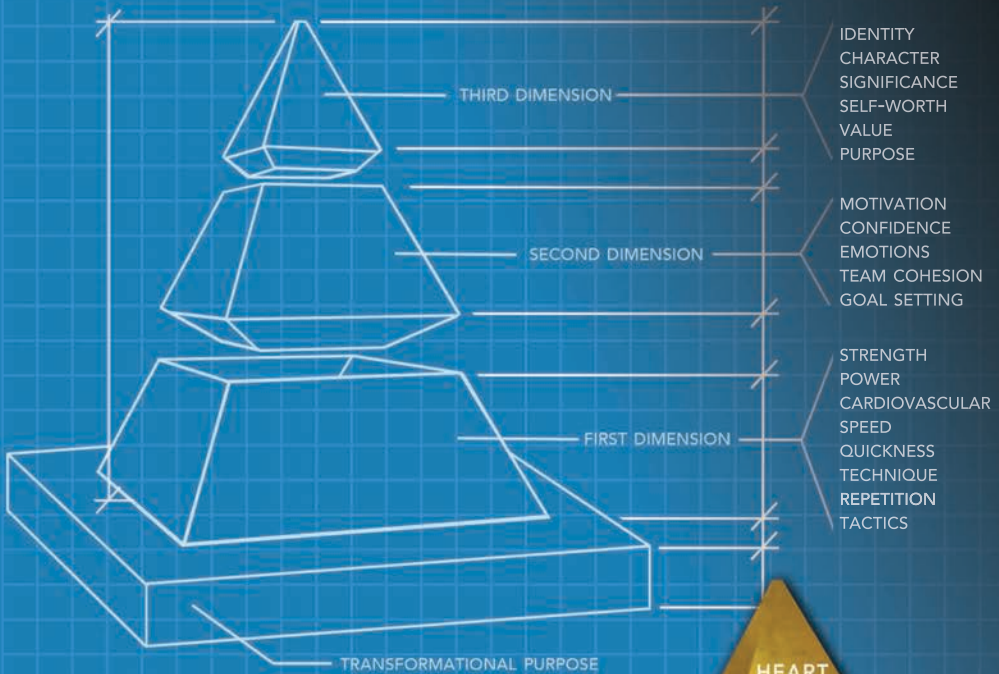


# 3D DIMENSIONAL COACHING™

FOR ADMINISTRATORS

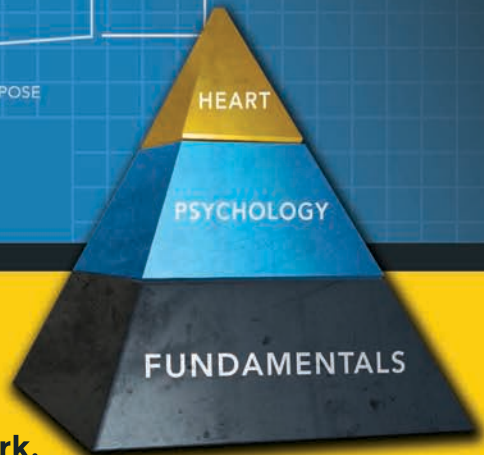
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CLIENT: SPORT ADMINISTRATORS

PROJECT: CULTURAL SHAPING FRAMEWORK

A quick reference guide to help sport administrators understand the 3D framework.



What legacy will you leave as an Administrator?

## BUILDING A LEGACY

Coaches have an extremely powerful platform because of the cultural influence of sports. What coaches say, what they do, and how they make athletes feel will often be remembered long after their playing days are over.

**Coaches will leave a legacy. What will that legacy be?**

## A FOUNDATION OF PURPOSE

To maximize their influence for good, coaches must be clear about why they coach. 3D Coaches seek to develop strategies that help athletes develop holistically. However, for these strategies to be effective, coaches must have a clear understanding of their transformational purpose. This is foundational to effectively support the 3D Coaching framework.

## THE 3D FRAMEWORK

3D Coaching is not a “program.” At its essence, 3D Coaching is a **framework** for coaching. Utilizing the framework helps coaches to be intentional about becoming:

- fundamentally sound (1st Dimension)
- skilled at coaching the mind (2nd Dimension)
- focused on developing the heart (3rd Dimension)

The 3D Coaching framework was initially developed by Dr. Jeff Duke, Ed. D.



## THE FIRST DIMENSION

- Strength
- Power
- Cardiovascular
- Speed
- Quickness
- Technique
- Repetition
- Tactics

## THE SECOND DIMENSION

- Motivation
- Emotions
- Team Cohesion
- Confidence
- Goal Setting

## THE THIRD DIMENSION

- Identity
- Character
- Significance
- Self-Worth
- Values
- Purpose



### Results of “Capturing the Heart Behind the Jersey”

- ✓ Learn skills quicker
- ✓ Higher fitness compliance
- ✓ Shorter rehabilitation
- ✓ More adaptable to conditions
- ✓ Freedom to be creative
- ✓ Deeper relationships

*The 3D Coaching framework helps coaches at every level develop 3Dimensional strategies to fulfill their transformational purpose.*



## THE 3D JOURNEY

A clear understanding of purpose only comes through a journey of discovery. Coaches must seek to understand how cultural influences and pressures, along with their own individual experiences, have shaped their understanding of **why** they coach.



As coaches embark upon this journey of understanding the 3D framework, they will begin to discern and clarify their transformational purpose. Our online training will guide them through this process and help them create a plan to fulfill their purpose with practical 2nd and 3rd Dimension strategies. Through this process, they will make important discoveries that will increase their capacity to effectively coach the 21st century athlete.

**Our training will help coaches:**

- Create strategies to combat “entitlement”
- Learn how to motivate athletes from within
- Understand how to build confidence
- Develop strategies to harness emotions
- Discover the formula for team cohesion
- Realize how to effectively set goals
- Establish a plan to cultivate character

## CREATING A CULTURE

One of the greatest long-term benefits of training your coaches in 3D is that it creates a common language that crosses any barriers that may exist between different sports. Language is

important because language profoundly shapes culture. As human beings, it's difficult to think beyond our own vocabulary. Our thoughts are hemmed in by the boundaries of our vocabulary.



Language is critical because all external behavior is derived from internal thoughts. If you want to cultivate a transformational culture in your athletic organization, an important first step is to establish a common language and then reinforce the language in daily conversations.

As leaders seeking to create a culture, it is our job to provide opportunities for the people we lead to grow. The most effective leaders commit to putting their people on personal growth plans that are designed to hone their strengths and improve their weaknesses. At the 3D Institute, we want to help with both.

In order for coaches to reach their fullest potential, we believe sport administrators need to provide:

- **A baseline of training** that creates a clarity of purpose and an alignment of effort for ALL coaches in the department
- **Regular mentoring** opportunities to foster continual growth
- **Ongoing training and resources** that provide the necessary support for the growth that takes place



## A BASELINE OF TRAINING

To provide a baseline of training for ALL coaches within your athletic department, the 3D Institute provides live workshops and online courses.

**3D Coaching Workshops** are a powerful way to engage coaches in a live environment. The role of the workshop is to introduce the 3D Coaching concept and create a compelling case for coaches to WANT to take the 3D journey, which is an online process. Although the workshop is not a pre-requisite for coaches to go through the online training, it does play a helpful role in getting buy-in from a coaching staff.

Our **3D Coaching Course for Certification** is self-paced and will thoroughly train your coaches to understand the 3D framework. By taking this course, your coaches gain access to:

- 25 teaching modules covering 2nd & 3rd dimension topics
- 100+ short teaching videos (6.75 hours total)
- Practical steps for writing a transformational purpose statement
- Over 35 level 2 & 3 strategies in lesson plan format

*You must invest in the culture you want to create. This may require a new perspective on how you use the resources you have. Don't look at your limited resources and allow them to determine what you can afford. Rather, **look at your culture** and determine what you **can't afford to be without!***

## REGULAR MENTORING

The Coach's Evaluation Tool plays an essential role in helping the 3D Coaching language to stick in the athletic program long-term. This tool has been designed to help administrators mentor the coaches they lead. It is designed to be both diagnostic and prescriptive in the evaluation process. If any of the 2nd and/or 3rd dimension attributes are identified as areas that need improvement, coaches can return to the online training to review those specific modules and enhance their understanding. As part of an improvement plan, they can then select appropriate strategies to increase their effectiveness.



## ONGOING TRAINING & RESOURCES

After training your coaches to have the same baseline understanding of the 3D framework and to speak the same language, your coaches will likely have developed an appetite for more 3D resources. Along with the ongoing training opportunities that the 3D Institute provides, there are many other existing ancillary products and resources that can be utilized to increase their leadership capacity in all 3Dimensions.

## NOW WHAT?

To help you think through and clarify the culture you want to create, we've created a **FREE** online course called **3D Coaching for Administrators**. This course will increase your leadership capacity as an administrator and help you understand more about the 3D Coaching journey.

GET STARTED TODAY AT:  
[WWW.3DINSTITUTE.COM](http://WWW.3DINSTITUTE.COM)





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