Player Engagement & Retention Action Plan

PLAYER RETENTION

PLAYER RETENTION
LISTEN | ENGAGE | RETAIN

1 CLUB / TEAM DETAILS

Club / Team:	
Age Group:	
Plan Owner:	
Review Period:	

2 CURRENT RETENTION PICTURE

Player Satisfaction	1	2	3	4	5
Engagement	1	2	3	4	5
Communication	1	2	3	4	5

3 LISTEN

Player surveys	1	2	3	4	5
Parent feedback	1	2	3	4	5
Coach observations	1	2	3	4	5
Exit conversations	1	2	3	4	5
1-to-1 check-ins	1	2	3	4	5
Attendance trends	1	2	3	4	5

4 ENGAGE

Welcome / onboarding	1	2	3	4	5
Recognition	1	2	3	4	5
Player voice	1	2	3	4	5
Team connection	1	2	3	4	5
Clear communication	1	2	3	4	5
Social opportunities	1	2	3	4	5

5 DEVELOP

Individual feedback	1	2	3	4	5
Clear pathways	1	2	3	4	5
Appropriate challenge	1	2	3	4	5
Role clarity	1	2	3	4	5
Coach development	1	2	3	4	5
Progress reviews	1	2	3	4	5

6 PRIORITY RETENTION ISSUES

What are the main issues to address?

7 SUCCESS MEASURES

How will you know the plan is working?

8 ACTION PLAN

Action 1:		Owner:		By:	
Action 2:		Owner:		By:	
Action 3:		Owner:		By:	

RATING SCALE: 1 = Poor | 2 = Below Expectations | 3 = Good | 4 = Very Good | 5 = Excellent

TFE Club Hub resources are provided as general club-development guidance and working templates. Clubs should adapt them to suit their own environment, age groups and policies.