

COACHING BETTER WORKSHOP

Maximize the impact of your athletic program and coaching staff

Developed under the direction of world-renowned coach educator **Dr. Wade Gilbert**, the **Coaching Better Workshop** is your opportunity to bring coaches together to build a positive culture and continuity, evaluate and enhance performance, and prepare for success across all sports.

As AD-facilitator, you'll have everything you need to lead the workshop with ease. For your investment, you'll receive a package of instructor materials that you'll use to lead your coaches through the workshop's six modules, each corresponding to a section of Gilbert's book *Coaching Better Every Season*:

- Develop and adhere to a positive coaching philosophy
- Build and foster a strong team culture
- Design and conduct practices that promote athlete development
- Prepare athletes and teams to compete successfully and achieve peak performance
- Implement evaluation systems for individual, team, and program improvement
- Promote professional development and personal well-being

Whether you conduct on an in-service day, a professional development day, or a preseason coaches' meeting, the Coaching Better Workshop is an efficient way for you as athletic director to ensure the readiness of your coaches.

The Coaching Better Workshop ancillaries are offered in two formats:

PSADA Coaching Better Workshop (Digital Version)

ISBN 978-1-4925-9903-6

Price: \$115.00

The online access option includes the following resources, all of which are accessible electronically (no print materials):

- *Coaching Better Every Season* ebook
- Administrator manual
- Coach workbook
- Supporting resources
- Video library
- Presentation package/Power Point
- Coach quiz

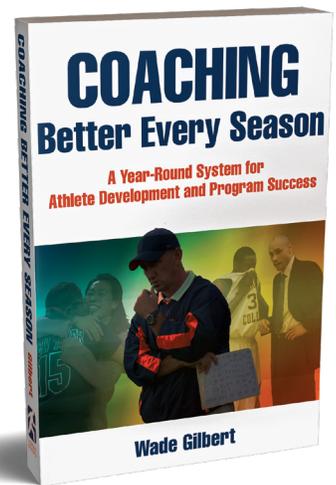
PSADA Coaching Better Workshop (Print Version)

ISBN 978-1-4925-9904-3

Price: \$165.00

The print package includes all of the electronic resources that come with the online version, **plus** the following (in print format):

- *Coaching Better Every Season* book (3 copies)
- Administrator manual
- Coach workbook (10 copies)
- Coach quiz (10 copies)



Contact information

For more information on implementing the Coaching Better Workshop in your sport programs, contact Russell Wambles at RussellW@hkusa.com or 800-747-5698, ext. 7653.

ADs already seeing the value of Coaching Better Workshop

Workshop format flexible to meet athletic directors' varied needs

In just the short time the Coaching Better Workshop has been available, numerous school administrators have adopted and implemented the workshop for their preseason coaches meetings.

One such administrator is **Jacob von Scherrer, CMAA, director of athletics**, Maclay School, Tallahassee, Fla. "I was looking for something different to do with our coaches rather than the usual hourlong meeting and 'ropes-course-type' bonding experience," said von Scherrer. "So, when Russ (Russell Wambles, assistant director, Human Kinetics Coach Education) recommended the Coaching Better Workshop, I jumped at the opportunity."

Von Scherrer chose to deliver the CBW in multiple sessions and involve others on his staff in planning and delivering the workshop. "I appreciated the flexibility the CBW afforded me in enlisting the help of my assistant athletic director, head football coach/middle school AD, and PE chair/head girls basketball coach/certified athletic trainer in conducting the workshop," he said. "I had all of them select the module they wanted to present, and between the four of us, we conducted two 'working-lunch' sessions each covering two modules. We'll cover the final two modules in monthly coaches' meetings this fall."

Von Scherrer and his co-presenters found the workshop materials easy to access and use and a great value for the investment. "The cost of the CBW is very reasonable and the content is excellent and can be easily tweaked for the subject or audience." His coaches were completely engaged with the content. "The sharing during the discussions and group activities was excellent! They're already looking forward to the final two modules."

Based on his positive experience with the CBW, von Scherrer said "I would absolutely recommend my athletic director peers adopt the Coaching Better Workshop for improving their coaching staffs and athletic programs."



On the other side of the country, more than 30 high school coaches from Madera Unified School District, Madera, CA, attended a Coaching Better Workshop held recently at the school. **Marty Bitter, Director of Athletics** at Madera Unified, coordinated the workshop in which coaches spent a Saturday morning participating in activities designed to enhance team cohesion, personal reflection, practice improvement, and more.

"The Coaching Better Workshop was an awesome experience," said Bitter. "The response from coaches in attendance has been great. It was especially gratifying to see our coaches work together to find solutions."

Bitter shared that coaches often are so concentrated on game strategies and Xs and Os that they often overlook their motivation for coaching in the first place. "The CBW got them to think about what values their programs stand for, what those values look like, and how they are communicated, demonstrated, and used to set expectations for their student-athletes." That discussion sometimes "felt like peeling the layers off an onion to get the answers," admits Bitter. Most coaches are used to providing superficial responses that aren't reinforced, and "The workshop prodded them to dig a little deeper to find answers."

Coaches are always there 24/7 to help and serve their athletes, said Bitter, and the workshop stressed the value and importance of having strong relationships with student-athletes and of making practices and team activities fun.

"All our coaches got better this weekend, and I look forward to seeing them continue to grow in the future. I encourage every school or sport organization to implement the Coaching Better Workshop to reach their ultimate potential," concluded Bitter.