

Shannon Scheierman
3D Coaching Interview Summary

I interviewed Tyler Herman. He is the athletic director at York High School in York, Nebraska. At this time, the activities department is very strong in the 1st dimension but does not “train” their coaches in the 2nd and 3rd dimensions. However, several coaches in the district have implemented activities from the 2nd and 3rd dimensions to their specific programs. Mr. Herman is very open to learning more and becoming intentional in training his coaches in the 2nd and 3rd dimensions.

The first dimension at York High School is in line with the framework of the 3D model. They screen their coaches according to character and understanding of sport. They have a trained strength and conditioning coach that works with athletes during the school year, in the off season, and in the summer. During the summer, the athletic programs hold their own camps and open gyms, bring in other coaches to lead clinics, play in summer leagues, and compete in team camps. This summer has been a little different due to covid19. Part of the athletic director’s accountability is to perform evaluations of his coaches pre, during, and postseason. He attends several practices and observes regularly the coaches in the 1st dimension.

There are some coaches from York High School that are intentional in utilizing strategies from the 2nd dimension. The girls basketball coach takes his team on an overnight trip every summer. The purpose is to promote more intimacy in their unity. During the season, this same coach promotes a different character trait of the week. He also does specific training with his captains/leadership team. The volleyball coach plans a summer camp opportunity where the team gets to stay the night together. He plans extra time to allow for team bonding away from the school and the sport. These are a great start to 2nd dimension strategies. I would suggest that the athletic director take the lead to provide strategy ideas to all of the coaches. I would also encourage that he holds coaches accountable to implementing 2nd dimension activities.

Helping students to believe in themselves, who they are and showing them that they have a purpose beyond sport is 3rd dimension content. Mr. Herman communicated that he emphasizes to all of his coaches the importance of making each athlete feel valued and appreciated. The one specific 3rd dimension strategy mentioned was that the girls basketball coach sends personal notes in the mail to his players.

All dimensions of the 3D framework are being addressed at York High School. There is a heavy emphasis on the 1st dimension and less on the 2nd and 3rd dimensions. The athletic director has a growth mindset. He is an avid reader and networker. He is open to learning the 3 dimensional coaching framework and sharing it with his staff. I would recommend he go through the certification process and read the InsideOut Coaching book by Joe Ehrmann. The training and the book will give him lots of great ideas and strategies to share with his staff. Ultimately, he will be challenged to write his own transformational statement and encourage his coaches to do the same. In order to best serve our youth today, coaches and leaders must first identify their own personal "Why"!!