

**10 | Using Assistant Coaches Effectively**

**At first you were glad to have a couple of parents help you coach this season. But now they seem more trouble than they are worth. You're not really sure how to use them to help the team get better. As a Double-Goal Coach, how can you integrate assistants so they add value to your players and team?**

Our society's mythology glorifies the individual leader, but great organizations are usually led by leadership teams. Sports teams are no different. Forge your assistant coaches into a cohesive leadership team, and you will accomplish much more. And you will address a huge problem with youth sports practices – too many kids standing around.

The tradeoff is control versus reach. If you do all the coaching, you can do it to your standards. However, integrating assistants into your leadership team will extend your impact on your players. But that requires delegating, something many coaches either aren't willing or don't know how to do. Here are some thoughts about how to do this well:

- Familiarize assistants with your Double-Goal coaching philosophy by using the Double-Goal Coach Job Description (see page 70). Get their commitment to help build the team culture you want before empowering them.
- Assign them to fill E-Tanks of all players in early practices and ask them to share what they did. Make overlooked players the focus of the next practice. Make your assistants tank fillers, and it will have a huge impact on your team.
- Here are three ways to delegate to assistant coaches:
  - 1. See and Do:** Assistant watches you teach a skill and replicates it with another group of players.

- 2. Plan and Preview:** Assistant plans to teach a specific skill at an upcoming practice and previews it with you before trying it out on the players.

- 3. Do and Report:** Assistant teaches a skill to part of the team and reports how well it went.

- Involve assistants in practice planning and carve out active roles for them in games.

Create a strong leadership team and you also prepare your assistants as Double-Goal Coaches who will go on to positively impact many youth as head coaches in the future

Developing Winners in Sports and Life

# THE POWER OF DOUBLE-GOAL COACHING



By Jim Thompson



Foreword by Phil Jackson



BETTER ATHLETES  
BETTER PEOPLE

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