



Two Sessions – Presented By :



For Parents:

CHANGING THE GAME

Creating an Athlete-Centered Youth Sports Environment

Conventional wisdom holds that youth sports are a positive experience for our children, yet 70% of children drop out of organized athletics by the age of 13. Youth sports has become an ultra-competitive, adult centered enterprise that has taken the “play” out of “Play ball” for far too many kids, but we can change that. In this talk, you will learn:

- How to keep kids in sport
- How to create a competitive edge in your athletes
- How to communicate effectively to create high-performers
- 3 ways to change the sport experience for the better
- How to motivate your kids to take ownership for sports
- How to help, and not hinder, their performance through the things you say and do

Sun. 10/21 - 2:30-4:00pm

Middleton PAC, 2100 Bristol St, Middleton

For Coaches:

CHANGING THE GAME

The Hidden Costs of Winning

Great teams are outcome aware, but purpose and process driven. In this presentation, Coach Reed outlines five psychological tools that you can use to build resilient, gritty competitors who focus on the process of getting better. He shares research and examples from some of the world's best teams and provides coaches with a pathway to excellence for their athletes, teams and programs, so that next season can be your best ever.



Coach Reed

Sun. 10/21 - 5:00-6:30pm

Middleton PAC, 2100 Bristol St, Middleton

Free tickets must be reserved at Eventbrite (watch for a club email with details)

Coach Reed Maltbie is the Chief Content Officer and Lead Presenter for Changing The Game Project.

With nearly 30 years of experience as an educator/coach and two masters degrees, Coach Reed has a wealth of practical experience and scientific research that he draws on to help athletes, coaches, and parents find more effective ways to navigate the youth sport environment.

Since the release of his 2015 TEDx talk “Echoes Beyond the Game” (which has been viewed in 140 countries), he has become a trusted educator, advisor and speaker to sports organizations all over the globe. He has appeared on Sirius XMFC Beyond the Pitch, Sirius XMFC Coaching Academy, ESPN Radio and dozens of other podcasts/radio shows to share his expertise on youth sports. Some of the organizations who have benefitted from Coach Reed’s approach are: Rush Soccer, Colorado Amateur Hockey Assoc., Kids in the House, USA Swimming, US Youth Soccer, USA Lacrosse, Sport England and Canadian Physical Literacy Summit/Sport NB.