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WANT TO BE A COACH?

EXPLORING THE FOUR  
DIMENSIONS OF A COACH

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## WHAT'S THE JOB TO BE DONE?

Understanding the “job” for which people hire a product or service helps innovators more accurately develop products that align with what people want accomplished.



# THE ROLE OF A COACH

IMPARTIAL

INVESTED

# invested

To involve or engage in a person's success; to care about the outcome; connected; desire a specific outcome



# DIMENSIONS OF A COACH

## APPROACH

People can change

Individualized  
paths forward

Progress, not  
perfection

Trying their best

## CONNECTION

Care about the  
person as a human  
being

Meaningful  
interactions

Invested in success

Care, support,  
engage

## PLAYBOOKS

Winning plays

Learning and growing

Some plays fail, back to  
the drawing board

Because a play isn't  
successful, doesn't  
mean it can't be used  
later

## SUCCESS

Helping a  
person reach  
their potential

Helping people  
thrive,  
regardless of  
their situation

Building paths  
to success/best  
selves

# APPROACH

People can change

Individualized paths  
forward

Progress, not  
perfection

Trying their best



How would a coaching approach be incorporated in our work?

Thinking about where you want a young person to be, and their progress to getting there.

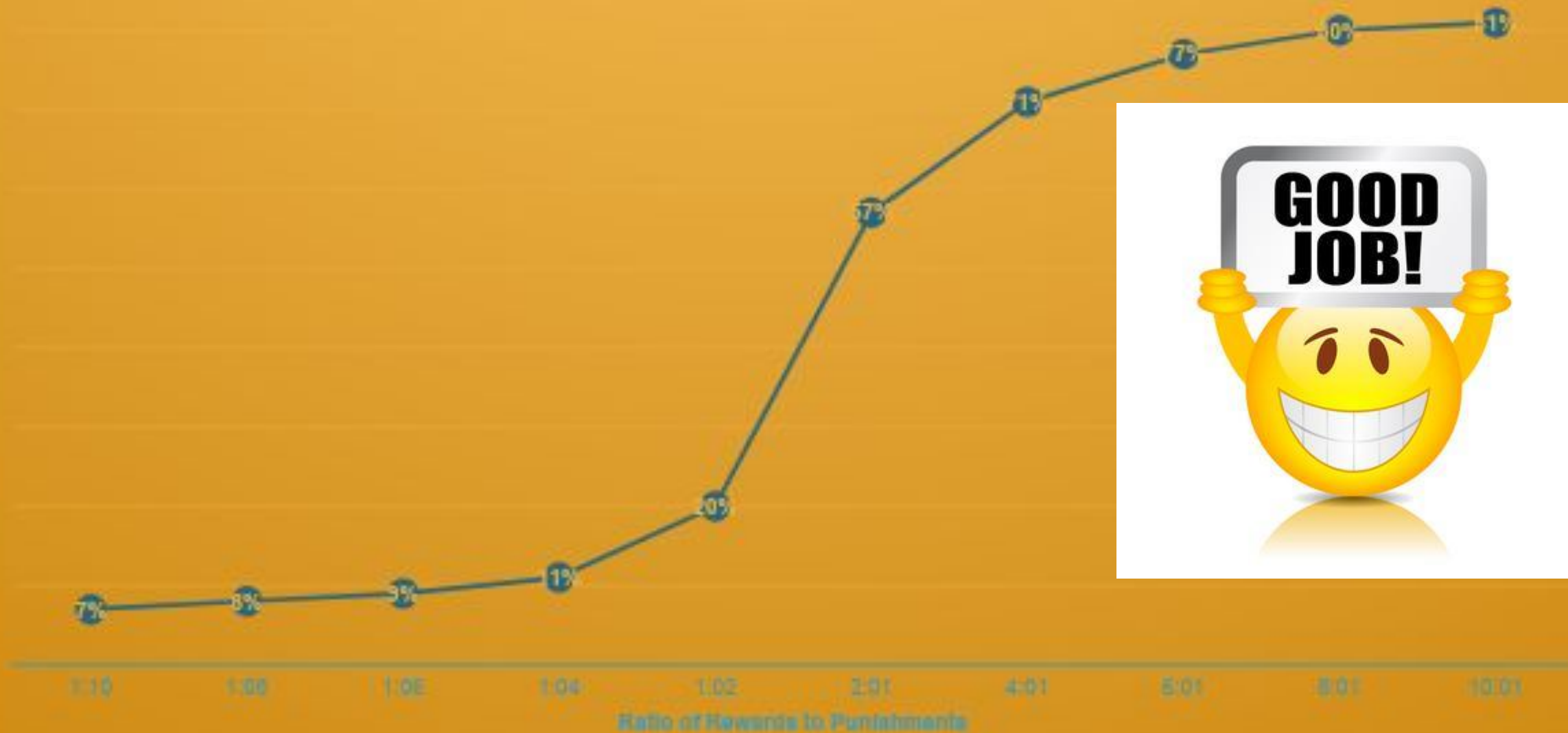
# What Do We Know about Changing Behavior?



A black and white photograph showing two hands held palm up, cradling a small white card. The card has the word "HOPE" written on it in a bold, black, sans-serif font. The hands are positioned symmetrically, with fingers slightly spread. The background is a dark, textured surface.

**HOPE**

Skills



Widahl, E. J., Garland, B. Culhane, S. E., and McCarty, W.P. (2011). Utilizing Behavioral Interventions to Improve Supervision Outcomes in Community-Based Corrections. *Criminal Justice and Behavior*, 38 (4).

# CONNECTION

Care about the  
person as a human  
being

Meaningful  
interactions

Invested in success

Care, support,



How do we  
create a  
coaching  
connection?

Role clarification:  
My role is to help  
you find ways to  
be successful  
within the rules.

# PLAYBOOKS

Winning plays

Learning and growing

Some plays fail, back to the drawing board

Because a play isn't successful, doesn't mean it can't be used later



What playbooks  
and plays do we  
need?

Success plan:

We should be building  
plans that describe  
where they want to be,  
where they currently  
are, and what's  
standing in their way  
of getting there

Behavioral Health Assessment	Attend school for 2 days in a row	Learn coping skill for ...
Have a conversation with your dad	Connect outside of school with one friend	Learn new way to avoid Brian when engaging in risky behavior
Meet 2xs this week with me	Complete homework 3xs	Check in with Ms. Smith (teacher)

Where they want to be by the end of ...

What's standing in their way?

Peers?  
Poor relationship with family?  
Substance use?  
Trauma?

Our role: To help them navigate the barriers, challenges, and opportunities in their life to help them get where they want to be

Where they currently are in their life

Is there anything we can learn from the assessment that helps us move closer to where you would like to be?

# SUCCESS

Helping a person  
reach their potential

Helping people  
thrive, regardless of  
their situation

Building paths to  
success/best selves



SUCCESS

# COACHING PHILOSOPHY

- BELIEVE THAT ALL INDIVIDUALS CAN **LEARN & GROW**
- DEVELOP A **PLAYBOOK** THAT IS DESIGNED TO HELP PLAYERS IMPROVE
- RECOGNIZE THOSE WE WORK WITH ARE HUMAN BEINGS WITH STRENGTHS, BARRIERS, NEEDS, CULTURE AND SYSTEMS, WHO ARE **TRYING THEIR BEST**
- FOCUS ON **PROGRESS**, NOT PERFECTION
- INVEST **TIME AND RESOURCES** INTO THE PLAYER
- CONNECT **PURPOSE** TO ACTIVITIES