

## WE'VE COACHED THE MILLENNIALS: Now we're coaching their kids...

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### INTRODUCTION

Why?

Understand the science  
(Perhaps) Change your coaching paradigm  
Give you tools to use in your coaching  
Culture Shift – has your coaching changed?

### PARADIGMS

An acquired way of thinking about something that shapes thought and action in ways that are both conscious and unconscious.

Paradigms are essential because they provide a cultrually shared model of how to think & act, but they can present major obstacles to adopting newer, better approaches. ([www.insight4u.org](http://www.insight4u.org))

### QUOTES

“Today’s young people no longer respect their parents. They are rude & impatient. They have no self-control.”

“What is happening to our young people? They disrespect their elders. They disobey their parents. They ignore the law. Their morals are decaying. What is to become of them?”

“The world is passing through troubled times. The young people of today think of nothing but themselves.”

### WHO ARE THE MILLENNIALS?

Kids Born >1980–2000 (approx)  
Largest, healthiest, busiest, optimistic & most fussed-over generation  
Fewer kids carrying weapons to school  
Teen suicide is down since 1992  
Teen mortality rates plummeting

### WHO ARE GEN Z?

Post-Millennials  
Born POST 9/11 – they don't 'remember'  
High comfort level with technology  
On the Internet at a young age and have had it their whole lives

### INFORMATION OVERLOAD

Weekday NY Times has more information than a 17th century person has seen in their lifetime.

More information has been produced in the last 30 years than the last 5000 years.

Approx. 60 billion emails sent in 2006 – 107 TRILLION sent in 2010!

>40% of kids watch the news (TV or Internet)

**DIVERSITY**

Most Diverse Generation

# of Languages spoken in California Public Schools

Largest non-white/Latino proportions & smallest Caucasian proportions

Largest second-generation immigrant group

Only 60% of 5 & under speak only English at home

**ARE THEY SMARTER?**

SAT scores high enough for them to revise the test...

>more kids attending preschool

HS students earning more credits (22 in 1982, 25 in 1998 vs. nearly 30 now)

HS students taking more challenging courses

More students going to higher education

More students completing 4-year college degrees

**'GIRL POWER'**

Title IX has impacted girl's participation in sport in such ways that we have an entire generation of girls with higher levels of independence & competitiveness. Now what do we do with them? – Twenge (2006)

Girls see mixed messages about confidence & assertiveness in and out of sport.

**BALANCE!**

**INTERNET GENERATION – WHAT PRICE?**

75% of US kids have access to a computer in the home with >50% having Internet access

Kids only average <60 min. a day on a computer while averaging 2 hours 45 minutes watching TV.

**KID'S BRAINS: WIRED DIFFERENTLY?**

“Constant digital stimulation creates attention problems for kids with brains that are still developing, who already struggle to set priorities and resist impulses.” (Your Brain on Computers - NYTimes series 2010)

“Their brains are rewarded not for staying on task but for jumping to the next thing. The worry is we're raising a generation of kids in front of screens whose brains are going to be wired differently.” Michael Rich - Harvard Neuroscientist

**FREE TIME??**

More kids today are participating in organized sports, music, and other activities than ever before.

Kids today spend on average two more hours per day in preschool, school, or school programs.

25% drop in free time (6–8 year olds) since 1980 while homework doubled.

**SLEEP – REST, RECOVERY**

Kids are sleeping less.

Average teen needs between 9–10 hours but most (85%) get less than 8 with some (26%) getting less than 6. - Kick, (2005)

**MOTIVATION IS:**

Direction and Intensity of effort

Intrinsic (Internal) Motivation

Extrinsic (External) Motivation

Rewards, Praise, Media, Control, Information

**...MORE THAN JUST CARROTS & STICKS****EXERCISE AS PUNISHMENT**

Does it really work?

Fear is a great motivator ...at what cost?

Conditioning is conditioning

If you must 'punish', use the 3 C's

Calmness, Consequences, Consistency

**MASTERY IN SPORT**

In 2000 Sydney Olympics, athletes coached in a mastery environment won significantly more medals than those coached in a 'scoreboard' environment. Duda (2001)

In a Mastery Climate:

Anxiety goes ↓, Self-Confidence goes ↑

Mastery gives players a feeling of control

Work Harder – Stick to it Longer

**FIXED vs GROWTH MINDSET - DWECK**

Is talent fixed or malleable?

"Mindset really matters when people are transitioning toward something important."

Process vs Outcome

Mindset: the new psychology of success (2007)

**MILLENNIALS ARE:**

Location Independent

•Achievement Oriented

Instantaneous Response (Life 24/7)

High Appreciation for Diversity'

•Open to Coaching

Multi-Sensory Parallelism

•Global Reach

Low Touch/Low Feel

•Optimistic & Collaborative

Limited Appreciation for Structure & Hierarchy

Learn By Trial & Error (Nintendo/Remote Generation)

Raised to be Special and were Coddled

Need to Balance Their Busy Lives

High Maintenance/High Performing

## THINKING FORWARD...

Embrace the notion that athletes really don't know how to behave differently.

Recognize that the concept of explaining 'why' has taken on new significance.

Be aware that all of the coach's actions are internalized by everyone on the team. – Zotos (2008)

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Thank you!

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