



Implementation Process for Leagues





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

By embracing quality sport-specific training and monitoring the delivery of current best practice amongst coaches in your league, you will join the AQ community of leagues and associations across North America and Europe who are taking a stand to eliminate statements like “I coach the same way I was coached 20 years ago” and “I have no idea what I am doing, I just volunteered to coach because no one else would”.

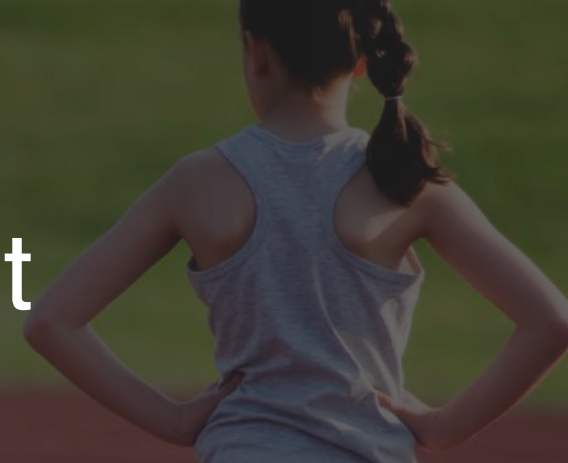
Here are the steps
you can take to join
them





PHASE 1

Quality Commitment



OBJECTIVES

- Get all key decision makers in your league committed to delivering current best practice by providing sport-specific training and development for all coaches.
- 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 running a league where all coaches have received sport-specific training, and how AQ can help 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 be found at aq-coach.com.

WHAT WE NEED FROM YOU!

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

1. Direct them to aq-coach.com so they can learn more about the value of ensuring coaches in your league are following best practice.
2. Have them download AQ Coach for free from the app store so they can experience the efficiency and accessibility of mobile learning.
3. Use the case studies, video testimonials and other resources on our website to show them the success experienced by other leagues who have made this transition.

NEXT STEPS

Inform us that you are ready to begin discussing how to implement AQ in your league by visiting aq-coach.com/leagues and clicking the “Get Started” button or contact us directly at aq@athlete-era.com.



PHASE 2

Account Setup

OBJECTIVES

- Connect your leagues AQ Champion with one of our on-boarding specialists.
- Complete your kickoff call to determine how we can setup your account to best suit your needs.
- Get your league setup with an AQ account and send your unique account access code.

WHAT WE WILL DO FOR YOU!

One of our on-boarding specialists will contact you to schedule a 30-minute kickoff call.

During this kickoff call we will learn what programs your league runs, general information about your coaches, and what primary goals you are wanting to achieve by implementing AQ.

Following this call, we will setup your account to best fit your needs and send your unique league access code.

WHAT WE NEED FROM YOU!

Once our on-boarding specialist contacts you, provide them with a few options that would work best for your 30-minute kickoff call.

Prior to the call, complete the following:

1. Have your key season dates (coaches meeting, league start date, etc.) handy and know approximately how many coaches and teams you expect to have.
2. Review the AQ Content Catalogue to find the educational resources that fit best for your league.

NEXT STEPS

Now that your account is setup, plan a date or event to present AQ to your league.



PHASE 3

League Launch

OBJECTIVES

- Prepare and deliver your league launch event.

WHAT WE WILL DO FOR YOU!

Your on-boarding specialist will reach out to confirm that you have finalized a date for your league launch event.

Your on-boarding specialist will provide you with a slideshow template for you to use when presenting AQ to your league. You are more than welcome to use this as a reference and prepare your own presentation.

Provide any additional support necessary in planning this event. **Most leagues launch AQ by presenting it as part of their regular coaches meeting immediately before the season begins.**

WHAT WE NEED FROM YOU!

Let your on-boarding specialist know when your launch event will take place.

Book another call to review what you will go over during the presentation (if you feel it is necessary).

Deliver a league launch session where you will present AQ to your coaches. It is important that you communicate to them why it is important they follow best practice, how they will download AQ and join your league (using your account access code), and how the app is intended to be used during the season.

TIMELINES

We recommend planning your league launch session 1 week before your coaches begin running practices.



PHASE 4

Full Integration

OBJECTIVES

- Take additional recommended steps to help maximize the value your league will receive from using AQ.

WHAT WE WILL DO FOR YOU!

Your on-boarding specialist will be there to answer any questions or problems you might have during the season.

We will provide you with detailed analytics reports at the end of the season showing how many of your coaches used AQ, the content (drills, plans, skills, etc.) they used most, what they learned, and professional development time earned.

WHAT WE NEED FROM YOU!

If you send weekly league-wide emails, add in a section to remind coaches about using AQ, where they can download it, and what your leagues access code is.

If you have a resources page for coaches on your league website, update it to direct coaches to aq-coach.com and remove your printable resources. One of the key ways AQ delivers value is by tracking what coaches are using and this cannot be done as effectively if you are still providing paper resources.

You may considering offering additional incentives to coaches who use AQ the most.

TIMELINES

You can work on these throughout the duration of your season.



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

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

**Ready to get
started?**

Visit aq-coach.com/leagues

