

3D Case Study

I interviewed Louis Franklin, the Athletic Director and Head Football Coach at South Tahoe High School to discuss how their athletic department operates and how they use the 3D framework at their site. Franklin is in his first year as the Athletic Director and fifth year as the Head Football Coach for the Vikings. Prior to his time at South Tahoe High, Franklin served as the Athletic Director for five years at Tokay High School and as their Head Football Coach for seven years.

The South Tahoe High School Athletics Department has requirements set forth by the Nevada Interscholastic Activities Association. All coaches are required to pass the National Federation of High School Fundamentals of Coaching course. This is a lifetime certification and certified that coaches have some of the 1st dimension skills necessary to lead their programs. Coaches must also obtain and keep their CPR/First Aid certification active and get recertified every three years by taking the NFHS Concussion Course. Athletic departments are required to submit a list of coaches and certify they have met all requirements yearly. They also evaluate coaches on a yearly basis and help them come up with an improvement plan as part of the process. South Tahoe High does an above average job of requiring their coaches to have 1st dimension skills.

Currently, South Tahoe could find better ways to develop their coaches in the 2nd and 3rd dimensions of coaching. According to Franklin, some of these programs

are in the works and he plans to utilize some of the materials from 3D Coaching to help him develop curriculum that will be beneficial for his staff and their student-athletes. Franklin offers support for coaches in these dimensions, but doesn't have a concrete way of developing these dimensions for coaches. He realizes that they need to do a better job in this area, but he is also concerned it will be difficult to integrate the off-campus coaches they have.

In order to further develop the athletic department and coaches at South Tahoe High School, they should implement 3D Coaching strategies as soon as possible and across all sports programs. They could start by introducing the core concepts or by having a book club read Joe Ehrmann's InsideOut Coaching. If they can develop the central idea behind 3D Coaching, they can build out from there. The first step will be to get buy-in from their coaching staff prior to implementing some of the 3D strategies. They can probably review 1st dimension strategies, but will need to spend significant amounts of time on the 2nd and 3rd dimensions. One great strategy would be to have coaches choose their core values and create their transformational coaching purpose statement to guide their learning in the 2nd and 3rd dimension. Another suggestion is to send some of the coaching staff to local InsideOut trainings offered by Joe Ehrmann.