

Coach Recruitment: Enhancing Systems to Attract Positive Coaches

An interactive, action-driven workshop that helps sports leaders identify, recruit, and engage purpose-driven coaches who strengthen programs and elevate the athlete experience.

WHY THIS WORKSHOP?

Finding and keeping committed coaches can feel overwhelming. It's not a secret that many programs struggle to build a healthy coaching pipeline. While there is no quick fix, our Coach Recruitment: Enhancing Systems to Attract Positive Coaches equips leaders with a clear, practical system to enhance their strategies for long-term success with confidence and intentionality.

WHO SHOULD ATTEND

Youth sports administrators, athletic directors, and program coordinators responsible for recruiting or hiring coaches.

WHAT LEADERS WILL GAIN

Leaders will use their unique experiences to discuss, initiate, and explore strategies to strengthen their coach discovery and engagement systems. Leaders will walk away with actionable ways to:

- Identify sources of potential coaches
- Create multi-channel outreach across platforms
- Craft a clear, impact-driven message that connects with potential coaches
- Build an inclusive, community-focused campaign that attracts a diverse group of coaches
- Remove barriers and respond to hesitation from coaches

WHY THIS MATTERS

Leaders will leave the workshop with the confidence and tools to grow a coaching team that reflects their community, supports their athletes, and strengthens the positive culture of their program.

WORKSHOP TAKEAWAYS

- A Workshop Summary Toolkit with a sample recruitment plan, exercises, and outreach examples
- Strategies for promoting diversity and representation
- Practical steps to connect coaches to your mission and your athletes

