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# Implementation Process for Associations





93%

Of parents who register their child in community sports state that ensuring their child receives quality coaching is very important to them.

68%

Of children stop participating in youth sport due to reasons that could be resolved through improved grassroots coach training and development.

92%

Of grassroots volunteer coaches prefer to receive training through a mobile app in comparison to online courses and clinics.

# AQ COACH

Through embracing mobile learning as a key component in your grassroots coach training and development process, you will join the AQ community of leagues and associations across North America and Europe committed to delivering quality youth sports programs by ensuring more grassroots coaches receive sport-specific training, monitoring best-practice compliance and streamlining professional development tracking to ensure more coaches stay certified.

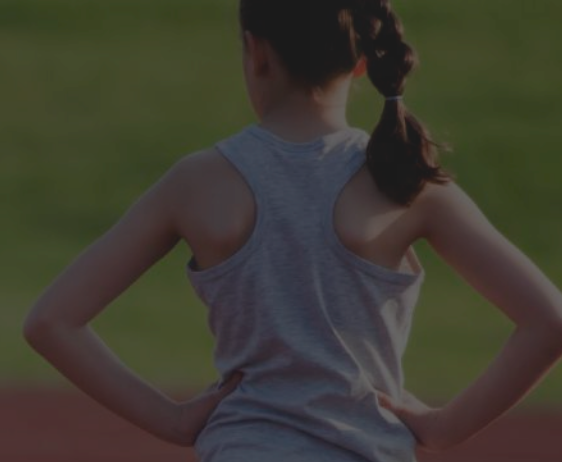
**Here** are the steps  
you can take to join  
them





## PHASE 1

# Commit to Mobile



### OBJECTIVES

- Get all stakeholders in your association committed to integrating a mobile learning component into your coach training and development process.
- Select an AQ Champion. This person (with our support) will be responsible for completing steps 2-4.

### WHAT WE WILL DO FOR YOU!

We provide a variety of ways to help you communicate the value of implementing a mobile learning component within your association, and how AQ can help you make this transition as simple as possible.

This includes a free version of the AQ Coach mobile app, case studies, and video testimonials from coaches and administrators who have used AQ.

These resources can all be found at [aq-coach.com](http://aq-coach.com)

### WHAT WE NEED FROM YOU!

We recommend taking the following three steps to get buy-in from all stakeholders:

1. Add a discussion about mobile learning to the agenda of your next board meeting.
2. Lead this discussion by reviewing the AQ Coach website to communicate how mobile learning can help train more coaches, monitor compliance of best practice, and streamline reporting of professional development.
3. Have other board members download and try the free AQ Coach app so they can experience mobile learning for themselves.

### NEXT STEPS

Have your AQ Champion reach out and let us know you are ready to get started.

You can do this by visiting [aq-coach.com/associations](http://aq-coach.com/associations) and clicking "Get Started" or by contacting us directly at [aq@athlete-era.com](mailto:aq@athlete-era.com) or by calling 306-400-9119.



## PHASE 2

# Association Review

### OBJECTIVES

- Connect your associations AQ Champion with one of our on-boarding specialists.
- Schedule and complete your kickoff call so we can learn more about your association.
- Determine the educational content needs of your association.

### WHAT WE WILL DO FOR YOU!

One of our on-boarding specialists will contact you to schedule a 60-minute kickoff call.

During this call we will learn more about what programs your association supports, general information about your current coach development process, and what primary goals you are wanting to achieve by implementing AQ.

Review your educational content needs to determine how we can provide the most appropriate resources for your membership.

### WHAT WE NEED FROM YOU!

Once our on-boarding specialist contacts you, work with them to schedule your kickoff call.

Prior to the call, make sure you know approximately how many coaches and leagues your association supports and what educational resources you are currently providing to coaches (either online or during your in person training sessions/clinics).

### NEXT STEPS

Following your kickoff call, you will be asked to finalize what educational content you would like on your AQ account so we can begin the setup process.

The AQ Content Catalogue can be found at [aq-coach.com/support](http://aq-coach.com/support). Our on-boarding specialist will also send this to you directly.



## PHASE 3

# Account Setup

### OBJECTIVES

- Setup your AQ account with the appropriate educational resources and branding.
- Send an account access code for your association.

### WHAT WE WILL DO FOR YOU!

Configure your AQ account with the educational resources you have selected from the catalogue.

If we do not have educational content that meets your needs or if you simply want your pre-existing resources in AQ, we will work with you to integrate this content into our software. **If you choose the option, you may have the opportunity to sell your content to other associations using AQ by making it available on our content catalogue.**

We will send your account access code once the setup process has been completed.

### WHAT WE NEED FROM YOU!

Tell us what resources from the AQ Content Catalogue you want on your account.

Send us a logo image file for your association so we can setup the appropriate in-app branding.

If you are adding your own educational resources, we need you to put all these resources in one central location (Dropbox, Google Drive, etc.) and provide us access. Our on-boarding specialist will help walk you through this process.

Enter your access code on the AQ Coach app once you have received it and review your content.

### TIMELINES

If you are using resources from our AQ Content Catalogue, we can have your account setup within **1 week**.

If you are adding your own educational resources, account setup typically takes **4-8 weeks** from the time that you provide us with access to your resources.



## PHASE 4

# Association Rollout

### OBJECTIVES

- Set timelines for key events that will help you communicate AQ with your membership and begin utilizing the resource.
- Complete these events with our support.

### WHAT WE WILL DO FOR YOU!

Your on-boarding specialist will contact you to schedule a rollout planning call.

Provide various strategies on how you can integrate AQ into your training and development process as well as communicate the resource to your membership.

Provide various resources to make the communication process as simple as possible.

Check in with you after each key event to see how your rollout is going and answer any questions.

### WHAT WE NEED FROM YOU!

Set a timeline for the following key rollout events:

1. When you want to introduce AQ to your membership for the first time.
2. When you want your membership to begin actively using AQ.
3. When you want to update your website for improved ongoing communication about your new mobile learning resource.

Determine how you want to complete these events and let us know so we can provide you with any support you may need.

We want to hear how your rollout events go! So let us know when we check in.

### TIMELINES

The time it takes to complete the rollout process is different for every association as it depends on what events you decide will work best. For small associations, this can be as quick as **4 weeks**. For large associations, it can take between **4-6 months or longer**.



We do not require associations to follow every step in this process.

The purpose of this document is to clearly communicate the steps other associations have taken to successfully implement AQ with their members.

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**Ready to get  
started?**

Visit [aq-coach.com/associations](https://aq-coach.com/associations)