

Lowick YFC

Code of Conduct for Team Managers



Team managers must be committed to setting a positive example for players and supporters

Maintaining a balance between a proper desire to win, and the need to exhibit a high standard of ethical behaviour, presents a challenge to team managers. They must be guided by obligations towards the game, their team, officials and supporters.

In addition to the code of conduct for coaches, team managers should ...

- set a positive example for others, particularly young players and supporters
- make every effort to develop the sporting, technical and tactical abilities of his/her team, and to obtain the best results by the team, using all permitted means
- resist all illegal or unsporting influences
- avoid all forms of gamesmanship
- promote ethical principles
- set a good example by not smoking in the presence of junior players
- show due respect to the interests of players, coaches and other officials, at their own club/team and others
- avoid words or actions which may mislead a match official
- accept decisions of match officials without protest

What does this mean in practice?

In summary, doing our best to help our players to win is a perfectly legitimate objective, if our players do not try to win what is the point in turning up for a fixture? However, it is NOT "Win at all costs". If our players work hard, enjoy their experience and learn from it, then it has been a success. Remember they are playing for their benefit not ours.

Pressure is the number one reason why young people give up football. We have all seen players heads going down in response to over-bearing managers. Don't ever be that manager! Matches are part of their football education and learning involves making mistakes. Look for things to praise. Try to limit your directions to players off the ball, allow the player with the ball to make their own decisions, it's how they learn.

As a team manager we need to set the tone for players, parents and assistants. If one of our spectators is being critical or coaching from the touchline we must be brave enough to deal with it quickly and tactfully. We want vocal parents but it is our responsibility to make sure it is all positive. Any coaching that does need to be done during the game should come from the manager.

If we value effort before results and keep delivering effective training sessions, the results will follow.