WWPIS

WORKING WITH

PARENTS IN SPORT

Supporting organisations, coaches, parents and children to work effectively together to help young people fulfil their potential both in and out of sport

SCHOOLS BROCHURE

WWPIS Schools Brochure

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Introduction from Gordon MacLelland (CEO Working with Parents in Sport)



Welcome to Working with Parents in Sport. I feel extremely privileged to lead an organisation that supports organisations, parents and coaches in working together to provide children with the best possible sporting experiences.

We already work with a large number of national governing bodies, sporting federations, sports clubs and schools all over the world.

Our aim is to work with partners to build long term, cost effective and sustainable relationships that lead to the biggest impacts on youth sporting communities.

In partnership with Independent Coach Education, the contents in this brochure show you the flexibility and opportunities that are available if you are considering your parental engagement programme and would like to work alongside us.

We have extensive experience in the educational sector working across all of the key stakeholders and are confident that working together we can help to enrich school sporting programmes and environments.

Please do not hesitate to get in touch with us to discuss any aspect of the work that we do and to explore what may work in your own unique environment.

Gordon MacLelland
CEO

WWPIS - Workshops and Speakers

All of our workshops are personalised and developed in consultation with our clients to ensure that they have the maximum impact and are appropriate to the environments that they are delivered in.

They are highly interactive, engaging and provide tips, strategies and templates so that all parties can immediately put some new found knowledge into action.









Speakers



Gordon MacLelland is the CEO and founder of WWPIS. With a background in coaching and education in the sector he is now a leading figure in the 'Parental Engagement' space. He is the author of 4 books and his company WWPIS works globally with over 10 National Governing Bodies, Olympic programmes, football academies, rugby, hockey and cricket pathways, clubs and schools.

As a speaker he brings a wealth of experience having worked with sports organisations, coaches, athletes and thousands of performance parents in different sports all over the world.



Sarah Murray is a qualified sport psychologist and performance coach. She works with teams, individuals and support staff to enhance and develop sustained high performance.

Her work focuses on improving understanding of the psychology of high performance, whilst also creating healthy high performing cultures for players, staff and parents to thrive within.

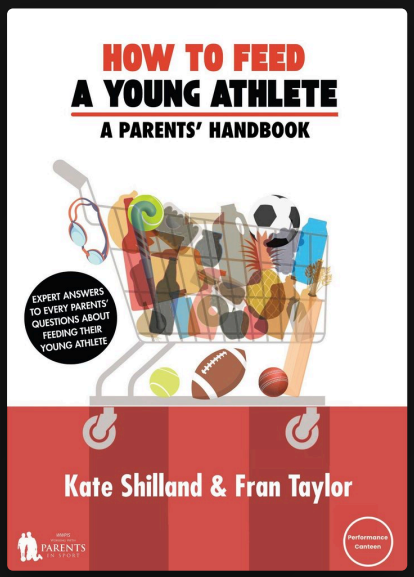
She has a passion for sport having played to a good level and spent over a decade working in professional sport as the lead psychologist at a Premier League Football Academy. She works across sport, business and education environments using her extensive experience to help clients deliver, perform and develop self awareness.

She is also the co-author of bestselling book Sports PerformanceParenting. Her background in teaching led her to work extensively setting up sports parent support, a topic she is hugely passionate about.





Performance Canteen



Kate Shilland is a leading Sports Nutritionist with 16 years' experience working with young athletes of all levels, from recreational to world champions. She has been Head of Nutrition at Crystal Palace Football Club Academy for the past 9 seasons.

Fran Taylor is a highly regarded Public Health Nutritionist with over 17 years' experience working in nutrition communication with parents, schools and sports clubs.

Both Fran and Kate share practical, science-backed advice on sports nutrition for aspiring young athletes and their families and are the co-authors of 'How to feed a young athlete.'

Workshop Menu

We currently offer a whole host of workshops, with others currently in development but we can tailor content accordingly to meet specific demands and needs.

This list is not exhaustive as we also deliver a number of differently themed workshops for all stakeholders.

WWPIS Working With PARENTS IN SPORT

Workshop & Webinar Menu

All Staff

- **Building a Positive Parent Culture**
- **Working with Gen Z and Generation Alpha for High Performance**
- **Giving a voice to parents and young athletes**
- **High Performance, Enjoyment and Character Development**
- **Teamwork makes the dream work (bringing together the team behind the performer)**

WWPIS Working With PARENTS IN SPORT

Workshop & Webinar Menu

Coaches

- **Engage (1-3 Part Series)**
  Building positive relationships with your young athletes' parents
- **Two Hats**
  Supporting the parent-coach to thrive in their role
- **Super Communicators**
  Managing difficult and crucial conversations

WWPIS Working With PARENTS IN SPORT

Workshop & Webinar Menu

Parents

- **Our Sports Parents**
  Co-Creating the values and actions of your organisations sports parents
- **Great Sports Parenting (5-12 years)**
  Positively supporting the early stages of the sporting journey
- **Great Sports Parenting (13-18 years)**
  Positively supporting the teenage years of the sporting journey
- **Competition and Game Day**
  Positively supporting and enhancing the experience for our young athletes

WWPIS Working With PARENTS IN SPORT | PERFORMANCEEDGE

Workshop & Webinar Menu

Sports Performance Parenting Series

- An introduction to Sports Performance Parenting
- Parent Parent or Sporting Parent
- Managing Disappointment; Avoiding Devastation
- What's your lens?
- Fast Cars; Poor Brakes - Sports Parenting the Teenage Brain
- The Perfect Competition and Game Day
- Beyond the Badge



WWPIS Working With PARENTS IN SPORT | PERFORMANCEEDGE

Workshop & Webinar Menu

Sports Performance Athlete Series

- The Best You: Building Habits of High Performance'
- Bounce Back: Turning Setbacks into Comebacks'
- Vision to Victory: The Power of Goals and Choices'
- Me, my brain and I
- Ready to Rise: Unlocking Competition Day Performance'
- Beyond the badge; athlete identity



Sessions are also available for parents and athletes together

All WWPIS workshops are tailored to meet the needs and requirements of every organisation

WWPIS Working With PARENTS IN SPORT | Performance Canteen

Workshop & Webinar Menu

Sports Performance Nutrition Series

- Nailing Competition Day Nutrition: providing knowledge and tools to fuel athletes effectively before, during and after competition to support energy, performance and recovery
- Nutrition on the Go: practical solutions for busy schedules



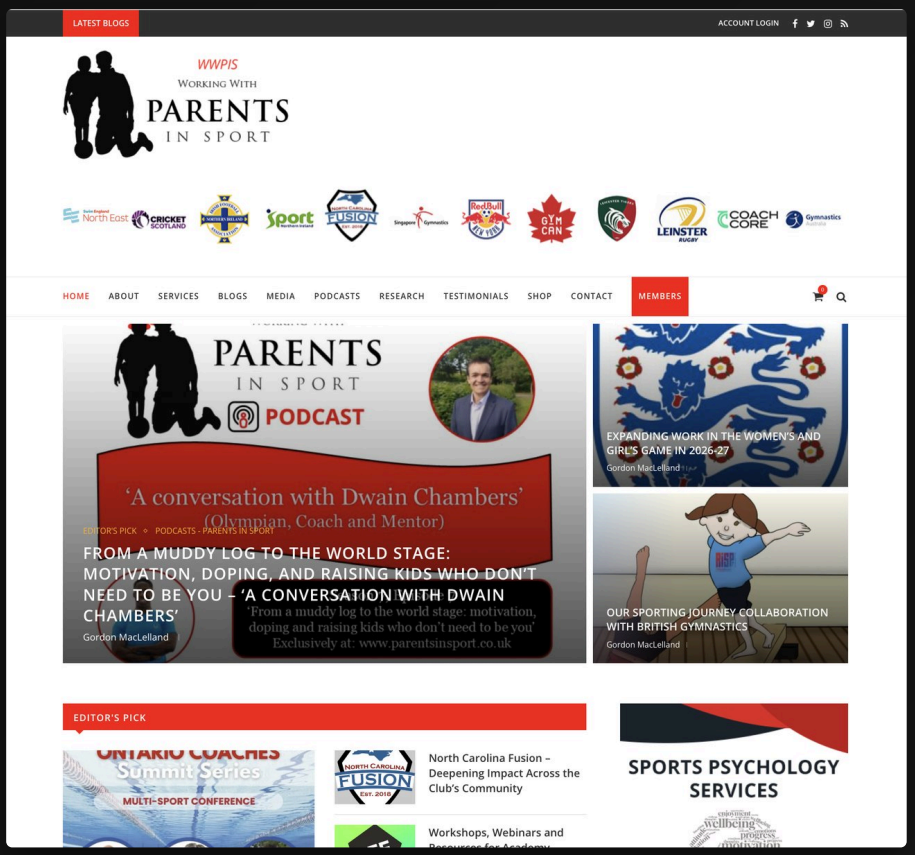
Sessions are also available for parents and athletes together

All WWPIS workshops are tailored to meet the needs and requirements of every organisation

These workshops can be delivered both face to face or virtually and whilst these can be selected as individual workshops we have seen huge success in those environments where all of them have been incorporated into a programme.

For further information please email workingwithparentsinsport@gmail.com to discuss your requirements.

WWPIS - Website



The WWPIS platform provides a huge wealth of content for parents and coaches at every level of the sporting journey.

By being a member of WWPIS, parents, coaches and athletes can access all of the exclusive content including blogs, videos, podcasts, webinars and downloadable resources.

This includes the unique content in the parent zone, coaches corner and the holistic development area.

Website Members' Area - The Parent Zone

The 'Parent Zone' is the ultimate resource for all sporting parents whether your child is involved at grassroots level or in an academy/pathway programme.

The articles section is written exclusively by the team here at WWPIS and covers a wide range of topics from 'The car journey home' to 'Understanding how our children learn.'

There are regular guest blogs from leading practitioners from around the world as well as a video series, helping support parents further on their sports parenting journey.

The 'Expert View' series has been a real hit with parents joining us to ask experts for answers to all of their questions around a range of different topics.

‘Meet the Parents’ brings into your home some real life stories around sports parenting from parents going through the experience with their children. Stories include those in grassroots sport all the way up to those who are playing professionally.

‘Dad – it doesn’t help!’ brings an authentic look at life as a sporting parent with plenty of humour written for us by Australian author Mark Macguire, whose son currently plays in a Major League Baseball franchise.

Website Members’ Area - Holistic Development

The 'Holistic Development' area provides specialised information on a variety of topics from leading practitioners in their field, completing a 360-degree guide for parents to help provide the best levels of support for their sporting children.

This section offers sporting parents practical guidance on the wellbeing side of raising a young athlete including nutrition, balancing education and sport, supporting a healthy identity and transitions. Together, it all helps support whole athlete development.

Website Members’ Area - Coaches Corner

For coaches there is ‘Coaches Corner’ where there are lots of resources to support coaches with their parental engagement strategy.

Here are a few examples of topics that have been covered:

- What does an ideal parents’ meeting look like?
- Preparing the ground for crucial conversations
- Setting the tone and allowing parental engagement to thrive
- Creating a strategy for effective communication with your parents
- Is your organisation aligned to allow parental engagement to thrive?
- Are parents part of your team or do you leave them on the bench?
- Do you know your players’ parents?
- The playing time conundrum

Customisation of Products

There is an opportunity for organisations to customise a number of the WWPIS products and put their own unique stamp on it.

Customised website

The WWPIS website platform can be fully customised and includes an area for you to add your own specific content for your membership.





Customised resources

'Sports Performance Parenting 2.0', 'Great Sports Parenting', 'Two Hats', 'How to Feed a Young Athlete' and the 'Our Sporting Journey' series can all be customised by sporting organisations.

These products can either be printed or in the case of 'Great Sports Parenting', 'Two Hats' and 'How to Feed a Young Athlete' sit electronically as part of a customised website platform.

'Sports Performance Parenting' and the 'Our Sporting Journey' series are only available in print.

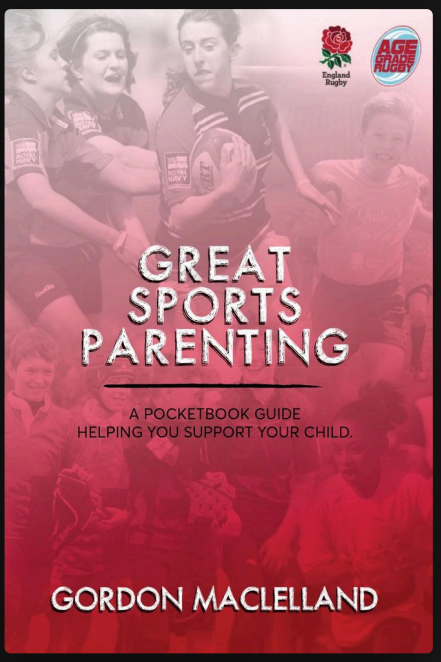
We can:

- personalise cover art
- add your badge or logo
- include an 'about' page
- amend some of the terminology
- change all of the images

Here are some examples of the customised ‘Sports Performance Parenting’, ‘Great Sports Parenting’ and ‘Our Sporting Journey’ books created for some National Governing Bodies and Sporting Organisations:











WWPIS WEBINARS AND ONLINE WORKSHOPS

We deliver lots of webinars and online workshops to different sizes of sporting organisations.

This can provide support and CPD for organisations, coaches and parents from the comfort of their home on a more cost effective scale.

We provide tailored programmes or a series of webinars to meet your specific requirements.









WWPIS Annual School Packages

We provide the opportunity for schools to work with us around creating annual packages to meet individual requirements which can include live workshops, webinars and access to a whole host of WWPIS resources for the entire school community.



Based on feedback from partners:

> **86%** **of coaches said WWPIS support reduced parent-related stress**

> **92%** **of parents said the content improved their ability to support their child**

> **78%** **of clubs saw a drop in parent complaints within 6 months**

We bring a whole host of different packages(Platinum, Gold, Silver and Bronze) to individual sporting organisations in the hope that packages can fit budgets and needs, along with a flexibility for us to have a conversation and build a package that best fits each individual club's requirements.

The benefits of an Annual Membership include ongoing consultancy and an opportunity to really embed continued support within existing programmes as opposed to one hit wonders which we know don't always have the greatest impact.

Annual Membership also includes discounted rates for access to the WWPIS platform and all of our resources which can also act as a revenue stream for organisations.

The most important benefit of an Annual Membership is that it will give you priority on securing dates for live workshops and webinars. WWPIS has become a world leading brand in this space and securing dates and times to suit is becoming more of a challenge and we never want to let people down.

For further information about cost please email workingwithparentsinsport@gmail.com to discuss your requirements.

For further information about cost please contact us directly to discuss your requirements.

Sports Psychology Services

Louise Kerr
Sport Psychology Consulting

Our sport psychology sessions are designed to help young athletes build a mindset that supports both wellbeing and performance. Whether it's learning to manage nerves, developing positive self-talk, setting meaningful goals, or regaining confidence after a setback, we tailor our support to each child's needs, age, and stage of development.

We also recognise the vital role parents play in shaping a young person's sporting experience. That's why we offer an optional parent session—to give you an insight into the strategies your child is exploring and help you feel equipped to support their growth in a way that feels encouraging and empowering. By building confidence and developing valuable tools, we aim to support both you and your child on this incredible journey in sport.

Together, we'll help them to develop the mindset and resilience to reach their fullest potential.



Louise is a sport and exercise psychologist (HCPC) with a passion for helping people feel and perform at their best. She has supported a wide range of individuals and teams — from national squads and professional athletes to those just beginning their sporting journey. Regardless of level or experience, her aim is to help people build the psychological skills they need to thrive in both sport and life.

Her approach is grounded in empathy, collaboration, and curiosity. She cares deeply about creating a safe and supportive space where people feel understood and empowered. She also has extensive experience working with children and their parent's, ensuring support is tailored to the child while giving parents the tools to guide and encourage them throughout the process.

Whether someone is experiencing pre-competition nerves, unhelpful thoughts, or simply wants to build confidence and resilience, she works with them to explore practical, personalised strategies, believing that performance and wellbeing go together — and that everyone deserves the chance to show up as their best self.

> To find out more click below.
>
> https://www.parentsinsport.co.uk/sport-psychology/

Testimonials

Here is a selection of some of our testimonials:

> Gordon is a valuable expert in the challenging and important area of working with parents in sport. His support and expertise provided significant reassurance and guidance for me as a chief executive helping ensure our sport is as safe, inclusive and enjoyable as possible. Gordon is professional, personable , empathetic and a very engaging person. I have plans to use him in any sport that I work in and would recommend others to do the same.
>
> **BARRY CAWTE**
> **CEO CRICKET WALES**

> Manchester United's Women's Youth Academy aspires to create a positive, friendly, safe, and open learning environment that maximises individual player potential and amplifies team effectiveness. A critical part of achieving this is to have the coaches, parents and players working effectively together.
>
> This season Gordon has come into the programme and created bespoke content that has engaged the parents in a positive way and got them to reflect on their own practices and behaviours. This has been a great education tool which has helped them communicate more effectively and support their daughters.
>
> **MATT JOHNSON**
> **INTERIM HEAD OF FOOTBALL MANCHESTER UNITED WOMEN**

> I have had the pleasure of working with Gordon MacLelland, and I can highly recommend his services. Gordon delivers excellent workshops focused on guiding parents through the complex sporting journey of their athletic children. His ability to communicate with clarity and empathy is brilliant, helping parents better understand how to support and nurture their children both on and off the field.
>
> In addition to his engaging workshops, Gordon is also an accomplished author, having written insightful books on this important topic. His resources are practical, well-researched, and have proven invaluable to many parents and professionals in the sports industry.
>
> Gordon's passion for positive sporting experiences shines through, and his work has a lasting impact on families, athletes, and clubs alike. He is a true expert in his field, and I highly recommend his workshops and literature to anyone looking to foster a supportive environment for young athletes.
>
> **ABBY CARRINGTON**
> **Player Wellbeing Programme Manager at Manchester United FC**

WWPIS is a fantastic organisation who have done so much research into the benefits of working and collaborating with parents in sport, both from a holistic development and performance point of view. The delivery and programme is both insightful and fun, and will always provoke questions and reflections, essentially meaning everyone becomes a better support to the participants. I would not only highly recommend working with WWPIS, but feel it is a necessary requirement for any sports organisation.

SCOTT HANN MBE
DIRECTOR OF COACHING, SOUTH ESSEX GYMNASTICS CLUB

“Gordon delivered such an insightful workshop. This kind of information is essential for supporting coaches and parents. By adding it to our coaching degree programme I think it shows the importance of engaging in a broader view of this discipline. I highly recommend this to other HE Institutions working with and developing young coaches.”

RICHARD CHEETHAM MBE
SENIOR FELLOW SPORTS COACHING, UNIVERSITY OF WINCHESTER

"Sport Northern Ireland have worked in partnership with Working with Parents in Sport to build capacity within a number of our national governing bodies in relation to supporting sporting parents and coaches. Gordon facilitated two excellent mentor training sessions with thirty mentors across five sports. Feedback from the tutors has been very positive and Gordon is continuing working with the governing bodies to develop a more strategic approach to how each sport engages in the sporting parent arena.”

MICHAEL COOKE
CLUB AND COACH DEVELOPMENT OFFICER, SPORT NORTHERN IRELAND

“The ‘Great Sports Parenting’ workshop that Gordon delivered was very well received by our Academy parents. It was clear to see that they were engaged in the session and found the content both relevant and informative whilst also valuing the relaxed, interactive format of the session. The workshop provided parents with very relatable examples of the challenges they encounter, allowing them to reflect on their current practice and take away some helpful strategies to implement. We look forward to expanding on the work we do with our parents and recognise the value that this content has within our programme.”

KARA GONZALEZ
BATH RUGBY ACADEMY OPERATIONS MANAGER

"It was a pleasure to engage Gordon via WWPIS to provide structure and innovative resources to assist Triathlon NSW in engaging with parents and coaches in a common and vital component of our pathway. Our shared philosophy and Gordon's resources have helped to evolve our programs with complete transparency and engagement at all levels seamlessly."

MICK DELAMOTTE
COACH AND PATHWAY MANAGER, TRIATHLON NEW SOUTH WALES

"Engagement with Parents is a key area for us at England Rugby. As part of our parental engagement we are working together with Working with Parents in Sports to promote a rugby specific version of the Great Sports Parenting pocketbook. This pocketbook is a great resource for parents and is in line with our philosophy of being player centred and is one we are happy to support. We look forward to our on-going work with WWPIS to help support parents in making rugby union an enjoyable and inclusive sport"

CHRIS SIGSWORTH
SCHOOLS OPERATION MANAGER, ENGLAND RUGBY

Our partnership work with Working With Parents In Sport has helped us to gain a greater understanding of the support our members want and need. Gordon is extremely knowledgeable in the area of parental engagement and he has a deep understanding of this from different perspectives. Gordon has a great rapport with both parents and coaches, we find WWPIS workshops very engaging and thought provoking. We have also found Gordon to be extremely reliable and adaptable in his delivery, we look forward to working further with WWPIS in the future.

SAM INGRAM
REGIONAL DEVELOPMENT OFFICER, JUDO SCOTLAND

"It is a real privilege to be involved with WWPIS and excited to be part of such a vital programme looking to provide a transparent and realistic parental engagement journey through the academy phases. At Derby County, we aim to embrace the support given by our parents and at the same time guide and advise about the highs and lows involved in the process."

SIMON ORD
HEAD OF EDUCATION AT DERBY COUNTY ACADEMY

"Surrey FA have benefited hugely from Gordon's work, allowing us to reach more people with more engaging content than in previous seasons. The workshops provided great personal insight and left attendees with so much to think about moving forward. The feedback was hugely positive and we look forward to extending our partnership with WWPIS."

ASHLEY GUMBRELL
EDUCATION AND WORKFORCE MANAGER, SURREY FA

"The partnership with Gordon and WWPIS has been hugely valuable to the support offered in the Cricket Scotland Pathway. Feedback from the parents and coaches who have attended the workshops has been excellent. The content has allowed groups to reflect on their current levels of support and behaviours, looking at ways in which we can all work together to help our young athletes enjoy their experience more. We look forward to continuing to work with WWPIS to provide quality support for all players, staff and families in the Cricket Scotland pathway programme."

GORDON DRUMMOND
HEAD OF PERFORMANCE PATHWAY, CRICKET SCOTLAND

Engaging directly with parents and supporting our coaches to work closely with them is a top priority at British Gymnastics and we have begun work with Gordon who is supporting us as an NGB but also delivering directly to parents. He has been an immediate hit - his authentic, knowledgeable delivery style combined with his experiences as both a parent and a coach really enabling him to connect with the audience. Thanks for your support so far Gordon; we are really looking forward to working with you over the next few years.

ALEX MCGREGOR
PERFORMANCE PATHWAY MANAGER, BRITISH GYMNASTICS

Our organization has partnered with WWPIS for over 18 months now, and the impact has been experienced at all levels by both our staff and our families. As Gordon is actively living the life of a sporting parent, his insight and experience continue to be an invaluable voice for any parent who is on this wild journey. His humility and honesty are relatable and welcoming as he challenges each parent to improve the sporting experience for their player and themselves. It's been a gift for NC Fusion to work with him and his team!

SARAH BRIDGES
CHIEF EXPERIENCE OFFICER, NORTH CAROLINA FUSION

WWPIS Partners

Here is a snapshot of just a few of our current partners not including the large number of Premier League and Football League clubs we work with(there are simply too many):



Further information and contact

WWPIS
Working With
PARENTS
IN SPORT

For more information please visit our website and social media pages

- Website: www.parentsinsport.co.uk
- Facebook: @wwpis
- X: @_wwpis
- Instagram: @workingwithparentsinsport

Contact details for Gordon MacLelland

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