

When your team is ethical and respectful, everyone wins - the players, the professional support team (PST) members, the tournaments, the fans, and the sport.

# TOP TEAMS

**Professional tennis players have many responsibilities and must pay attention to many aspects of the game. A tennis player must manage their:**

- Health, well-being, and safety.
- Tennis preparation, competition, and recovery.
- Media and sponsorship obligations.
- Schedule, tournament, and player commitment responsibilities.
- Financial planning, budgeting, and management.
- Daily planning including travel needs such as flights, visas, accommodations, and daily activities, such as booking practice, massage, and getting treatment.



**"YOU ARE ONLY AS GOOD AS THE PEOPLE YOU HIRE."  
-RAY KROC (FOUNDER OF MCDONALD'S CORPORATION)**

## To Be The Best... Employ The Best

**When hiring professionals to help you, follow these general principles:**

### Define Your Goals

- What do you want to achieve? This week, this month, this year...
- Plan the steps you need to take to reach your goals.
- Set a time limit and a measurable outcome for each goal (What will it look like when you reach the goal?)
- Make your goals specific, challenging, and achievable.



### Choose Appropriate People to Help You Reach Those Goals

- Will this person provide you the professional service you need?
- What are their qualifications? Are they licensed/certified? (Request to see copies of all these documents).
- How many years of experience do they have? Will they provide references? Have they worked with other elite athletes inside or outside of reputable tennis organizations? (Request contact details so you can check references).
- Are these the appropriate credentials, experience and licensure needed for this position? For example, when hiring an agent, you want to ensure that suitable education and expertise is available, like international law or marketing qualifications and experience. When hiring a coach, confirm that he/she has a coaching qualification from his/her Tennis Federation or reputable tennis organization, like the ITF. Do ask to see the actual certificates and do check references by phone, email, or in person.
- What is their professional philosophy and goals (for themselves and for your career)? Do these fit with yours (For the partnership to work, these should align)?
- Can you communicate openly and comfortably? Is their style collaborative/democratic (work together with you), authoritarian/dictatorial (tell you what to do), or laissez faire (non-directional, go with the flow)?
- Is this the style you need for this position? Will it help you achieve your goals?
- Is this person respectful and honest? (Check their references and request a criminal background check to help you establish this).
- Did you know?... Player Support Team (PST) members are expected to act professionally and to provide services only within the boundaries of their competence, based on their education, training, supervised experience, or appropriate professional experience. PST members should strive to protect your health, safety, psychological, and physical well-being.
- Is your team working to achieve the best for you?





### Have Clear Agreements

- Seek independent and legal advice from a licensed attorney before you sign any contracts or agreements. Professionals expect to work under contract. Contracts should be very clear and precise and include:
  - An agreed, short 'trial' period to allow either party to exit without penalty if it is not working out.
  - Length, terms, and conditions of employment.
  - Scheduled plan of how often this person will work with you (Daily, weekly, monthly, per hour...).
  - Method of payment, form of payment, and frequency of payment (include any performance bonuses).
  - What expenses are included, such as meals, hotels, airfares, and other items, like laundry and stringing.
  - A 'job description' which outlines the tasks the person is expected to fulfill.



### Define and Evaluate Success

- Agree on goals and outcomes which will measure the person's professional performance and contributions to your career.
- You may wish to include these in the job description in your contract.

### Plan for the Future

- Your goals and needs will change over time. You may need to change your team members when your goals change.
- An annual review will help you stay focused on what is important and what you value in your life and career.
- One 'weak link' on your team will negatively impact the entire team's work. Keep your team comprised of professional, honest people who will be an asset to you personally and professionally.

**"IT'S NOT WHAT YOU PAY A MAN, BUT WHAT HE COSTS YOU THAT COUNTS."  
-WILL ROGERS (ACTOR)**

## Parents...An Important Part Of The Team

Parents are a major influence in any player's life. Parents can contribute to a player enjoying a successful tennis career when they:

- Abide by the rules of the game; learn about the environment.
- Help you set realistic and attainable personal and professional goals.
- Nurture and support you: help you celebrate your success, and work through your challenges.
- Respect the professional team you assemble and collaborate with them.
- Are a patient first and provide love and support irrespective of results or prize money.

## Player And Player Support Team Responsibilities

All players entered into sanctioned events agree to comply with the sanctioning organization's rules, which include the Code of Conduct. In professional events, this includes the Anti-Doping Program and the Uniform Tennis Anti-Corruption Program. Each player is responsible for their conduct both on and off the court, and for the conduct of every person they bring on-site.

The PST Code of Conduct applies to all credentialed persons and exists to facilitate a safe and respectful environment for all. Your PST members are required to sign in at tournaments and, when working with Player Development enrolled players, to participate in the online and other educational forums.

## Top Teams: A Winning Combination

Informed and professional PST members help players achieve their best:

- Ethical behavior is to act with honesty, personal responsibility, dedication, and commitment to the betterment of the sport.
- Everyone is expected to be respectful: to be polite; to value each person's professional role and treat them with dignity, whether they are other players or PST members, tournament staff, sponsors, or personnel.
- The best professionals value ethics, respect, experience, and education.
- Include them on your team and see the benefits, on and off the court.

