

# THE IMPORTANCE OF QUALITY COACHING FOR YOUR SPORTS ORGANIZATION

Quality coaching is a cornerstone of any successful youth sports organization. This infographic highlights the key benefits and impacts that skilled coaches bring to athletes, teams, and the overall program.

## THE PROBLEM

**1 in 3**

“...roughly 1 in 3 kids quit sports every year, largely because of negative experiences...”

*Aspen Institute Sports & Society Program*

## THE BIGGER PROBLEM

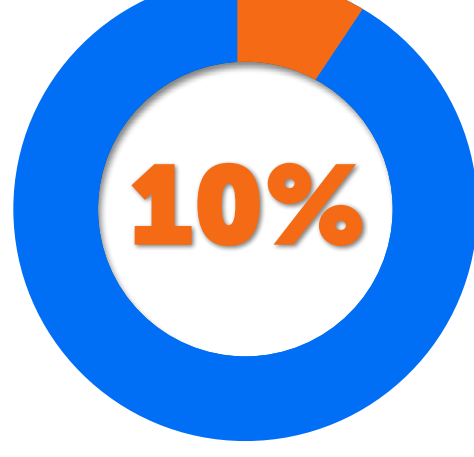
“...studies suggest that as little as 10% of coaches have had any kind of formal training”

*Aspen Institute Project PLAY*

Many sports programs, especially for younger age groups, look for lower operating costs to introduce the most kids to the sport. To achieve that, coaches are found through the parents of players who have registered, and who are willing to volunteer.

And their impact reaches far. Both on the players of their specific teams, but also on the long-term participation rates in your program. The long-term financial success of your organization hinges on how well volunteer parents turned coaches perform through the season. Let that sink in.

**Are you 100% confident they are going to do well?**



## QUESTION

What training and resources do you provide to your coaches?



**Out-dated resources found online**



**Generic, uncategorized content**



**Drills without a clear structure or curriculum throughout the season**

**10%**

**30%**

**20%**

What would **10, 20, 30%** of your players leaving each season mean to your program?

## TEAMSNAPO COACHES PACK

No matter what type of coaching program an organization has, giving coaches high-quality drills and thoughtful practice plans helps create fun and engaging training sessions that will develop skills and keep families happy and coming back.

**TeamSnap+ Coaches Pack** combines high-tempo drills, practice plans, and curriculums with coach-driven instructions and equipment lists, to give coaches (from every experience level) the tools they need to confidently run engaging practices.

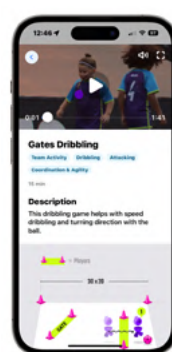
## How It Works



**Add Coaches to the TeamSnap mobile app**



**Coaches can pick practice plans**



**Results! Smooth practices with great feedback**

## TEAMSNAPO COACHES PACK MAKES AN IMPACT!

**Coaching ability**

**82%**

of coaches say plans and drills have made them a better coach

**Stress reduction**

**82%**

of coaches say plans and drills have reduced the amount of stress they feel in coaching

**Time saved**

**83%**

of coaches say prebuilt plans reduces the amount of time they need to plan practice

**Player fun**

**77%**

of coaches say their players have more fun when using TeamSnap practices and activities

**Youth sports experience**

**82%**

of coaches say TeamSnap plans and drills have improved their youth sports experience

## REASONS WHY COACHING CURRICULUMS ARE IMPORTANT

**1**

Age Appropriate and Developmentally Focused

**2**

Consistency and Structure for All Coaches, No Matter What Level

**3**

Goal Setting

**4**

Holistic Development

**5**

Allows Flexibility and Adaptability Based on the Needs of Your Athletes

**6**

Alignment with Club Philosophy

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