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CLINICS & SERVICES

Unlock the power in Sports Conflict Skills



www.SportsConflictLab.com

Welcome to the world of

Sports Conflict

Conflict in sports is inevitable. How you manage it determines everything; culture, performance, and lasting success.

We look forward to turning conflict into your superpower!

Bill Taylor
FOUNDER, SPORTS CONFLICT LAB



The Problem

Coaches, administrators, athletes, and sports parents face conflict daily, yet most have **little if any training** in how to manage conflict. The result is a skill gap that quietly, and sometimes not so quietly, damages teams from the inside out.

Without effective conflict management, people do one of two things: avoid it or wing it. Both paths lead to mismanaged conflict and mismanaged conflict always comes at a cost.

The risks are real. A single mismanaged conflict that escalates can render worthless every dollar invested and every hour spent building your program.

Mismanaged conflict erodes communication, shatters trust, weakens commitment, and hollows out culture...the exact opposite of what great teams are built on.

What's at Stake

Here's the truth most people miss: **successfully managed conflict is essential to success.**

You cannot perform at your peak unless conflict arises **and** you handle it well. Believe it or not, you need conflict, but only if you have the skill to manage it.

Conflict forces clarity, surfaces misalignment, tests relationships, and when navigated with skill, leaves teams stronger than before.

SUCCESSFULLY MANAGED CONFLICT IMPROVES:

- COMMUNICATION
- COMMITMENT
- EXPECTATION
- TEAM CULTURE
- TRUST
- ACCOUNTABILITY
- WELL-BEING
- PERFORMANCE

The Solution

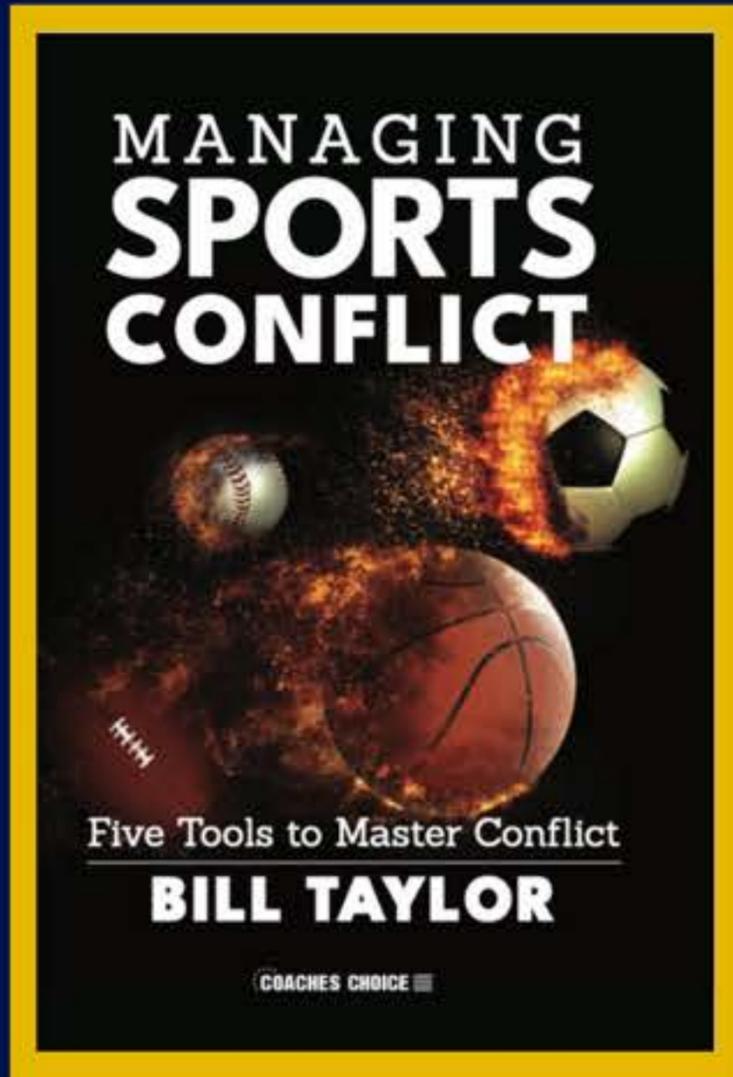
The skill gap is large, but the solution is fast. In a short amount of time, you can learn the skills to manage conflict successfully, gaining every benefit, and eliminating the risks.

Sports Conflict Lab exists to solve the epidemic of conflict mismanagement in sports. We deliver targeted education and hands-on skill building of practical tools that coaches, athletes, administrators, and sports parents can use immediately.

Mastering conflict management is one of the most underutilized **competitive advantages** in sports today. The teams and programs that learn these skills first will feel the difference.



NEW BOOK!



Conflict isn't chaos.

It's a skill.

A strength.

A superpower.

Author and Coach Bill Taylor uses lessons from elite sports to show you how to succeed—emotionally and professionally.

Managing Sports Conflict: Five Tools To Master Conflict, Bill Taylor of Sports Conflict Lab opens the world of conflict management to sports administrators, staff, coaches, parents, athletes and even non-sports organizations and businesses. He brings a background of 22-years of championship level intercollegiate coaching combined with extensive formal education in Conflict Management to transform the world of athletics with a set of simple tools to confidently and consistently plan for and manage conflict. Bill explains the value and danger of conflict, the unique aspects of conflict in sports, and the critical impact of conflict on culture, then details the Five Most Important Tools for managing conflict.

By learning the concepts and tools in the book, anyone involved in sports can prepare for conflict, face conflict with confidence and effectively manage conflict to the benefit of their team or organization. Mastering sports conflict management is a super power that can save teams and relationships and take programs, performance and enjoyment in sports to the highest levels.

"Managing Sports Conflict is a critical tool in understanding and navigating conflict in sport. It delivers practical tools and insights that extend far beyond the locker room... "

-Julie Dusliere
former Chief of Paralympics, USOPC and
former President, AmPC

"In sports, we train for everything, including speed, strength, skills and mindset, but we rarely prepare for conflict. Managing Sports Conflict is the essential resource we've been missing in the sports world..."

-Aron McGuire
Chief Executive Officer, USA Bobsled & Skeleton

"Bill Taylor's Managing Sports Conflict is a powerful and practical guide that reframes conflict not as a threat, but as a catalyst for growth, performance, and stronger relationships in athletic environments..."

-Kelly Skinner
Vice President of Performance
for an International Sports Organization

"If you are a coach, administrator or business leader, **Coach Taylor's book rings the bell of clarity** and is an essential part of an intentionally built team culture..."

-Bruce Brown
Founder of Proactive Coaching LLC

"Bill Taylor delivers a compelling, candid, and insightful guide for coaches and athletes navigating conflict and team dynamics..."

-Mike Hagen
Assistant VP of Development, Senior Associate AD
for External Engagement & Development
Liberty University

"Managing Sports Conflict presents a compelling and practical approach to navigating conflict within teams and organizations..."

-Michael Kelly
Head Football Coach, Hamilton Southeastern High
School (Indiana)



www.sportsconflictlab.com

Sports Conflict Lab– Skill-Building Clinics



Clinics	Learning Outcomes	Length	Solves	Improves	Audience	
<h2>Sports Conflict Clinics</h2>						
 <p>Leading Through Conflict</p>	<p>One framework for turning conflict into collaboration. This foundational clinic provides the awareness, tools, and practice to handle conflict with confidence — and come out the other side with stronger relationships and better results.</p>	<ul style="list-style-type: none"> Learn the five key conflict management skills Discover what's really driving the conflict Manage the emotional landscape Facilitate collaborative problem-solving Build trust and sustain resolution 		<ul style="list-style-type: none"> Reactivity Escalation Miscommunication Assumptions Misdiagnosis Distrust 	<ul style="list-style-type: none"> Regulation Awareness Listening Insight Creativity Trust 	<p>Administrators Leaders Coaches Staff</p>
 <p>Conflict De-Escalation → Mastering Emotions Under Pressure</p>	<p>Emotions drive conflict. If you cannot manage emotions—your own or others—you cannot resolve conflict effectively. This workshop focuses on moving from emotional reaction to logical resolution. It is the most important conflict concept.</p>	<ul style="list-style-type: none"> Recognize the emotional triggers Apply regulation strategies to manage Read and respond to the emotional states Use intentional questioning techniques Navigate the full arc from emotional reaction to logical, constructive resolution 		<ul style="list-style-type: none"> Reactivity Escalation Volatility 	<ul style="list-style-type: none"> Regulation Awareness Composure 	<p>Leadership, Coaches, Staff, Athletes</p>
 <p>Conflict & Culture → Culture Under Pressure</p>	<p>Identify gaps between stated and actual culture. Understand how conflict tests, reinforces, corrects, or destroys culture. Keep culture aligned and redirect when hijacked.</p>	<ul style="list-style-type: none"> Define a culture statement Diagnose the gap Identify the behaviors and patterns Recognize when culture has drifted Build accountability practices 		<ul style="list-style-type: none"> Drift Misalignment Toxicity Culture hijacking 	<ul style="list-style-type: none"> Alignment Accountability Cohesion Culture consistency 	<p>Administrators Leaders Coaches Staff</p>
<h2>Sports Parent Clinic</h2>						
 <p>Sports Parent Conflict Clinic → Managing Parent Conflict</p>	<p>Designed for parents, coaches, and administrators, this course addresses the rising intensity of parent conflict in youth sports and sets the expectations for sports parent behavior.</p>	<ul style="list-style-type: none"> Identify root causes of parent conflict Recognize and address harmful behaviors Clarify roles and responsibilities Establish clear behavioral standards Commit to positive conflict practices 		<ul style="list-style-type: none"> Entitlement Hostility Overreach 	<ul style="list-style-type: none"> Respect Expectations Partnership 	<p>Parents, Coaches, Leadership</p>

All clinics can be customized and are designed to stand alone or be combined for deeper skill development.

Two hours. Five skills. One framework (SCL-CMM) for turning conflict into collaboration. This foundational clinic gives you the awareness, tools, and practice to handle conflict with confidence — and come out the other side with stronger relationships and better results.

Outcomes

- ✓ **Communicate to De-Escalate** — Use communication skills to reduce tension and navigate conflict in real time
- ✓ **Surface What's Really Driving the Conflict** — Distinguish issues from interests and address root causes, not symptoms
- ✓ **Manage the Emotional Landscape** — Recognize, regulate, and respond to emotions — yours and others'
- ✓ **Facilitate Collaborative Problem-Solving** — Generate options and move conflict toward shared, workable solutions
- ✓ **Build Trust and Sustain Resolution** — Demonstrate consistent behaviors that build trust and make resolution stick

Tools



SCL Conflict Management Method (SCL-CMM) Playbook



SCL-CMM Active Conflict Field Guides



Sports Conflict Style Inventory

"The leaders who move organizations forward aren't the ones who avoid conflict — they're the ones who know what to do with it."

Solves

- **Reactivity & Escalation** — Emotional volatility that inflames instead of resolves
- **Miscommunication & Confusion** — Breakdowns in how people hear and respond under pressure
- **Assumptions & Bias** — Unexamined beliefs that distort how we read situations
- **Misdiagnosis & Surface-Level Focus** — Treating symptoms instead of causes
- **Gridlock & Rigidity** — Win-lose thinking that blocks collaboration
- **Distrust & Inconsistency** — Skepticism and follow-through failures that erode relationships

Improves

- **Regulation & Composure** — Managing emotional responses and staying grounded under pressure
- **Awareness & Clarity** — Sharper perception of yourself, others, and the dynamic in the room
- **Listening & Understanding** — Hearing what people are actually saying and meaning
- **Insight & Empathy** — Seeing beneath the surface to what's really driving behavior
- **Creativity & Collaboration** — Moving from stuck to solution through shared thinking
- **Trust, Reliability & Accountability** — Doing what you say, consistently, so resolution sticks

Length



Clinic Format



Classroom



Virtual

Audience

- Coaches
- Sports Administrators
- Sports Executives
- Leaders
- Officials
- College and Pro Athletes
- Business Leaders



Cool Under Pressure



Emotions don't cause for conflict, they drive it. This workshop builds the foundational skill every other conflict tool depends on – the ability to recognize what's happening emotionally, regulate your own response, and help others do the same. Without this, everything else fails.

Outcomes

- ✓ **Recognize the emotional triggers** and patterns that escalate or de-escalate conflict in real time
- ✓ **Apply regulation strategies** to manage their own emotional responses under pressure
- ✓ **Read and respond to the emotional states** of others to create conditions for resolution
- ✓ **Use intentional questioning techniques** to reduce tension and shift the dynamic
- ✓ **Navigate the full arc from emotional reaction** to logical, constructive resolution

Length



Clinic Format



Classroom



Virtual

Tools



Emotions Deescalation Playbook



SCL Deescalation Mental Checklist

"No good decisions are made in high emotion"

Solves

- **Reactivity** – Automatic, unconsidered responses that escalate conflict before logic has a chance to land
- **Escalation** – The emotional spiral that turns manageable tension into full-blown breakdown
- **Volatility** – Unpredictable emotional swings that erode trust and make resolution feel impossible

Improves

- **Regulation** – The ability to pause, process, and choose your response instead of defaulting to reaction
- **Awareness** – Real-time recognition of what emotions are present – yours and everyone else's in the room
- **Composure** – The steadiness that signals safety to others and creates space for resolution to happen

Audience

- Coaches
- Sports Administrators
- Sports Executives
- Leaders
- Officials
- College and Pro Athletes
- High School Athletes
- Business Leaders

Conflict defines culture. Nothing reveals your real culture faster than conflict. This workshop shows you how to read what your conflicts are telling you, close the gap between stated and actual values, and realign your team before one bad dynamic rewrites everything you've built.

Outcomes

- ✓ **Define a culture statement that reflects actual values** – not aspirational ones
- ✓ **Diagnose the gap** between the culture you state and the one conflict reveals
- ✓ **Identify the behaviors and patterns** that reinforce, erode, or hijack culture under pressure
- ✓ **Recognize when culture has drifted** and apply a framework to realign it
- ✓ **Build accountability practices** that close the gap between stated values and daily behavior

Tools



Culture Current Playbook



Culture Current Personal Assessment

*Conflict doesn't create your culture.
It exposes it."*

Solves

- **Drift** – The slow, unnoticed slide away from stated values when no one is actively holding the standard
- **Misalignment** – The gap between the culture leadership believes exists and the one the team is actually living
- **Toxicity** – Behaviors, patterns, and dynamics that quietly erode trust, safety, and collective performance
- **Culture Hijacking** – When one person, clique, or crisis pulls the team away from its values and rewrites the norm

Improves

- **Alignment** – Shared understanding of what the culture actually requires – in behavior, not just belief
- **Accountability** – The collective willingness to name and correct when the standard slips
- **Cohesion** – The connective tissue that holds a team together when conflict, pressure, or change tests it
- **Culture Consistency** – The ability to live the stated values not just in good times, but when it costs something

Length



Clinic Format



Classroom



Virtual

Audience

- Coaches
- Sports Administrators
- Sports Executives
- Leaders
- Officials
- Business Leaders





What happens on the sideline shapes athletes just as much as what happens on the field. This clinic gives parents, coaches, and administrators a practical framework for showing up in ways that support young athletes, strengthen the team culture, and make the experience worth having for everyone involved. This course is specifically designed to educate and set the behavior expectations of sports parents.

Outcomes

- ✓ **Identify the root causes and triggers** of parent conflict in youth sports
- ✓ **Recognize harmful behavior patterns** and know how to address them early
- ✓ **Clarify the roles and responsibilities** of parents, coaches, and administrators
- ✓ **Establish clear, shared behavioral standards** that protect the athlete experience
- ✓ **Commit to positive, consistent practices** that model the behavior young athletes need to see

Tools



Sports Parent Playbook



Parent Feedback Guide

"The best teams aren't just built by coaches. They're built by every adult who shows up with the athlete first in mind."

Length



Clinic Format



Classroom



Virtual

Audience

- Coaches
- Sports Administrators
- Parents

Solves

Entitlement – Replaces "my athlete first" thinking with a team-first mindset that lifts every athlete on the roster

Hostility – Transforms sideline tension into an environment where athletes feel supported, safe, and free to compete

Overreach – Helps parents find their most powerful role – the one that actually accelerates their athlete's growth

Improves

Respect – Builds a culture where parents, coaches, and athletes genuinely value what each brings to the team

Expectations – Gives every parent a clear, confident picture of how to show up in ways that matter most

Partnership – Strengthens the parent-coach relationship into one of the most powerful forces in an athlete's development

The SCL Conflict Management Method (SCL-CMM) – A system built for the realities of sport.

- **Decrease Emotion** – Cut through the heat so real conversation can happen
- **Identify the Real Conflict** – Dig below the surface to find what's actually driving the tension
- **Engage** – Communicate with intention, not reaction
- **Build Trust** – Create the foundation that makes resolution possible
- **Explore Solutions** – Collaborate toward outcomes that work for everyone
- **Follow Through** – Close the loop so nothing falls through the cracks

A repeatable, field-tested system that turns conflict from a liability into a competitive advantage.



Our Real World Clinic Approach:

Our **Sports Conflict Skill Clinics** are built for transformation, not just information. Through dynamic, structured learning journeys, participants gain both insight and skill to lead through conflict with confidence and clarity.

Format

01

60-90 minute clinic formats

Rapid, Live, high-impact sessions, led by expert conflict coaches. Includes interactive discussions, breakouts, and coaching—all rooted in real-world sports scenarios.

02

Simple tools and real life case studies to drive learning

Personalized insights into organizational dynamics and individual conflict styles to guide targeted growth.

03

Peer breakouts and discussions to learn cooperatively

Participants apply core concepts through peer coaching and practical team challenge exercises

Resources



Playbooks & Guides



Self-Assessments
Case-Studies



Discussion Checklists
Team Skill-Building
Activities



Services

Outcomes

Booking

Keynotes and Speaking



Topic 1:

Well Managed Conflict is a Super Power!: Well Managed Conflict is a vital tool and a competitive advantage—building trust, accountability, communication, commitment and more.

Topic 2:

Conflict Defines Your Culture: Your true culture is revealed and shaped by how you handle conflict. Positive conflict strengthens culture; mismanaged conflict redefines it...or hijacks it.

Conflict Is Good for You

- Competitive Advantage
- Stronger Accountability
- High-Trust Teams

Conflict Defines Culture

- Culture Clarity
- Values in Action
- Stronger Alignment

Keynotes include speaking engagement, any session customization, Q&A session after keynote, and 2 hours of open time at the clients discretion for small group or individual meetings.

Mediation & Arbitration Services



Mediation: When conflict cannot be resolved internally, neutral third-party support can provide a productive path forward. Our mediation services offer a structured, confidential process, in which we facilitate constructive dialogue, clarify issues, and guide parties toward developing their own mutually agreed-upon resolution.

Arbitration: If a resolution cannot be reached through mediation, arbitration provides a clear and definitive next step. Following a mediation attempt, we serve as a neutral decision-maker, carefully reviewing the information presented and issuing a binding determination to bring the matter to closure.

Mediation Services

- Mutually Agreed Resolution
- Restored Working Relationships
- Structured Productive Dialogue

Arbitration Services

- Binding Clear Decisions
- Conflict Closure
- Defined Path Forward

Mediation and Arbitration services are booked on a per hour bases and include a conflict intake session to discuss the conflict challenge and the desired outcomes.

Services

Outcomes

Booking

Conflict Coaching Services



Individual Conflict Coaching provides personalized support to help you navigate personal, internal, or professional conflict with greater clarity and confidence. Through guided reflection and practical strategies, we help you strengthen communication, manage emotions, clarify boundaries, improve skills, and approach difficult conversations more effectively—leading to healthier relationships and more productive outcomes.

- Individual Conflict Coaching
- Increased Self-Awareness
 - Confident Conflict Navigation
 - Emotional Regulation Skills
 - Situational coaching

Conflict coaching services are booked and billed on a per hour basis and include 1:1 coaching support with a expert conflict coach

Leadership & Executive Coaching



Our coaching services, led by a certified executive coach, deliver personalized, results-driven development for leaders and high-potential professionals. We strengthen strategic thinking, executive presence, communication, and decision-making—empowering leaders to elevate performance and drive lasting organizational impact.

- Leadership & Executive Coaching
- Stronger Leadership Presence
 - Accountability & Alignment
 - Strategic Conflict Management
 - Mentorship
 - Situational awareness
 - Debriefs

Leadership and executive coaching engagements are 6-9 month engagements and included leadership assessments and consistent 1:1 coaching sessions with a certified executive coach and are billed monthly

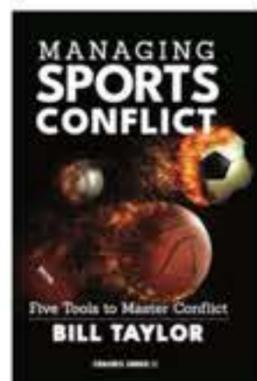
Coaching for Coaches



Athletic coaching is unique...coaches rarely have direct support, mentorship or anyone they can trust to vent and consider ideas. Designed specifically for the unique pressures of sports leadership, our **Coaching for Coaches** service provides confidential, one-on-one support, to help you navigate complex team dynamics, performance expectations, and organizational demands. Through focused problem-solving and leadership development, we help coaches strengthen communication, build resilient teams, and lead with clarity, confidence, and impact.

- Coaching for Coaches
- Composed Sideline Leadership
 - Effective Parent Communication
 - Pressure-Tested Decision Making
 - Mentorship
 - Sounding board
 - Support and guidance

Coaching for coaches coaching engagements are booked for a sports season and are billed for the full engagement upfront. Coaching includes assessments and regular 1:1 coaching throughout the season with Coach Taylor.



Managing Sports Conflict- Five tools to master conflict in sport

This is an incredible starting point for learning conflict management skills. In this book, Bill Taylor shares five powerful tools to help coaches, athletic leaders, and teams navigate conflict effectively. Blending real-world sport experience with proven conflict strategies, the book provides insights to strengthen communication, build trust, and turn conflict into a catalyst for performance and growth. It is a quick and highly effective read with immediately actionable skills.

\$21.95 ea



Sports Conflict Style Inventory

Our proprietary SCSI assessment uncovers your personal conflict preferences, highlighting strengths and growth areas in high-pressure environments. Leaders gain insight into how their style impacts team dynamics and receive practical strategies to leverage strengths and strengthen key gaps—improving communication, decision-making, overall team effectiveness and cohesion.

\$35.00 per assessment,
includes debrief



Culture Current Assessment

The Culture Current™ Assessment reveals whether your culture supports your vision—or hides undercurrents of distrust and disengagement. It uncovers the real experiences shaping performance, guiding leaders to build integrity, accountability, and resilience.

\$1500.00 Per team engagement (up to 35 people),
includes indepth culture report



Hardiness & Resilience Gauge

HRG Hardiness Resilience Gauge (HRG) – Multi-Health Systems (MHS)
The HRG is a scientifically validated assessment that measures psychological hardiness and resilience. It evaluates how individuals respond to stress, adapt to challenges, and maintain performance under pressure, providing actionable insights to strengthen coping skills and overall well-being.

\$190.00 per assessment
w/personal 1 hour debrief coaching session



EQi 2.0/EQi 360 Leadership Assessment

The EQ-i 2.0 is a research-based assessment measuring key emotional intelligence competencies such as self-awareness, self-management, and interpersonal effectiveness. Includes a detailed report with practical insights to strengthen leadership performance.

The EQ 360 is a multi-rater assessment that combines self-results with confidential feedback from others to reveal strengths, blind spots, and targeted development opportunities for greater leadership impact.

\$200.00 per assessment,
includes debrief

\$900.00 per 360 engagement,
engagement includes full coaching
session covering results



Hogan Leadership Assessment

The Hogan assessments provide deep insight into personality, leadership strengths, derailment risks, and core drivers. Backed by decades of research, these tools help leaders understand how they show up at their best—and under pressure—while identifying targeted strategies for sustainable performance and growth.

\$500.00 per assessment,
includes debrief

Founder, Sports Conflict Expert

Bill Taylor, founder of Sports Conflict Lab, brings over 22 years of success as a collegiate head coach. After navigating a deeply challenging conflict later in his coaching career, he earned a Master's degree in Conflict Management and turned that personal turning point into a professional mission.

He launched Sports Conflict Lab to deliver one of the most overlooked but vital tools in sports: conflict training and strategy.

In sports, organizations invest millions in training, facilities, gear, psychology, travel, recovery, and team culture. But all of it every dollar and every hour can unravel in a moment if conflict is ignored or mishandled.

Conflict is the greatest threat to success in sports and the greatest opportunity. Successfully managed conflict opens up new levels of communication, accountability, trust, understanding of expectations, and more. It is a super power that is needed to reach the highest levels of success.

It's often a blind spot, but it doesn't have to be.

In his 22-year career as a collegiate head coach, his teams have won a National Championship (NAIA) and 15 Conference Championships (4 NAIA, 11 NCAA I). His peers have honored him with 28 Coach of the Year honors. He has completely transformed the two collegiate programs he has led into perennial championship performers.



📞 615-497-4139

🌐 www.SportsConflictLab.com

✉️ bill.taylor@sportsconflictlab.com



SCL Leadership Team



Bill Taylor

Founder/CEO, Sports Conflict Coach & Conflict Expert

Bill Taylor is the Founder of Sports Conflict Lab and a former collegiate head coach with over 22 years of experience, a national championship, and 28 Coach of the Year honors. After facing a defining conflict in his own career, he earned a Master's in Conflict Management and built a practical framework for helping coaches, athletes, and sports leaders turn conflict into a catalyst for performance and growth. Taylor is a certified EQi 2.0 and EQi 360 practitioner, a Marshall Goldsmith Stakeholder Centered Leadership Coach, a USATF Level 1 and 2 Track & Field Coach, an MSM Mental Toughness Coach, and co-creator of the Culture Current Assessment and Sports Conflict Style Inventory.

 615-497-4139

 www.sportsconflictlab.com

 bill.taylor@sportsconflictlab.com



Tabetha Taylor, PCP

Executive Director, Conflict Coach, Talent Expert

Tabetha Taylor is the Executive Director and Talent Expert for Sports Conflict Lab and a global HR executive with over 25 years of experience leading large-scale talent organizations. A former collegiate coach specializing in leadership and team development, she brings a rare combination of corporate and athletic expertise to every engagement. Tabetha leads SCL's assessment practice and is a certified practitioner of EQi 2.0/360, Hogan Leadership Assessments, and HRG — and an ICF-certified executive and leadership coach. She is also co-creator of the Culture Current Assessment and the Sports Conflict Style Inventory.

 615-413-4004

 www.sportsconflictlab.com

 tabetha.taylor@sportsconflictlab.com



SCCL
SPORTS CONFLICT LAB

Transforming the world of conflict in sports and life.