

## KEY READINGS

### Ongoing Learning for Elite Sport Leaders

#### THE READING

Frederick, C.M. & Morrison, C.S. (1999). Collegiate Coaches: An examination of motivational style and its relationship to decision making and personality. *Journal of Sport Behavior*, 22 (2), 221 – 232.

#### WHAT IS THE POINT?

Describing and distinguishing motivating factors of Division I and II NCAA coaches and creating a measure that identifies such styles.

#### HOW WAS THE INFORMATION OBTAINED?

The participants in this study were 137 Division I and II coaches (53 women, 84 men) from eight different sports. These coaches had a variety of ages, winning percentages, and years in the profession with varying job positions. They completed questionnaires pertaining to motivation and decision making styles.

#### WHY IS IT RELEVANT?

- Coaches were found to show five different individual coaching motives: intrinsic, extrinsic, social, educational growth, and professional relations.
- The decision making style of a coach will certainly impact on team climate and also on athlete satisfaction and performance.
- The decision making style of a coach or sport leader will depend on the sport context. For example, elite level sports is going to require a more direct approach than youth sports.