3D Case Study

Tony Trimble

For my 3D case study interview assignment, I contacted Chad Kenworthy, to learn about the coaching styles of the coaches on his staff. I also wanted to learn what sort of training opportunities are available for coaches in his organization. Chad is currently the Principal at Valley Heights High School in Blue Rapids, Kansas.

I began the interview with Mr. Kenworthy by giving him a brief overview of the 3D coaching framework and shared the research behind the 3D model. Mr. Kenworthy seemed to be very intrigued by the 3D framework. He stated, “Something like this could really benefit our coaching staff.” After briefly explaining the 3D model to Mr. Kenworthy, we proceeded to the interview questions.

Through the interview process with Mr. Kenworthy, I concluded that the Valley Heights coaches appear to be strong1st dimensional coaches. They are very focused and proficient at the physical components of training their athletes. Mr. Kenworthy felt that the majority of his coaches were very proficient at teaching the 1st dimension skills. He even mentioned that most of the resources the coaches ask for are designed to help build athletes in the 1st dimension. Some of these coaches are even very transactional sounding to me.

According to Mr. Kenworthy, 2nd dimensional coaching has been harder to achieve among the Valley Heights coaches. It is his opinion that some of his coaches may be better at teaching these methods than some of the other coaches, but most of them need to improve here. He believes that most of the Valley Heights coaches want to be successful in the 2nd dimension and most understand how important it can be to an individual or a team. However; in Valley Heights’ case, I believe there is a lack of training and resources used on 2nd dimensional strategies.

3rd dimension skills strategies are even less existent among his staff. Mr. Kenworthy did state that he feels like he a coach on his staff who is extremely affective at reaching the heart of his players. He is however unsure of what specific strategies that he uses to accomplish that. While 2nd and 3rd dimension strategies may be harder to find, Mr. Kenworthy said he would encourage his staff to research methods and search for trainings to help develop strategies to become more 3 dimensional.

At the conclusion of the interview, when I asked Mr. Kenworthy if he would be interested in receiving the free registration license, he said he was interested but that he was going to be changing jobs so now was not a good time for him to do that. He said he might look into it after he begins his new job. I shared some of the strategies that I learned about during this course, and I recommended that he share those strategies with the rest of the staff. Even though he is changing jobs, he is going to suggest all his coaches look into taking a 3D coaching course.