

After sales service

A vital part of developing coaches is providing 'after sales service'. Once a coach developer (CD) has established a relationship with a coach, they should consider how they will support them on an ongoing basis.

This is important to keep them motivated. Regular contact reinforces to the coach that they are important, their role is highly valued and the club is right behind them. The coach might also want assistance with something. Rather than wait for the coach to call for help, which they may or may not do, be proactive and keep in contact - provide the opportunity. You may offer to be contactable by phone or email. Social media provides another useful communication channel.

A club/Association could send out an email with information of interest to CDs such as links to videos, news from other clubs on how their CD programs are going etc. A YouTube channel could be set up and act as a home for short videos. Text message alerts could be sent to CDs inviting them to watch the 'latest' video.

There should also be some more organised opportunities. Depending on the structure of the program, a mid-season get together of CDs and coaches gives the whole group a chance to share experiences and, importantly, to socialise.

Similarly, at the end of the program, a social occasion would be a great way to celebrate any successes, think about how the program could be improved and encourage people to stay involved.

