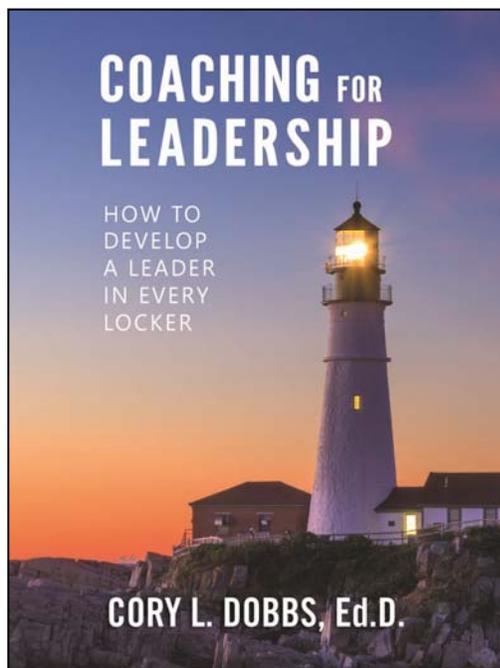


# Why You Should Read *Coaching for Leadership*



Dr. Cory Dobbs  
cory@sportleadership.com

DESIGNED FOR IMPACT



Effective leadership development depends on powerful content designed for impact. Content that reaches learners where they're at. Giving them the tools, skills, and knowledge they can apply in their coaching right now. Here's a resource that inspires and empowers learners and sets the standard for leadership development.

*Coaching for Leadership* is intended to reach a target audience—coaches that are *totally* committed to using the team sport setting for development of the total student-athlete. The coach only interested in the outcome on the scoreboard will be wandering into a foreign land should the book somehow land on their desk. The book presents thought-provoking models, many that run counter to “traditional” sport leadership thought. The topic of leadership development of the student-athlete is intended to move forward the holistic development of the team sport participant—to include the coach.

The foundation of leadership as a field of inquiry draws on the knowledge and insights of the humanities and the social sciences. While the book explores the narrow context of team sports, it draws from the broader fields of psychology, philosophy, behavioral economics, cognitive science, history, and ethics. The material presented in this book is not merely “old wine in a new bottle.” It is distinctive in the models created to inform, inspire, and initiate healthy and transformative change in the student-athlete, the coach, and the team.

You are invited to expand and enrich your coaching insights as a result of learning from *Coaching for Leadership: How to Develop a Leader in Every Locker*. To maximize the learning experience you are challenged to question and debate the ideas and the philosophy presented in the book. Are the ideas and models in the book adaptable to the highly competitive arena of sport? Does the author provide concrete suggestions for application? Are the ideas ready for implementation in the team sport setting? And is it possible to produce an action plan?

Although the notion of *don't fix it if it ain't broken* is seductive, I can safely conclude that there are no fast-acting solutions to the deep and complex human problems a coach faces. However, *Coaching for Leadership* will stimulate your thinking and challenge the way you go about leading your team. The ideas in this book have been tested and practiced in the team sport setting. The evidence is clear; the role of leadership development in the student-athlete experience will produce a valued result—for all participants.

**\* *Coaching for Leadership: How to Develop a Leader in Every Locker*. (\$24.99)**

The Academy for Sport Leadership's underlying convictions are as follows: 1) the most important lessons of leadership are learned in real-life situations, 2) team leaders develop best through active practice, structured reflection, and informative feedback, 3) learning to lead is an on-going process in which guidance from a mentor, coach, or colleague helps facilitate learning and growth, and 4) leadership lessons learned in sport should transcend the game and assist student-athletes in developing the capacity to lead in today's changing environment.