

BERKSHIRE BOWLS COACHING SCHEME

Player Communication

Give clear information, one instruction and positive support

WHY THIS MATTERS

Good communication helps the player understand the head, select the intended shot and deliver with confidence. Poor communication creates delay, uncertainty and competing ideas.

Communication Should Be Clear and Useful

What to communicate	Useful example	Why it helps
Situation	"We are one shot down."	Establishes the fact before discussing the option.
Hand	"Forehand."	Confirms the route to be used.
Target or finish	"Wrest the red bowl" or "finish behind the jack."	Gives the player one visible job.
Required result	"One shot is enough."	Prevents an unnecessarily difficult or risky choice.
Result after delivery	"Good line, one metre short."	Provides useful feedback for the next bowl.

Questions a Player May Need to Ask

Are we holding shot or are we down?	What has changed in the head?	Which hand do you want me to play?
Where is the jack or nearest opposing bowl?	How short or long was my last bowl?	What result do you want from this bowl?

The One-Message Routine

1 — READ	2 — STATE	3 — CONFIRM	4 — DELIVER
Allow the player at the head time to understand the position.	Give one clear instruction: hand, target and intended result.	The player confirms what is required before stepping onto the mat.	The player commits to the shot using the normal routine.

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Positive Team Communication

Helpful	Unhelpful
✓ Use short, specific instructions.	X Giving several options at once.
✓ Be honest, supportive and encouraging.	X Repeating an obvious error in a negative tone.
✓ Praise effort and good bowls.	X Shouting, criticising or showing frustration.
✓ Give one factual correction after delivery.	X Moving or talking while another player is delivering.
✓ Use agreed words and signals.	X Discussing tactics when the opposition has possession.

Communication and Rink Etiquette

- Look to the player directing the head before delivering.
- Give the player at the head time to assess the position.
- Stand still and remain quiet while a player is preparing to deliver.
- Do not walk through the head or obstruct the view.
- When changing ends, walk near the centre line of your rink and avoid interfering with adjacent rinks.
- Praise good play, including good opposition bowls, and maintain good sportsmanship.

Player Self-Check

☐ Did I understand the hand, target and required result?

☐ Was only one clear instruction given?

☐ Was my information factual and concise?

☐ Did my words and body language support the team?

KEY POINT: State the fact, give one clear job and communicate in a way that helps the player commit.