I had the privilege of interviewing one of the most prestigious athletic directors (AD) in the state of Iowa,Todd Gordon. Todd just completed his first year as our full time AD at Greene County High School (GCHS) . He has vast experience as a teacher, coach and AD. He has been the president of Iowa High School Athletic Directors Association and has a podcast called Beyond The Bench.

Todd recommended the 3D course to all of the coaches at GCHS which is why I chose to complete this course. He has also completed the 3D course for administrators. I enjoyed the time I spent with him discussing his experience in coaching and as an AD.

In our conversation we talked about all 3 levels that are part of the 3D coaching. It was interesting to hear how he incorporates the 3D coaching and the 3 levels in his administrative work. Todd was very aware of the three levels and how one level leads to another. He is also currently reading InSideOut COACHING by Joe Ehrmann. We had fun discussing the book and the different events.

As we talked about level 1 (Fundamentals), Todd talked about coaches going to clinics to gain information about their sport. We talked about how times have changed and how you can get a lot of information through technology. There are clinics online and podcasts to listen to that are sometimes free. There may be a few coaches who don’t go to many clinics or watch videos on their sports fundamentals. There are some “close minded” coaches in our district. Todd plans to work with these coaches and try to help them to develop a “growth mindset” as coaches in their sports.

I was very interested to talk with Todd about level 2 (Psychology). Since GCHS has never had a full time AD I feel we have neglected level 2 in our sports. Since Todd has come to GCHS each week he has emailed out a “RAM update” to all head coaches. This email gives updates on information that all coaches need to know, but it also gives information about resources for coaches to help with the level 2 part of 3D coaching. Some of these resources are video, podcast and leadership information.

When I was going through the 3D training, Todd was one of the first people I thought of when they talked about level 3 (Heart). Just knowing him for about a year now, I can tell he makes himself and others around him better. And he does that by coaching from his heart and getting to know people from the inside out. When I meet with Todd five times a year in our one on one meetings I feel this is when he really digs deep into level 3. I believe that in year two, Todd will help us understand more about level 3 and how we can use this with our athletes.

I do understand how the 3D pyramid is designed. I also understand how each level is its own identity, but they also rely on each other and build off of each other. Talking with Todd we thought we could make things better for using 3D in our school. Three things we came up with: 1) making a commitment of coaches that would be willing to do the 3D coaching course. This group of coaches could be leaders and help share the information within our GCHS coaching fraternity, 2) getting a Fellowship of Christian Athletes (FCA) started at our school, 3) get a book study set up for our coaches and athletes.

In conclusion I feel exuberant as a coach after taking this course. Some of the simplest things that I learned have changed me as a coach both personally and professionally. Most importantly, I found my WHY and my transformational purpose statement (To help athletes to reach their fullest athletic performance, mental toughness and abilities to be contributing citizens.) I look forward to being a mentor to one of our new head football coaches, having two people picked out to keep me accountable, and a mentor, Todd Gordon, help me and our school to become better in our pathway of transforming into 3Dimensional Coaches!