

PARENT + PLAYER STANDARD

BEING COACHABLE

THE NON-NEGOTIABLES

Being coachable isn't just "taking feedback." It's showing up with the non-negotiables **already handled** — so coaching can focus on development, not reminders.

PARENTS

Great standards to reinforce at home.

PLAYERS

The habits that earn trust fast.

COACH JERIMY SANFORD

Owner + Coach, Just4GK Academy

BUILT ON FUNDAMENTALS



01

NON-NEGOTIABLE 01

ATTITUDE

THE TRUTH

SOME THINGS SHOULDN'T HAVE TO BE COACHED

PLAYERS

You don't have to love every drill. You **do** have to bring a positive, solution-focused mindset.

Mistakes happen — **how you respond matters.**

PARENTS

Praise the **response**, not just the result.

"I loved how you reset after that mistake."

NON-NEGOTIABLE 02

EFFORT

02

PLAYERS

Effort is a choice on **every rep** — especially the boring ones.

Jogging through details is telling everyone you're okay staying the same.

PARENTS

Effort is **controllable**.

It's the easiest thing to measure and the hardest thing to fake.

■ NO TALENT REQUIRED — **JUST A DECISION**

03

NON-NEGOTIABLE 03

INTENSITY

TRAIN HARDER THAN YOU PLAY

TRAIN WITH
PURPOSE

01

GAME-SPEED FOOTWORK

02

SHARP DECISIONS

03

FULL COMMITMENT
ON EACH REP

PLAYERS

If you want games to feel “**easy**,” practice has to be harder.

Don’t save your best for Saturday — **build it Monday through Friday.**

PARENTS

Intensity isn’t yelling or being dramatic.

It’s **focus, urgency, and intent.**

NON-NEGOTIABLE 04

ENERGY

04

PLAYERS

Energy is **contagious**. Bring the kind that lifts the session.

STAY ENGAGED

ENCOURAGE TEAMMATES

BOUNCE BACK FAST

PARENTS

Help them understand: **body language speaks before they do.**

■ THE SESSION TAKES THE TEMPERATURE **OF THE KEEPER**

05

NON-NEGOTIABLE 05

RESPECT

PLAYERS

Respect the **coach**, your **teammates**, and **the work**.

- LISTEN THE FIRST TIME
- OWN YOUR ROLE
- BE ON TIME
- BE READY

PARENTS

Respect shows up in the **small things**:

- 01 How they respond to correction
- 02 How they treat teammates
- 03 How they carry themselves when it's not going their way

- STANDARDS ARE SHOWN, **NOT ANNOUNCED**

06

NON-NEGOTIABLE 06

COMMUNICATION

GREAT PLAYERS TALK. GREAT GOALKEEPERS LEAD.

01

CALL THE BALL

02

ORGANIZE THE LINE

03

ASK QUESTIONS

04

CONFIRM INSTRUCTIONS

PLAYERS

Silence creates confusion — and **confusion costs goals.**

PARENTS

Encourage them to be a **communicator**, not a passenger.

WRAP-UP

THE BOTTOM LINE

COACHING IS FOR

TECHNIQUE

DECISION-MAKING

GROWTH

THESE NON-NEGOTIABLES

Are **YOUR JOB.** Handle them consistently and you'll stand out.

BECAUSE COACHES DON'T JUST COACH TALENT...
THEY TRUST IT.

THE SIX

ATTITUDE

EFFORT

INTENSITY

ENERGY

RESPECT

COMMUNICATION