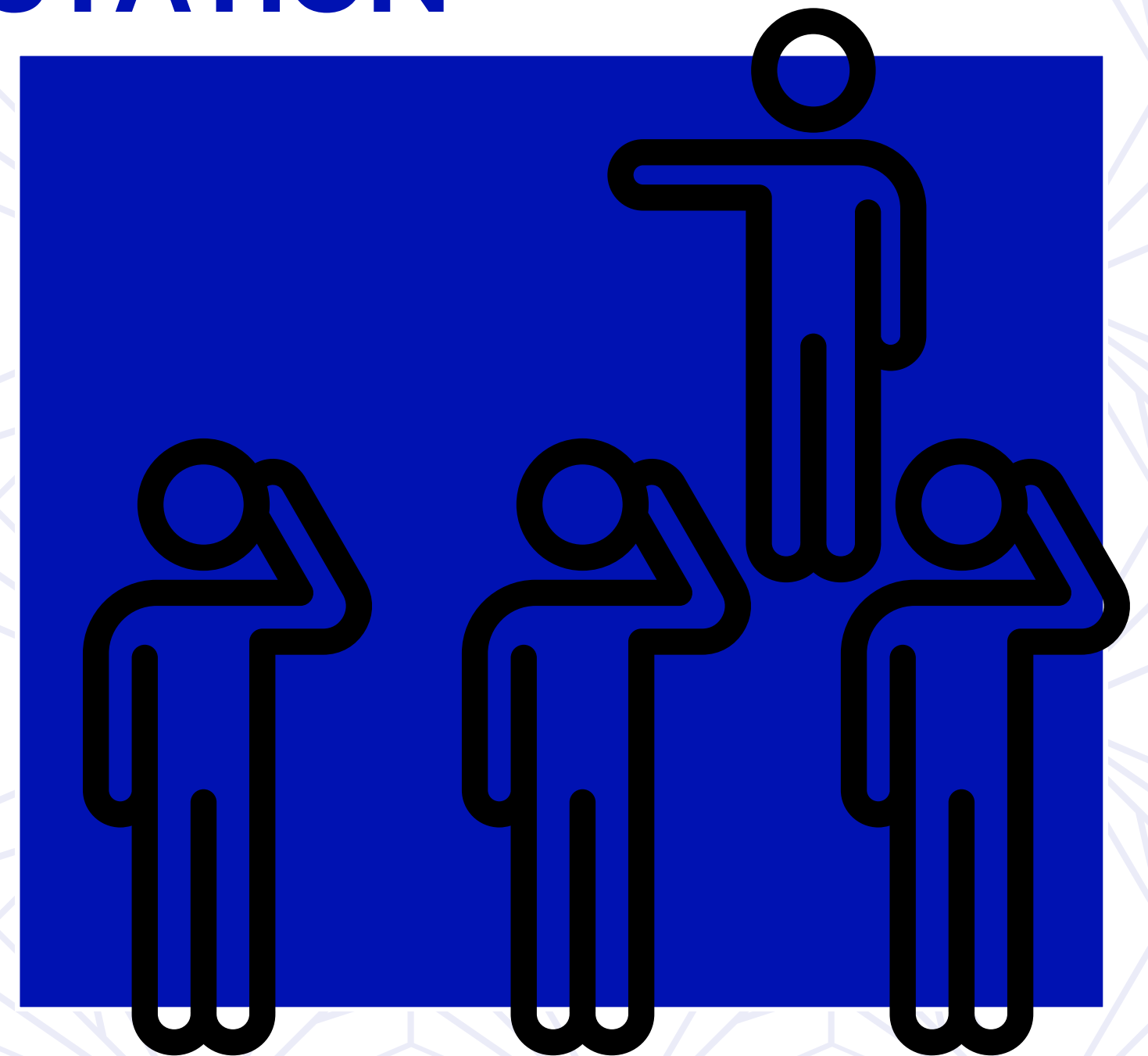
# CHAIN OF COMMAND/ BUILD A COMMUNICATION EXPECTATION

Speak to Solve, Not to Win

Why is Chain of Command Important:

1. Ensures Accurate and Consistent Information Flow
2. Promotes Accountability at Every Level
3. Protects Leaders From Being Overwhelmed
4. Supports Efficient Problem-Solving
5. Enhances Organizational Safety and Professionalism

Chain of command ensures sensitive or urgent information gets to the right person in the right order. This minimizes mistakes and maintains a professional, safe environment.



# TOOLS FOR BETTER COMMUNICATION

## Tech that Connects

Face-to-Face Communication is still king, however, in today's busy world there are a number of communication tools you can utilize to more efficiently and effectively...

- In the world of cell phones and social media, your activities department can reach all the stakeholders in a click of the button.
- Digital communication and branding is a huge part of our world now and if you aren't utilizing it you are being left behind.





# USING TECHNOLOGY TO PROMOTE YOUR BRAND AND CORE VALUES



**GIRL'S BASKETBALL**  
**HOME OPENER**

**VS.**

**PH**  
Pembroke Hill  
Raiders

11/20/26  
5:30 PM JV  
7:00 PM VARSITY

Winnetonka  
Griffins

Join us for our GBB home opener this evening at Winnetonka High School. No Cash, Card Only, or GO Fan Digital Ticketing. Please no backpacks, large bags or outside food or drinks.

**NO CASH**  
**\$5 / ADULT**  
**\$3 / STUDENTS**

**GO FAN**

**IT'S A... GREAT DAY**  
TO BE A GRIFFIN!

Winnetonka Main Gym  
5815 NE 48<sup>th</sup> Street, KCMO, 64119

+816-321-4093

**Go Fan Tickets**



**SOFTBALL**  
*Historic Start*  
**8-0**

**NEXT GAME:**  
**MONDAY, SEPT 15<sup>TH</sup>**  
**@4.00 PM @ST. PIUS X**



**GREAT KANSAS CITY SUBURBAN CONFERENCE BLUE**

**PLAYER OF THE YEAR**

**JUNIOR GUARD**  
**ANTONIO FOWLER**

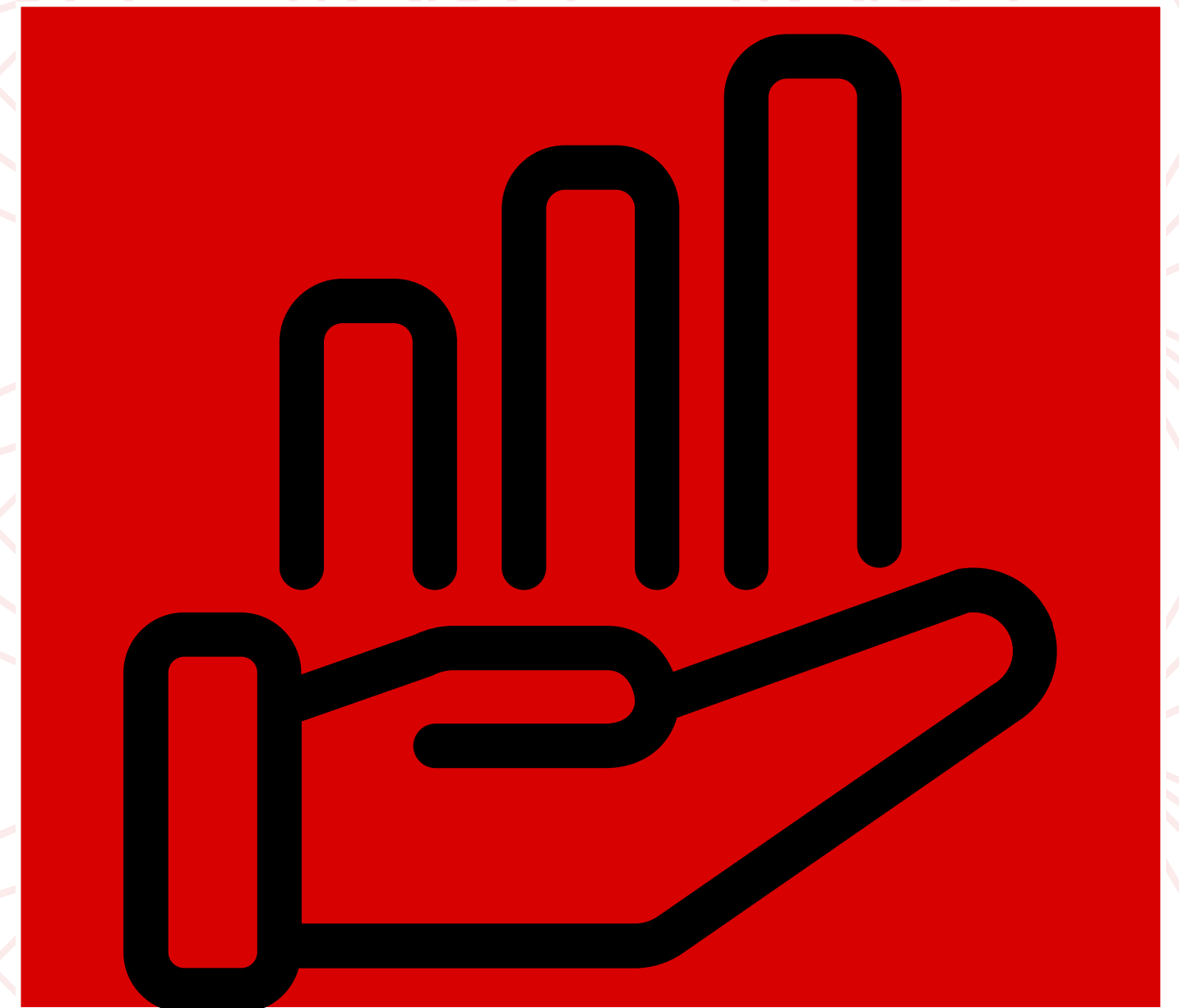
- CO- CONFERENCE CHAMPS
- BROKE 1000 CAREER POINTS
- 12.3 PPG, 5.8 RPG, 2.2 APG, 2.8 SPG



# DESIRED OUTCOMES & RESULTS

## Communication is a Team Habit

- Consistent Messaging to Athletes
- Stronger Team Culture
- Faster Skill Development
- Fewer Culture Challenges/Less Drama
- Improved Decision-Making Under Pressure
- Higher Athlete Buy In
- Increased Trust & Cohesion
- OVERALL D.O.-Enhanced Athlete Experience





**THANK YOU!**  
**WHAT**  
**QUESTION'S DO**  
**YOU HAVE?**



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