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3D Coaching Interview with an Athletic Director

Looking at Strengths, Weaknesses and offering suggestions for how this organization can better meet the needs of their people in each of the 3Dimensions.

The athletic director (AD) I interviewed shared many strengths that his district already has in place for the 3D program. The first strength is a district wide mission statement that is shared with coaches, parents and athletes. Another strength he shared is his role to support all of his coaches whether in being available, or making sure they have the equipment they need, and providing opportunities for Training / Professional Development for their sport. When new coaches are hired, the Lead coaches are invited to be involved in the process and asked their opinion on the hire. Sharing the information about Trainings / Professional Development is also a priority for the AD so that coaches can plan and complete trainings in an appropriate time frame fully prepared for the upcoming season. Finally, the AD wraps up the season with his coaches by conducting evaluations with the Lead Coaches and encourages each Lead Coach to conduct evaluations with each coach in their program. The District has purchased an on-line coaching evaluator this past year which will make the evaluation process smoother. The AD believes in training opportunities for himself and seeks opportunities to gain knowledge and grow in his field. He also encourages his coaches to attend Trainings/Professional Development to keep them current on new trends, on information about their sports and athletes and to assure all coaches have the proper certification to be a qualified coach.

One weakness is coaches do not need any sport specific training to be a coach in this District. Coaches determine their own training for their sport. Coaches must take CPR / 1st Aid class for certification and Lead coaches must take the sport test for their specific sport. Being a certified teacher is highly recommended to be able to coach. The District has started to encourage coaches to complete the 3D coaches training. I would recommend that this become a requirement at some point for all coaches within the District to complete. The AD has observed the 2nd and 3rd Dimensions are the weakest in his District. Coaches are strongest in the 1st Dimension because this is where most training opportunities lie.

The AD feels the District is moving in the right direction for the 2nd and 3rd Dimensions and coaching will look different once these principles are implemented. The District could require all coaches to take the 3D training and complete the training after they are hired. A calendar should be established so that they see better planning, purpose and intention to help coaches progress in their skill set. Scheduling opportunities on a calendar and following through with these ideas will help coaches accomplish goals. 3D coaching will help coaches understand there is a better way to reach athletes, starting with small steps and working into larger concepts that can help them be more effective. As coaches, we need to rethink our coaching philosophies and open up to our athletes to identify with them and help them know how important they are and to assist them in finding life purpose.