**PERSONA #1**

**College Coach**

**Bobby Knight**



**Facts:**

* *I have a cell phone. It is my lifeline since I am always on the road, but it is not very fancy.*
* *I’m a 27-year old assistant coach and, as far as I know, most of the coaches who do a lot of recruiting are around my age. It’s a demanding schedule, but we do it because we are trying to make an impression on the head coach. There are some guys in their forties who do a lot of scouting/recruiting, but they usually only go to the biggest events.*
* *I am not only competing with the other schools’ recruiters, I am also competing with the other assistant coaches at my school. We all want to be “the guy” who brought in the player who made our program great. Because of that, things can get pretty heated when the school only has one or two scholarships to give and there are three assistant coaches who all want their guy to get the offer.*
* *I work at a small school right now, but I want to work my way up to the elite college basketball conferences. That’s where the money is.*

**Pains/Frustrations:**

* *I don’t get much of a travel budget from the school. In fact, a lot of times I either have to pay for my own gas and hotel room, or I have to find someone to let me crash at their house.*
* *I also don’t have time to get to see enough players in person because the school season happens at the same time as our season, and in the summer I can’t be everywhere.*
* *I don’t have too many people I can trust for an honest, unbiased evaluation of a player. I get names and “assessments” from people everyday, but most of them don’t know how to evaluate a kid. Not to mention that they are biased and trying to promote their players, even though other kids are probably better.*
* *Because of that, I have a hard time filling a specific position on the team. We have very specific needs, and there may not be a player that matches what we’re looking for within driving distance.*
* *I need to be able to see kids outside of my area if I am going to find the best players and the best fit for us.*
* *Once I find the right player, I have to compete with other schools to convince him to come play for my school.*
* *I also miss games because I have to do things like dorm duty, run camps, and help out around campus because my school is too small to pay a decent salary to someone who only coaches. Quite a few small school coaches have other jobs at the school, from things like working in the library to holding the computer lab open.*

**Goals:**

* *My biggest goal is to help my program win games.*
* *If we’re going to win, I have to find and successfully recruit the best players for our program.*
* *If I do that, I will keep my job. But if I don’t get good players, we don’t win games. And if we don’t win games, my head coach gets fired and that means I get fired.*
* *Aside from my personal goals, I truly do want to see my players succeed in life. I want them to graduate and get good jobs after college.*

**Bio:**

* I spend hours watching game videos. Sometimes I am watching other teams to prepare for our upcoming opponents, other times I am watching film of our games so that I can tell our players what they did wrong, and when all of that is done I watch games of high school/AAU players to see if they are good enough to play for our team.
* We practice for a minimum of three hours per game, 5-6 days per week.
* After practice I stay after with individual players to help them work on certains skills, drills, or habits.
* I open the weight room before and after practice so that the players can come in to workout if they want.
* When I have a second to sit down, I field calls, texts, emails and letters from dozens of different sources about high school/AAU players I should be recruiting. I don’t have any way to organize, manage, or filter all of this different information.
* If a name or highlight video sounds promising, I send a quick text to one of the guys I trust in the area in hopes that he knows the player. If he doesn’t know the player, I forget about the kid and move to the next one. If he knows the kid and confirms that I should recruit the kid, I look at my schedule and try to find a date where I can get out to see him and he is playing in a game that s worth watching.

|  |  |  |  |
| --- | --- | --- | --- |
| **KEY FEATURE** | **SUBFEATURE** | **SUBFEATURE (Future\*\*)** | **SUBFEATURE (Future\*\*)** |
| I want to find the best players that will help my program win lots and lots of games. | I want to develop pipelines with top high school/AAU coaches and teams so that they send me more players in the future. | I want to manage all of the different scouting reports, sources, opinions, and information so that is becomes actionable, concise, well-organized information. | I want to develop a relationship with other college coaches as well. |
| * *I open the website.* * *I log in.* * *I check my messages.* * *(I’ve already setup my “Needs” section.) I review those matches and profiles if there are any new matches.* * *I click on a potential profile.* * *I look at grades & test scores to see if they meet requirements.* * *Read the scouting report and watch the game video.* * *I contact athlete/add him to my network if he’s a fit.* * *I contact appropriate HS coach via his profile to inquire about this particular athlete.* * *Looks at schedule to see when I can make it to see the player in person.* * *I get his phone number and begin the recruiting process.* * *If there were no players matching my posted “Needs” then I use the Search features on the website to get to the steps mentioned above.* | * *I find a player I like and begin the recruitment process.* * *I locate the player’s appropriate coaches from the website.* * *I contact all of the coaches who are tied to the player, even if there are 3 or 4 on the page.* * *I ask all of them for information about the player.* * *I continue to recruit the player and do my own homework while I am talking to them.* * *If I find that they are reliable and honest, I continue to develop the relationship.* * *Next year they get a new player who is very good and they tell me about him because they like me.* * *I message them when I see on their schedule that we are in the same area.* | * *I forward all of the players name to CPN so that they can manage the players I am interested in scouting.* * *I check the page where CPN is consolidating this information for me so that I don’t forget about any of the players without following up on them.* * *I remove players from the list who I do not think are a good fit for my program.* * *I prioritize the players in this list in whatever order I like and can make notes and keep track of them here.* | * *I am going through the site and I see a player who is not a great fit for my school, but he would be a great fit for my friend who coaches at a different school.* * *I refer this player to my friend.* * *If my friend is not a member of the site, he will have to join for a free trial in order to see the player.* * *I do this in hopes that he will return the favor down the road.* |