

'Making the best use of coaching research'
Sarah Green



Outcomes

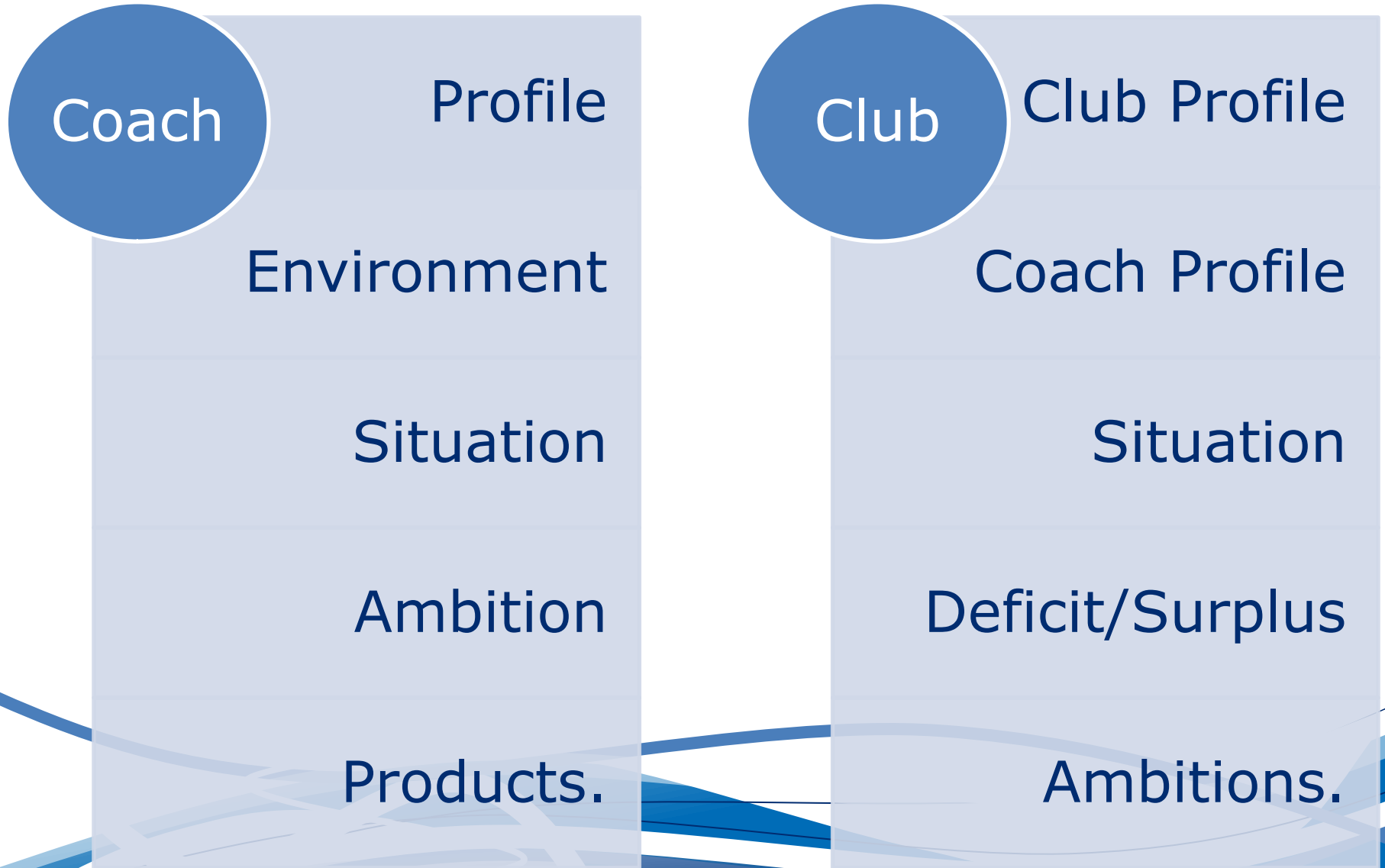
- To appreciate the value of coaching research and auditing
- To have a 'toolbox' of practical approaches to undertaking research and auditing.



Why do coaching research?

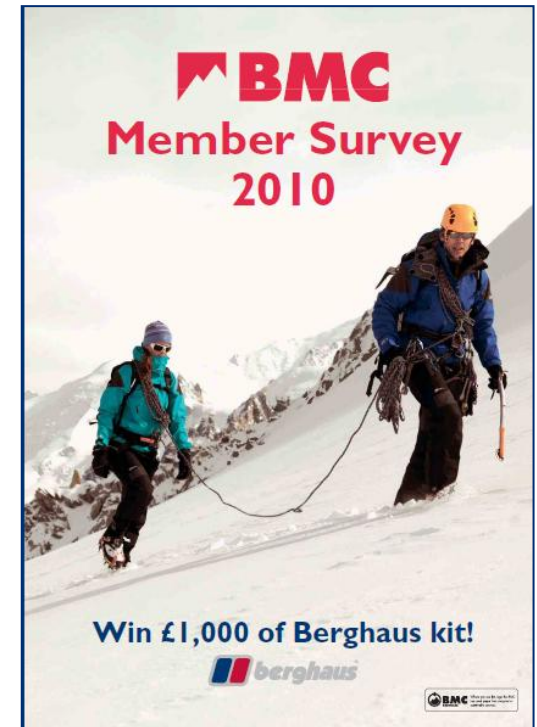
- Situational analysis
- Identification of gaps, potential deficits
- Appreciation of need
- Targeted education, CPD, resources
- Investment, sustainability & income generation.

Components of coaching research



How to manage research?

- Capacity & resources
- Appropriate to audience
- Realism & relevancy
- Perceived benefit
- Quantitative Vs qualitative.



Data flow

Review existing data

Design data collection

Pilot data collection

Fieldwork

Analysis & interpretation

Impact & action

Coaching development plan

Research strategy.

Practicalities & difficulties

- Timing
- Perceived relevance
- Non response
- Confidence levels
- Data fatigue.

Taking a practical approach

- Innovative points of contact
- Develop a research panel
- Predictive analytics
- Systematic interpretation.

Sportivate



Innovative points of contact

- Facebook, social media, SMS
- Membership renewal
- Education & CPD
- Marketing publications
- Peer review.



Research panel

- Aim for 200-1000 members
- Representative of population
- Regular/repeated bite sized topics
- Shifting attitudes & behaviour patterns
- Predict cause-effect relationships.

Predictive analytics

Entering



Leaving



Demand



Registered



Intending



Unfilled



Don't pass



Spend



Systematic interpretation

- Annual monitoring & research study 3yrs
- Evidence against Grow – Sustain – Excel
- Informed workforce training
- Informed marketing approaches
- Informed decisions for 2013 and beyond.

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