



BOYS BASKETBALL
5 YEARS'
EXPERIENCE



KEY COACHING BENEFITS

- The head coach had data on how he was impacting his student-athletes.
- Coach used the data to make behavioral changes that had a significant impact on his student-athletes.
- The overall Coaching Effect score grew by +6 points.

BACKGROUND

The head coach cared passionately about his student-athletes but wasn't sure if he effectively communicated this sentiment through his actions. Team growth and performance suffered as a result.

The ultimate desire for this coach was to provide his student-athletes with a more positive experience, which he believed could be enhanced by creating a more accountable, structured team culture.

CHALLENGES

Neither the athletic director nor the coach had any way of knowing how they were impacting the student-athlete experience or if their approach to coaching was effective. The coach was vocal about his desire to improve but had no baseline from which to measure his growth as a coach. He commented, *"if I knew what and how to improve, I would have done it. I needed something to show me my coaching strengths and weaknesses."*

SOLUTIONS

The athletic director turned to Ecsell Sports in 2019, intending to help his coaches quantify the experience they provided their student-athletes. The AD wanted his coaches to have data to guide their personal development while also providing the student-athletes a voice.

Based on his Coaching Effect results, the coach identified a specific goal:

Improve the psychological safety of his team.

The coach accomplished this goal in a variety of ways. Specifically, he sought greater behavioral accountability from himself and his entire team during practices. The student-athletes were encouraged to improve their treatment of each other, while the coach and his assistants outwardly displayed the behaviors they wanted to see from their student-athletes. The coaches motivated student-athlete success by example.

THE WIN

After two seasons of working with Ecsell Sports, the Coach's psychological safety score improved +27 points.

This team's winning rate jumped from +39% to +68%.

And according to the coach, team culture dramatically improved since making the changes diagnosed by Ecsell Sports.

Ecsell Sport's data-driven information and improvement tools assisted this growth-minded coach in achieving his goals – which was to create a high-performance team environment while enhancing the experience of his student-athletes.



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