

# 360° PROGRAM EVALUATION

Do staff development and player development go hand in hand?

# When one more staff meeting or one more coaching course **ISN'T** the answer!



# Lead with your strengths: CHARTING

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- Player first, coach second
  - Take advantage of the inherent strengths of your team as observers
- Use basic match observation skills
  - Program evaluation
  - Player development



# Charting considerations

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- Understanding your key stakeholders?
  - Parent
  - Athlete
  - Center management
- Understanding where there is potential for business growth?
  - Player development (increase in participation)
    - Lessons, leagues, programming and tournaments
  - Talent development (increase in business profile)
  - Court sales
  - Membership
  - Pro shop and sundries



# Approaches to the project

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- Management driven
  - Development charting tools and deliver key results
- Coaching team driven
  - Engage in process of developing charting tools and deciding on outcomes from charting
- Interclub or intraclub competition



# Develop charting tools from a variety of perspectives (i.e., stakeholders)

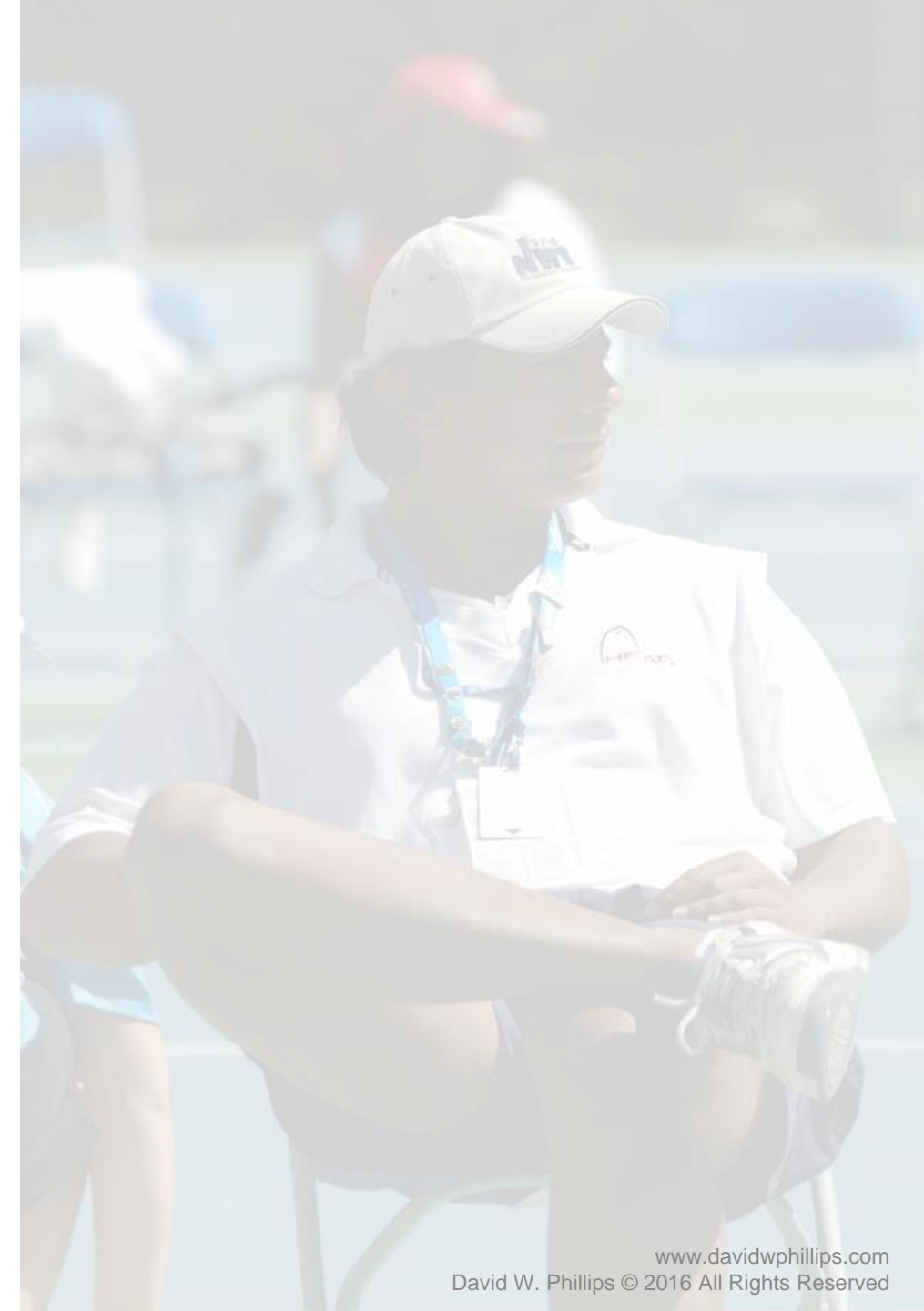
- Athlete
- Parent
- Other coaches
- Player development
- Business outcomes



From the parent`s perspective

From the child`s perspective

From the perspective of player development





# Key success indicators

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## Parent

- Are they eager to get in the car to get to lessons?
- Are they having fun?
- Are they making friends?
- Are they improving or learning?

## Child

- I'm having fun.
- I'm making friends.
- The coach likes me.
- I'm getting better.

## Development

- Everyone's happy (minimal complaints).
- Program retention and growth.
- Lots of participation in programming.
- League and tournament participation.



# Shared goals: charting made simple

The parent is looking for enjoyment and engagement.

The child wants to have fun and get better.

Possible things to chart: smiles, # of touches

**The business wants to retain program numbers and sell more lessons.**

Player development: you need to enjoy and participate to improve.

# Key learnings

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- Sharing outcomes
- SMARTer goals
  - Evaluation
  - Reflection
- Staff drive on and off court changes

