3D Coaching Course for Credit

Final Paper

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For my interview project I was blessed enough to be able to interview a friend of mine who had served as a vice-principal and more recently accepted a position as the Activities Director of one of the largest schools in the state, Campbell County High School in Gillette, Wyoming.

Based on our conversation, I think one of the primary strengths of the athletic department at CCHS is tradition. They have a “winning culture” and have acquired an abundance of state championships in numerous sports. However, our conversation, as well as interactions I have had with their head boys basketball coach and his at an All-Star game and weekend two years ago, in my opinion that “winning culture” is also their greatest weakness. They focus so much of their time and resources on winning – 1st Dimension – that they fail to address or acknowledge the critical importance of the other two Dimensions.

My suggestion for Zach would be to enroll his entire head coaching staff in the 3D Coaching Course, and buy them each a copy of Joe Ehrmann’s book. That being said, I am realistic enough to understand that not every coach will immediately buy into the philosophy of coaching the entire child, not merely the athlete within him/her. However, I know that there are coaches out there that are looking for this kind of program, but they just don’t realize it. If an activities director enrolled every coach in this course, and said that he/she was going to base coaching expectations – and therefore evaluations – on the 3D Framework, that could change the culture of the athletic department, the student-athletes, the student body, and even reach into the community. The coaches would not only understand the need to coach the whole athlete, but they would become equipped with tangible, practical ways they could immediately begin doing so.

There are coaches who might understand the need for this type of coaching but don’t know how to confidently implement some of the practices. I was one of these coaches. There are probably others that don’t know the need but they do realize that their athletes need something more than merely the First Dimension, and they want to give them more but they don’t know what that is. Youth have changed since I was in school, so I cannot coach them the same way I was coached; this course provides not only the “why” of the need for this style of coaching, but perhaps more importantly, the “how”. It is my opinion that there isn’t a coach out there that couldn’t benefit from taking this course and reading *InSide Out Coaching*.