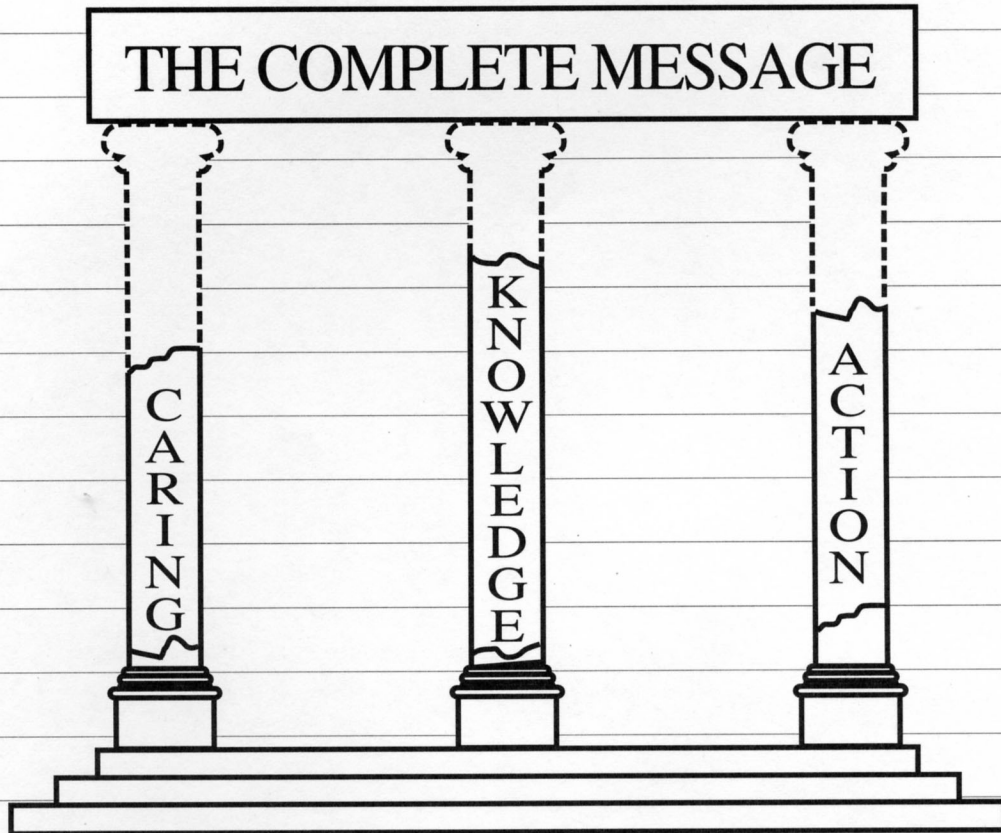


# EFFECTIVE COMMUNICATION



**I CARE ABOUT...**

**I KNOW ABOUT...**

**I'M DOING...**

"No two football players are exactly alike, but this does not keep coaches from practicing constantly so that their players can learn how to respond to generic situations". (Pauchant and Mitroff, 1992)