



*“Fundamentally a volunteer coach of a minor league hockey team is in the service business with stakeholders who are like customers and they should be treated with the same respect and value”*

## **COACHING LEADERSHIP – WHO ARE YOUR CUSTOMERS?**

A simple suggestion.

Stakeholders in the context of minor hockey are:

- the players
- the parents
- the coaches
- the directors and members of the organizing hockey association and
- the community

If we, as coaches think about the other stakeholders as customers we are serving and managing as we interact with them, and as we plan our season, this sets a standard for us that is very useful and effective.

We can simply ask ourselves in every situation: “what would I do with a customer or what would I say to a customer?”

Many times you see coaches treating these groups in a way no one would ever treat a customer.