INTERVIEW SUMMARY

My interview was with Brad Rose, the athletic director at Valley High School. He has been in the position for 13 years and I was one of his first hires. Throughout my 12 years as a varsity coach, I’ve gotten to know Brad and his leadership style. With Valley HS being the largest school in the state of Iowa, his job requires a lot of trust in his coaching staff that we are implementing the values and mission/vision that he and the district believe are most important. In my program alone, I oversee six coaches and up to 100+ student athletes in grades 9-12. While he may appear more hands-off, Brad always pushes continued education and training for his staff to be the best we can be. Winning may seem like a priority, but Brad reminds us constantly of the importance in the enjoyment all student athletes should experience.

From his responses and my experiences, I can say that our parent, player, coach communication is a top priority for the district. The pool of knowledge and shared experiences allows us to have parents more as partners in the development of their sons or daughters. I have appreciated the ways we incorporate those relationships to make for more enjoyable seasons. While many of the ideas 3Dimensions explained are great, we already are utilizing several opportunities to connect parents to our programs. We do family dinners, organize preseason challenges sponsored by parents, use parent reps to fundraise and put together senior nights and season-ending banquets, and we invite them to create a calendar for bringing food to away tournaments. The one ‘player visit’ strategy could be a great way to come into their homes and connect outside of the Xs and Os of the sport.

When looking at the 2nd and 3rd dimensions, I feel that Valley could do better. While Brad and the athletic department promoted this course to all of the coaching staff, this is really the first time in the 12 years something like this was shared. In the 2nd dimension, I have been personally interested in Carol Dweck’s work with growth mindset and its impact on both students and athletes. I have been able to incorporate lessons within my practices and camps that focus on the mindset principles. Trevor Regan is a trainer and founder of trainugly.com, a website that gears mindset to athletes (his website is now called thelearnerlab.com). Before his work and learning of Carol Dweck’s Mindset, I was 100% all in on the 1st dimension. Now, my program helps to build confidence, poise, and perseverance through teaching mindset principles. The problem is that not many others are explicitly instructing their athletes in this way so my learning and teaching is very independent.

In the end, 3rd dimension coaching isn’t a destination but a road. Getting athletes and programs to be on the same page with this hierarchy should be the ultimate goal of any administration/organization. At Valley, there are several 1st dimension only coaches which has to make Brad’s job as AD even more challenging.