



WHAT GREAT COACHES DO!

Getting to help someone learn is a great honour and important responsibility. Here are some of the keys to being a great coach!

What effective coaches do best.

What this means.

Non-Example

Example



Show they care.

“People don’t care how much you know until they know how much you care.” Great coaches focus on building positive relationships with the athletes they serve.

“Looks like I’m stuck with you today. Let’s get this over with!”

“I’m so excited to be working with you today! Let’s get to work on your goals!”



Set clear goals.

Great coaches work with their athletes to set goals that are meaningful and aligned to how the athlete hopes to grow.

“Ok, I’m the expert here and this is what I think you should be working on.”

“How are you hoping to improve today? What do you think is holding you back from reaching your goals?”



Look for details.

Great coaches pay attention to both the strengths and weaknesses of an athlete’s performance. This helps them determine what needs to happen next.

“You’re doing it all wrong! You need to focus on what I say!”

“I noticed you doing this, which is great! Now try to focus on this next step to keep improving!”



Give clear feedback.

Great coaches say what needs to be said and are specific when sharing feedback. This helps athletes know exactly how they can continue to improve!

“Yeah, you’re doing great. Just keep working hard.”

“You’re on the right track. You still need to work on this specific detail if you are going to reach your goal.”



Seek to improve.

Great coaches model a healthy attitude by asking their athletes for feedback on their coaching. Their goal is to keep improving and growing as coaches!

“It’s not my fault you didn’t improve! We’re just not a good team!”

“I hope I was helpful today! Any advice on how I could improve my coaching skills?”