

Parent, Coach, and Athlete Relationships with Richard Shorter

COURSE

Create stronger, more supportive partnerships between parents, coaches, and athletes to help young people thrive on and off the field.



About This Course

Behind every young athlete's success lies a network of relationships that shape their experience, the partnership between parents, coaches, and athletes. When these relationships work in harmony, they can build confidence, character, and resilience. When they don't, frustration and conflict can hold back potential.

In this insightful and practical session, Richard Shorter, widely known as the *Non-Perfect Dad*, shares evidence-based strategies to strengthen the communication, understanding, and trust between parents and coaches. Drawing from decades of experience working with elite sporting organisations and schools, Richard helps participants develop a shared language and approach to supporting young athletes.

Through reflective discussions, case studies, and real-world tools, attendees will discover how to turn everyday interactions into opportunities for growth, both for the athlete and the adults who support them.



Learning Objectives

By the end of this course, educators will be able to:

Build Unified Communication:

Establish open, constructive conversations between parents, coaches, and athletes.

Manage Expectations:

Understand the nonlinear nature of talent development and support long-term growth over short-term results.

Reinforce Character and Culture:

Strengthen team values, mindset, and resilience through consistent messages at home and in training.

Reduce Conflict:

Develop practical strategies for resolving tensions and maintaining positive working relationships.

Support Holistic Development:

Focus on well-being, confidence, and enjoyment, not just performance outcomes.



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Why This Matters for Families and Coaches

Sport provides some of the richest lessons in life, teamwork, discipline, failure, and perseverance, but these lessons thrive when parents and coaches work together. This course helps families and coaches:

- **Understand Each Other's Roles:** Gain insight into the unique pressures and priorities of both coaches and parents.
- **Model Healthy Communication:** Learn to handle disagreements with empathy and respect.
- **Create a Shared Vision:** Align goals and values to ensure the athlete's experience is positive and balanced.
- **Encourage Long-Term Growth:** Focus on building good people, not just good players.

About the Presenter

Richard Shorter, affectionately known as the Non-Perfect Dad, has spent over 20 years helping families, schools, and sports organisations create positive, collaborative relationships around youth development. His work is grounded in evidence-based psychology and real-world sporting experience.

He has delivered parent engagement and coach education programs for organisations including England Rugby, England Hockey, and the England Cricket Board, as well as professional clubs such as Saracens, Essex County Cricket, and Newcastle Falcons. Richard also partners with leading independent schools like Millfield and Trinity Croydon to support their sports and pastoral programs.

Through humour, honesty, and heart, Richard helps parents and coaches move beyond perfectionism, empowering them to create environments where young athletes can learn, grow, and flourish.

Perfect For

- Parents of young athletes wanting to better support their child's sporting journey.
- Coaches and educators aiming to strengthen team culture and parent communication.
- Schools and sports organisations building well-being frameworks around youth sport.
- Families seeking to balance ambition, character, and enjoyment in competitive environments.

