

At the center of every student-athlete experience is a coach.

COACHING MATTERS.

COACHING EFFECT CANADA

## WHAT IS THE COACHING EFFECT?

Student-athletes share countless stories about the impact highly effective coaches had on their lives; **The Coaching Effect** takes it one step further. By measuring the coaching behaviors that lead to the best experience possible for student-athletes.

Taking a more informed, data-centric approach provides a framework that helps all stakeholders understand how they can **enhance the student-athlete's experience** and impact academic performance, **including grades, graduation, and attendance**, allowing us all to advocate for the benefits of education-based athletics.

## YOUR IMPACT

80%

Of student-athletes feel that their coach cares about them as a person.

77%

Of student-athletes have fun playing the sport because of their coach.

84%

Of student-athletes agree their coach helps them learn from mistakes.



## LEARN MORE DURING ONE OF OUR UPCOMING WEBINARS:

Click the date and time that works for you to register

*\*All times listed as Pacific Time*

SEPTEMBER 12, 6:00 PM

SEPTEMBER 17, 3:00 PM

OCTOBER 1, 4:00 PM

## KEY RESEARCH OUTCOMES:

Imagine a team where every student-athlete feels supported, heard, and empowered to learn. At The Coaching Effect Canada, we believe that a great relationship between student-athletes and coaches is key to unlocking their full potential.

We support programs with data to show the impact of coaching and participation. Because participating in education-based athletics is important but playing for an effective coach is life-changing.

ENDORSED BY THE CANADIAN INTERSCHOLASTIC ATHLETIC ADMINISTRATORS ASSOCIATION AND BC SCHOOL SPORTS

QUESTIONS? REACH OUT TO US AT [LKELBA@COACHINGEFFECT.CA](mailto:LKELBA@COACHINGEFFECT.CA)



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A FREE RESEARCH PARTNERSHIP THAT HELPS YOU **TELL YOUR STORY**

ENDORSED BY:



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## WHAT IS THE COACHING EFFECT?

Student-athletes share countless stories about the impact highly effective coaches had on their lives; **The Coaching Effect** takes it one step further. By measuring the coaching behaviors that lead to the best experience possible for student-athletes.

It provides a framework and coaching score that helps all coaches understand how they can **enhance the student-athlete's experience** and impact academic performance, **including GPA and attendance**.

## KEY EDUCATIONAL OUTCOMES: A CASE STUDY

### TWO MORE WEEKS IN CLASS

Student-athletes **miss 11 fewer days of school per year** when compared to non-athletes with a highly effective coach in building relationships.

*\*Chicago, '23-'24*

### +20% GPA

In a diverse population, student-athletes with a highly effective coach who pushed them out of their comfort zones had a **3.09 GPA compared to a 2.45 GPA for non-athletes**.

*\*Chicago, '23-'24*

### +13.8% ELL GRAD RATES

English Language Learners (ELL) graduation rates rose from **48.3% to 62.1%** while the state ELL graduation rate declined by more than 5% in the same period (Nebraska DOE, 2023).

*\*Rural Nebraska, '21-'23*



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