

AI for Coaches: A Practical Starting Point

Understand what AI is, where it can help, and where it needs checking. See examples from my own work, then practice giving useful instructions and improving the result for an everyday coaching task.

Who it is for

Coaches with little or no AI experience. No coding knowledge required.

What we'll cover

01 What AI is and what it isn't

Understand the basics, useful applications, possible errors, and the coach's responsibility for checking outputs.

02 Examples from my work

See an everyday use and a tool or resource I have built. Examine the problem, AI's contribution, and the work I had to check or change.

03 Live demonstration

Turn fictional notes into an athlete briefing. Improve a vague request with context, constraints, and a clear format.

04 Guided practice

Complete one small task using a provided example or your own non-sensitive material.

05 Review and improve

Check for invented details, missing context, impractical suggestions, and language that needs changing. Revise the output.

06 Plan the first use

Save your instructions, choose when to try the workflow again, and decide how to judge its usefulness.

The exercise

Turn fictional coaching notes into a short athlete briefing. Preserve the planned session, check for invented details, and identify anything that needs clarification. Use fictional or non-sensitive material throughout.

You leave with

A one-page workflow card with reusable instructions, review checks, and a plan for your next use.

Audience, location, format, and pricing agreed together. Examples adapt to your coaching setting.

From Data to Coaching Decisions

Start with the coaching question, then choose useful measures from the tools you already have. Practice collecting consistently, interpreting changes with context, and sharing a clear finding and next step with athletes and staff.

Who it is for

Coaches and performance staff who collect data, receive reports, or want to start a simple measurement process.

What we'll cover

01 Start with the decision

Turn a broad concern into a question about a specific quality, group, time frame, and decision.

02 Choose useful measures

Consider relevance, measurement quality, feasibility, and whether a result could change the decision.

03 Define collection

Agree on the tool, protocol, units, timing, responsible person, and handling of missing or inconsistent entries.

04 Interpret a case

Separate observations from explanations. Consider measurement error, individual patterns, recent training, and missing context.

05 Communicate and share

Create a short staff update and an athlete-facing explanation. Decide who needs the information and who follows up.

06 Apply the process

Complete a plan for one question from your own setting, including a next step and review date.

The exercise

Work through a fictional acceleration-testing case with a missing result and a changed starting procedure. Decide which comparisons hold up, what remains uncertain, and how to communicate the next step and who owns it.

You leave with

A one-page plan connecting your question, measures, collection process, interpretation, audience, and next action.

Audience, location, format, and pricing agreed together. Examples adapt to your coaching setting.

Building a Culture of Ownership

Help athletes and staff take initiative through clear expectations, supported responsibility, and useful feedback. Turn a value into observable behavior, practice a conversation, and design one leadership routine to try with your group.

Who it is for

Coaches, assistants, and staff leaders who want to develop leadership within their actual responsibilities.

What we'll cover

01 Make culture observable

Discuss a fictional situation with an unclear standard or missed responsibility. Identify the behaviors involved.

02 Define the standard

Choose one value and describe what it looks like for athletes, assistants, and the lead coach.

03 Create supported responsibility

Design a small leadership opportunity with clear expectations, decision boundaries, resources, and support.

04 Practice a conversation

Rehearse addressing a missed commitment or responding to a concern. Agree on a next step and follow-up.

05 Build one routine

Design an athlete-led preparation check, staff decision review, or another routine suited to your setting.

06 Plan a small trial

Choose when to try the routine, which behavior to observe, and when to review it. Culture develops through follow-through.

The exercise

An assistant is asked to lead a warm-up without clear guidance, then the head coach takes over. Clarify the responsibility, rehearse a private conversation, and redesign the next opportunity with agreed boundaries and feedback.

You leave with

A one-page ownership plan with a clear behavior, responsibilities, decision boundaries, support, and a review date.

Audience, location, format, and pricing agreed together. Examples adapt to your coaching setting.