

CASE STUDY: BOYS BASKETBALL

A caring head coach wanted to create the best experience possible for his student-athletes, but didn't know where to start.

CHALLENGES

- The AD & coach didn't have a research-backed way to understand how they were impacting their student-athletes' experience.
- They weren't sure if their coaching approach was effective.
- The coach was vocal about his desire to improve, but had no baseline from which to measure his growth.



MEET THE COACH

RYAN READER
WAVERLY HIGH SCHOOL

On his desire for growth: "If I knew what and how to improve, I would have done it already. I needed something to show me my coaching strengths and weaknesses."



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SOLUTION

The AD turned to Ecsell Sports in 2019, intending to help his coaches quantify the experience of their student-athletes. He wanted his coaches to have data to guide their personal development while also providing the student-athletes a voice.

Based on his Coaching Effect Survey results, the coach was able to identify a specific goal: Improve the psychological safety of his team. He worked with Ecsell Sports to accomplish this goal in a variety of ways, which included implementing specific behavioral changes to drive accountability from himself and his entire team during practices.

RESULTS

After two seasons of working with Ecsell Sports:

- Head coach's psychological safety score improved **+27 points**
- Team's winning rate jumped from +39% to **+68%**
- Team culture dramatically improved

Ecsell Sport's data-driven information and improvement tools assisted this growth-minded coach in achieving his goal – to create a high-performance team environment while enhancing the experience of his student-athletes.