Goals, Objectives and Norms

Helping your team plan for success.
Objectives

- Participants will be able to:
  - Explain the difference between goals and objectives
  - Define what norms are and why it is so important to create them and assess how the norms are being followed by the group
  - Describe how to lead your team in setting goals and norms
Goals

- Provide a motivational focus
- Provide a purpose
- A way to evaluate your performance
Different types of goals...

- Outcome goals - your performance versus others
- Performance goal - your performance against a standard (protocol :) )

Provide...

- Process goals - how you achieve the goals set above
Goals must be...

- As specific as possible
- Long term versus short term
  - Long term - season goal
  - Short term - week, month, couple of months
- Measurable
- Written down and shared
- Results oriented and time bound
- Evaluated and used to adjust your training
Our goals last year:

- We will make the 2010 World Team
- We will medal at international competition
- We will continuously improve at every competition (assessed by our protocol.)
Objectives

- Set training objectives each practice
  - What do you want to accomplish?
  - What is it the skaters will be able to do as a result of your practice?
  - Communicate this to the skaters at the start of the practice
- This gives a learning target
- Example - Skaters will be able to execute all turns correctly on edge during the block step sequence.
Norms

- Represent protocols and commitments developed by each team member to guide members in working together.
- Help team members clarify expectations regarding how they will work together to achieve their shared goals.
Norms

- A behavior contract for everyone in the group.
- Whether or not a group chooses to create norms they exist
  - For example: showing up late, complaining, criticizing
- Created together, norms can enhance the atmosphere of a group
Why set norms with your team?

- Team building activity
- We create rules and handbooks full of rules
- Norms are the skaters rules for how they believe they should treat each other and what they are responsible for
Norm activity 1

- First, set your season goals as a group
- Divide your team into groups of 4 or 5 skaters - carefully select the groups
- Give them chart paper and post the goals
- Ask them to brainstorm what behaviors each team member must do to help the team achieve their goals
- Rewrite the above ideas into positive statements
Or...Norm activity 2

- First, set your season goals as a group
- Divide your team into groups of 4 or 5 skaters - carefully select the groups
- Give them chart paper and post the goals
- Ask team members to identify specific behaviors that prevent a team from being effective. (tardiness, complaining, not getting individual practice, cliques...)
- For each negative norm identified, create a positive commitment statement that your team should adopt.
Coaches' College

2009-2010 Senior Crystallette Norms

Each team member will be:

- RESPECTFUL! Treat everyone involved the way you wish to be treated at all times.
- DETERMINED! Give 100% effort at every practice and focus on our goals. Listen- DON'T TALK and NEVER GIVE UP!
- RESPONSIBLE! Complete her hourly requirements (more if necessary), take constructive criticism, get extra help if needed, and help each other. DO WHATEVER IT TAKES!
- PROACTIVE! If you have a problem or concern, go directly to the coaches, manager or captain. Be responsible and communicate but NEVER gossip.
- POSITIVE! We will be upbeat and positive ALL season.
- DEDICATED! Treat your body with respect, eat properly, sleep 7-8 hours each night and abstain from harmful substances.
Norm activity continued…

- There are many ways to share out and choose:
  - Let each group read their ideas
  - Compile a list - you may combine some
  - Let them check off the top five as they enter the ice one day
  - Send them out on paper and let them vote for their top five
  - Do an on-line survey to allow for voting
  - You can probably think of more ways
Goals and Norms should be posted

- Post them in all practice areas
  - Posters on the ice
  - Posters in off ice room
- Create a t-shirt with the goals and norms
- Ideas???
- Remember, less is more - a few strategically worded norms is better than a laundry list
Revisit the norms

- Talk with your team: how do you think we are doing on the norms?
- This allows skaters to discuss what is bothering them in a respectful way
  - For example: “I think we are struggling with norm 2.”
- You can also do an on-line survey regarding the norms but you must discuss the results
One last suggestion:

- Teach your skaters to self evaluate
- Have them complete evaluation forms
- Survey them periodically
- Include questions that also assess how you are communicating