

Would You Want to Be Coached by You?

A practical guide to building trust, accountability, and lasting impact

By Sandy Zimmerman

Great coaching starts with one honest question: would you want to be coached by you? Use this guide to reflect on the culture you are building, the people you are leading, and the daily habits that shape trust, accountability, and lasting impact.

- **Build Culture**

What do you want it to feel like to be part of your program? Choose 3–4 core values that will guide your program’s decision-making, planning, communication, and daily standards.

- **Assemble a great team**

Look for people who strengthen the three C’s of trust: competence, character, and care. Surround yourself with people who will challenge you in private and have your back in public.

- **Commit to lifelong learning**

Elite-level coaching is not something you arrive at; it is a journey. What does your coaching diet include—books, podcasts, clinics, conferences, mentorship, masterclasses, and conversations with other coaches?

- **Invest in Parents**

Intentionally build relationships with parents because they are an extension of your team. Communicate early, prevent issues before they escalate, keep an open-door policy after 24 hours, and master the art of difficult conversations with preparation, calm, and clarity.

- **Build Psychological Safety**

Adapt and adjust to today’s athletes or become obsolete. If you want your athletes to play loose, free, and confident, they need to know mistakes are part of the learning process and that honest feedback will help them grow.

- **Teach Mental Skills**

Hope isn’t a strategy. Take 3-5 minutes every day to teach, review, or practice mental performance skills such as breath work, performance statement, self-talk, visualization, and resetting after mistakes.