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3D Coaching Course
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Interview Summary

As a young teacher and coach I knew there was more to the role than just teaching fundamentals. In my athletic background, I was lucky as an athlete to have coaches teach me valuable life lessons that went beyond sport. Sometimes we are so focused on producing results, records and achievements that our collective focus on what's most important for the young men and women in our programs is missing. In speaking with Matt Eichhorn, the Activities Director at Woodward-Granger High School, I learned that there are signs of the 2nd and 3rd dimensions present within the program but it is always a challenge to make them just as present as an end of the season record.

During the interview Matt made it a point of emphasis that not only coaches in the sport offerings but the sponsors of activities are held to the same standards. I discovered in our conversation, there is a presence of the 2nd and 3rd dimensions scattered throughout the activities program and much of that comes from how Matt sees his role. First, he wants his staff to be who they are and not tell them who they should be, but to push them to constantly become better coaches and sponsors. These comments reflected the idea of Carol Dweck's growth mindset instead of a fixed mindset as Matt sees and pushes his coaches to constantly work toward something better. Second, as he stated, Matt wants to lead a "togetherness, not just creating good athletes or results, but to be good people." These comments stood out to me as great foundations of what could be the start of developing a 3Dimensional staff at his high school. To me, Matt is demonstrating that he wants his coaches and sponsors to go beyond the expectations of results and create a culture of producing well-rounded student athletes.

Another area I saw that modeled the 3Dimensional framework was in his response to what he looks for in a coach for the activities program at Woodward-Granger. In part of his answer, Matt identified a piece of the 3Dimensional framework that he feels critical to a coach that is hired in the school district. He mentioned, that to each coach he interviews he says, "understand that it's not about them, but about the student". It struck me in that his response was very much connected to the goals of the transformational coach and not a transactional coach. His response tells me that the program is focused hiring a 3Dimensional coaches rather than someone in it for themselves.

With parts of the framework in place, the activities program is moving in the right direction. However, the program can still provide its coaches and sponsors with more strategies in helping them reach the 2nd and 3rd Dimension. In learning about training opportunities in the 2nd and 3rd dimension, there really isn't any training focused on assisting coaches at Woodward-Granger to go beyond the 1st Dimension. Matt mentioned that those elements are only ever discussed if a coach runs into a problem or has questions. In order to grow, the Woodward-Granger activities program needs to spend time going beyond the fundamental pieces of their sport and discover a program like 3Dimensional Coaching, reading books, taking courses, or have purposeful discussions together in order to learn how to engage their athlete's minds and hearts. That way, the staff can work more effectively with their students in helping them achieve more than just what the sport can offer but beyond it.