

# SCHOOL WIDE CASE STUDY





# CASE STUDY:

## TRANSFORMING THE STUDENT-ATHLETE EXPERIENCE WITH ELITE COACHING

### AT A GLANCE

#### CHALLENGES

- School needed to equip athletic directors and coaches with metric-based solutions for growth.
- School had no shared language to communicate growth around student-athletes.
- School did not have any professional development for coaches.

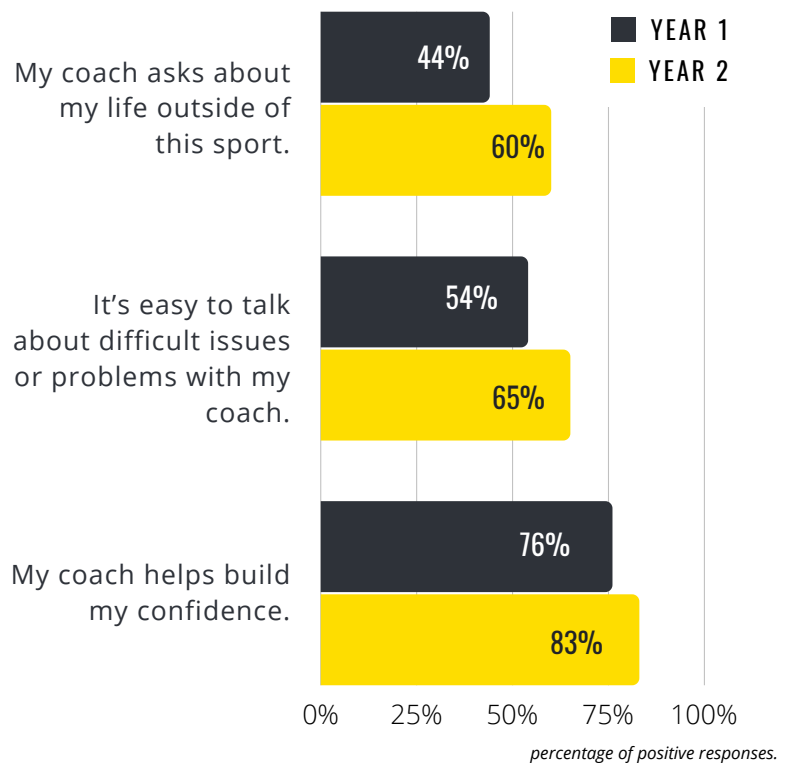
#### THE WIN

- Coaches created a trust-based, psychologically safe, yet challenging environment for student-athletes.
- Athletic department created pathway for measurable improvement.
- School has consistent and practical educational development tools and resources at their fingertips.

"COACH BRINGS A POSITIVE ATTITUDE THROUGHOUT THE GYM. SHE IS ALWAYS THERE FOR YOU NO MATTER WHAT. IF YOU EVER MAKE A MISTAKE SHE TELLS YOU HOW TO FIX IT AND HOW TO MAKE IT BETTER."

- STUDENT-ATHLETE

#### STUDENT-ATHLETE FEEDBACK





# CASE STUDY:

## TRANSFORMING THE STUDENT-ATHLETE EXPERIENCE WITH ELITE COACHING

"I KNOW I'M A  
BETTER PLAYER  
BECAUSE OF THIS  
COACH"

YEAR 1

74%

of all student athletes  
agreed with this statement

YEAR 2

83%

of all student athletes  
agreed with this statement

### OBJECTIVES

- **Profound and simple** goal: to provide a more positive student-athlete experience.
- Create common language around student-athlete development.
- Institute school-wide development processes for all student-athletes year-over-year.

### SOLUTIONS

- Ecsell Sports used our proprietary *Coaching Effect Survey* that gave the school a baseline on how they impact the student-athlete experience for every single sport they offered.
- Ecsell Sports created individual growth plans for each coach designed based specifically on student-athlete feedback.
- The school has a year-over-year growth plan that keeps the student-athletes at the center of every decision.

### THE WIN

- 1 Coaches created a **trust-based, psychologically safe**, yet challenging environment where students could grow on and off the court.
- 2 Athletic department created pathway for measurable improvement.
- 3 School has consistent and practical educational development tools and resources at their fingertips.