Brian Hegseth Interview Summary  
Spencer Tollefson, 06Dec2019

Although I had worked for and discussed some 3D coaching topics with Brian as a basketball coach while he was the athletic director at Centennial, this interview gave us a chance to catch up as well as to dive deeper into some of his thoughts related to the 3D framework and his inter-program views of the framework related to its implementation at Centennial.  
 There are many obvious steps that have been implemented at Centennial with the 3D coaching framework in mind, the first of which being the hiring interview. The athletic director himself, along with principals and other staff as appropriate, use an interview question template that is focused uncovering the potential coach’s goals and thoughts on 2nd and 3rd dimension aspects right away. Examples are, “How would players describe it feels to be coached by you?” Or, “How would an official describe your temperament during competition? What is your definition of success? What is your purpose statement as a coach?” Before anyone is allowed to join the Centennial program, he or she must first show in the interview that along with hopefully 1st dimensional success, 2nd and 3rd dimensional success is more important.  
 Another strength is the post-season evaluation system in place at Centennial. All varsity head coaches complete a pre-season evaluation form describing their expectations and area where a need may exist for the upcoming season, in all dimensions. After the season, the athletic director then meets individually with all coaches to complete a post-season evaluation to see if goals were met or progress was made. Post-season evaluations are also compared year-to-year to ensure long-term program growth. Brian, as the athletic director, attends competitions and practices of all sports throughout the seasons in order to draw conclusions. He also discusses the performance of each program/team/coach with other involved individuals.  
 If there was an area Centennial could improve, my opinion is that it would be beneficial for all coaches across all sports to be familiar with and implement aspects of the 3D framework. I understand there are challenges inherent when a large group is to be involved in anything, but I believe players and programs could improve in the 2nd and 3rd dimensions if all coaches read InsideOut Coaching and worked with their players on the content. I know Centennial ensures coaches are versed in core values beyond the 1st dimension through hiring interviews, post-season meetings, offering the 3D Coaching coursework as an option, but I think it would be worthwhile (if possible) to involve all coaches.  
 My interview with Brian made me realize that Centennial holds coaches to a high standard related to the 3D framework, even if coaches are not involved in the weekly meetings or online coursework. Of course there are probably improvements that could be made to bring more information to more coaches, but ultimately it is up to coaches individually to coach the right way.