



Market Segmentation of coaches

Using the Insight

What we plan to do today



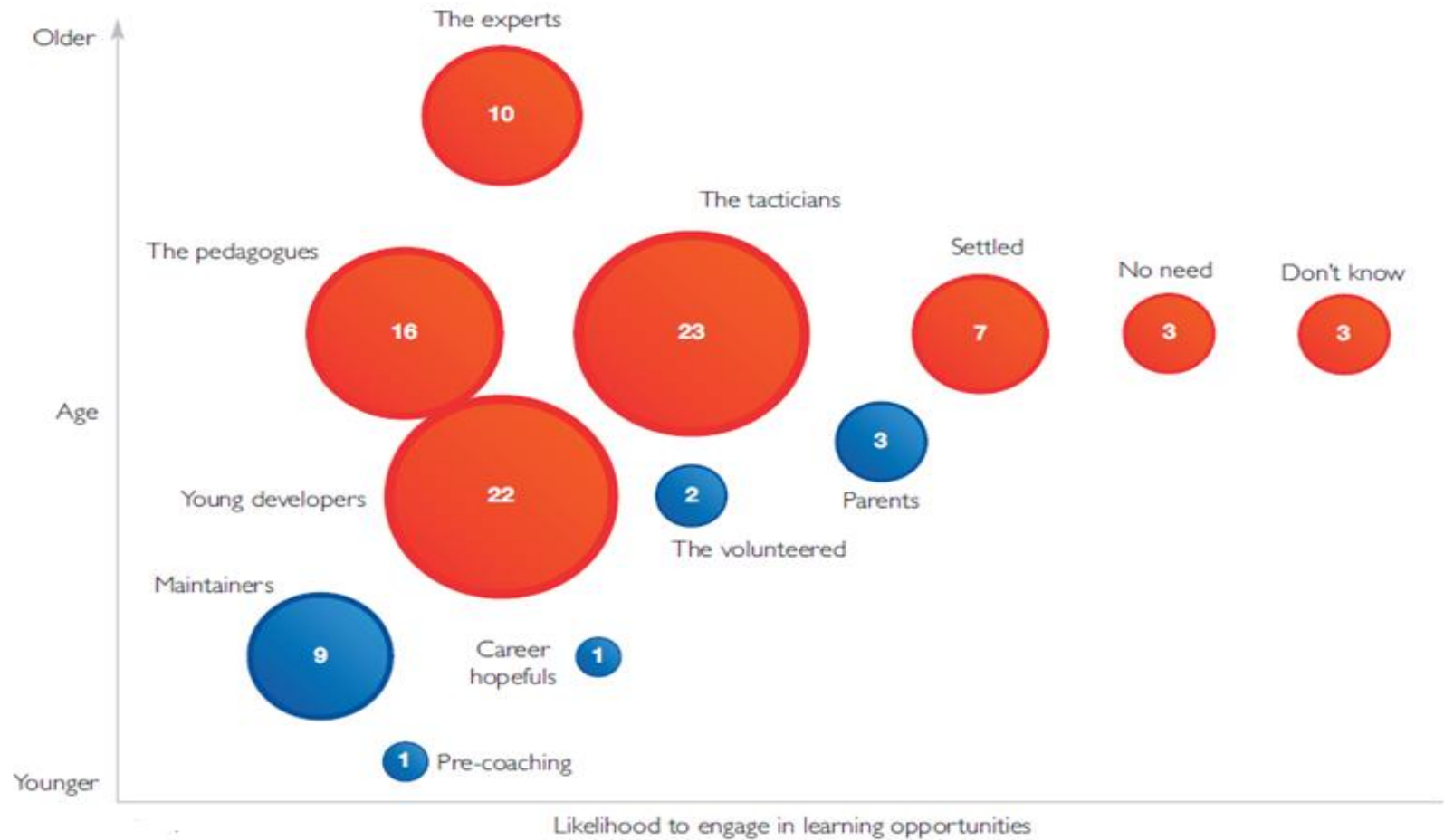
- Background to the market segmentation
- Spin through the segments
- Ideas for how to use the segments
- Thinking about your resources and/or support

Background



- Market segmentation means dividing a market into distinct **groups** or **types** with different **needs**, **characteristics** or **behaviours**.
- When looking at coaches we found it is meaningless to classify them according to their age, sex, occupation or other typical market research types.
- In our case we found **motivation** and **learning behaviour** to be the key distinguishing features among coaches.
- This allowed coaches to be divided into broad categories or types as shown in this presentation.
- There is still more work to do both to refine these segments and test them in the field.

All the segments of the coaching Workforce



Title: Maintainers

Age range: 20-25

Gender: Male 68% Female 32%

Experience: Entry level coach but gained coaching experience while still a participant

Young people (often still playing) who see coaching as a way to stay involved in their sport. Have gained some coaching experience while still playing but generally wary of qualifications because of the cost. This segment is the first few years of their coaching life.



9% Market size



Level of interest in:

low

medium

high

formal learning



self-directed learning



improving themselves as coaches



improving sessions



Pen Portrait



I love sport, and for me, coaching was a chance to stay involved in sport. Even as player, I was coaching my teammates and helping out with younger players at the club so I came into coaching with a lot of experience and knowledge. I'm only in my early 20s so the cost of qualifications is the most frustrating thing for me.

Learning wish list

Unclear at present



Title: Career Hopefuls

Age range: 20-25

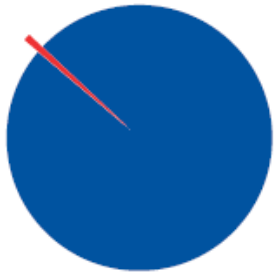
Gender: Male 70% Female 30%

Experience: Although they tend to be still playing, they have coaching experience with peers and younger groups within a club

Young participants who want a career in coaching and are keen to learn about pedagogy as well as coaching practice.



1% Market size



Pen Portrait



I love sport and want to stay involved so the best idea is to get a job in coaching. I've already started coaching my teammates and helping out with younger players at the club. I'm still young so the cost of qualifications is difficult. However, I know I have to do them, and unlike others, I'm also looking for other workshops and conferences (I'm trying to get all the experience I can). Learning from the coaching I'm doing now is essential to me so I spend more time than others reflecting on past coaching. I know as much about coaching as older coaches, but I'll admit I don't have their experience.

Learning wish list



Most likely to look for information on:

- reflection
- observing others
- managing groups

Title: The Volunteered

Age range: 30-35

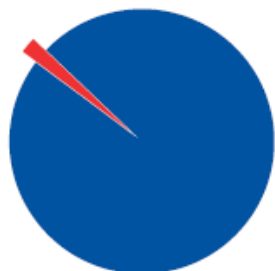
Gender: Male 80% Female 20%

Experience: None - entry level coach but no coaching experience while playing

People in their 30s who started coaching because there was no one else to do it. They have never thought of coaching before and therefore value qualifications as they give the start-up knowledge they need. As such, they are less concerned about the cost of qualifications.



2% Market size



Level of interest in:

low

medium

high

formal learning



self-directed learning



improving themselves as coaches



improving sessions



Pen Portrait



I'd never really thought of coaching and then suddenly here I am, mid-30s and volunteering (or being volunteered) to coach at the club. I don't have any coaching experience so I did a qualification to improve my knowledge and practice (especially with planning sessions) and to give me some confidence in what I'm doing. Therefore, I don't mind spending the time to do a qualification, and compared to others, I'm less worried about cost and location.

Learning wish list



Most likely to look for information on:

- organising sessions
- gaining confidence
- how to coach

Title: Parents

Age range: 30-40

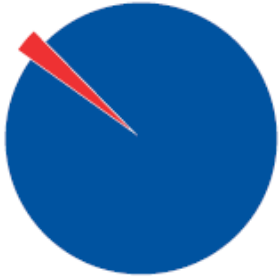
Gender: Male 90% Female 10%

Experience: None - entry level coach but no coaching experience while playing

People in their late 30s who started coaching primarily because of their children. They never intended to coach, often lack confidence around the basics and are willing to pay to gain it.



3% Market size



Level of interest in:

low

medium

high

formal learning



self-directed learning



improving themselves as coaches



improving sessions



Pen Portrait



I'd never really thought of coaching and then suddenly here I am in my late 30s coaching at my child's club. (My wife could have done this as well but no one asked her!) I don't have any coaching experience so I did a qualification to improve my knowledge and build confidence, which is really important. Gaining a qualification was more important to me than others, but I'm not looking for anything beyond Level 2. I don't mind spending the time to do a qualification, and compared to others, I'm less worried about cost and location.

Learning wish list



Most likely to look for information on:

- building confidence to coach
- how to coach

Title: Young Developers

Age range: 30-35

Gender: Male 75% Female 25%

Experience: Five years

What these coaches lack in experience, they make up for in their desire to learn. They are active learners who look for a broad variety of learning sources to improve both themselves and their sessions.



22% Market size



Level of interest in:

low

medium

high

formal learning



self-directed learning



improving themselves as coaches



improving sessions



Pen Portrait



Although I'm younger than a lot of coaches and haven't been coaching as long, I'm learning quickly, and my skills are not far from others. I learn about coaching from a variety of sources, especially qualifications, working with other coaches and advice from family and friends. I'm happy I understand the basics of coaching such as planning and organising sessions, but if there's anything I could work on it would be motivating athletes and understanding their development.

Learning wish list



Most likely to look for information on:

- motivating athletes
- understanding athlete development

Title: The Pedagogues

Age range: 30-50

Gender: Male 80% Female 20%

Experience: Four years

This is a group who came to coaching later in life, but what they lack in experience, they make up for in their desire to learn. This group believe that developing themselves as a coach will also lead to better sessions for participants. They use a broad variety of learning sources (formal, non-formal and informal) and are active learners.



16% Market size



Pen Portrait



Although I'm the same age as other coaches in the club (30-50), I seem to have less coaching experience. That's probably why I'm more keen than others for qualifications and workshops. I want to develop myself as a coach so I'm interested in widening my range of coaching methods and how to manage the coaching environment. Of course, I still want to learn about session planning and tactics that others are learning.

Learning wish list



Most likely to look for information on:

- planning sessions
- decision making
- widening their range of coaching methods
- managing the coaching environment

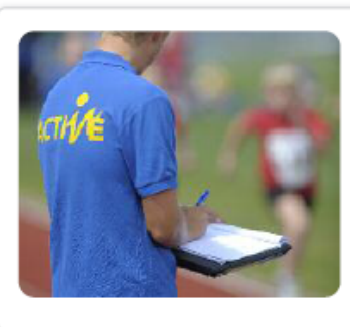
Title: The Tacticians

Age range: 30-50

Gender: Male 80% Female 20%

Experience: 11 years

These coaches have reached a stage where they believe self-directed learning is their best option. They are more interested in developing coaching sessions rather than developing themselves as coaches.



23% Market size



Pen Portrait



I have been coaching for over 10 years now, and I'm at the stage where I will learn more through my own studies on the Internet. I'm most interested in information about planning and organising sessions, technical/tactical knowledge and how to manage the coaching environment. I'm less interested in reflecting on what I've done or gaining new qualifications.

Learning wish list



Most likely to look for information on:

- planning sessions
- organisation of a session
- technical/tactical knowledge
- managing the coaching environment

Title: The Experts

Age range: 30-50
Gender: Male 80% Female 20%
Experience: 18 years

Probably the oldest and most experienced segment, where you are most likely to find head coaches and those working in competitive environments. They maintain an interest in learning mainly through discussion and observation with other coaches and are open to new ideas.



10% Market size



Pen Portrait



I tend to be a bit older than other coaches, but that's the only way you can get 18 years' experience in coaching! I coach at a higher level, and winning is more important than for other coaches. I like to learn by networking with other coaches at conferences or other events, and I want information that will take my coaching to the next level or challenge what I think I know. I know all about planning and organising sessions so what I'm interested in is long-term planning over a season and facilitation. I'm also keen to improve my ability to reflect on my coaching.

Learning wish list



Most likely to look for information on:

- long-term planning
- facilitation
- reflection

Title: Settled

Age range: 30-50
Gender: Male 70% Female 30%
Experience: Eight years

Less interested in development (although they still engage in some CPD) but are likely to prioritise other things outside coaching when it comes to CPD.



7% Market size



Level of interest in:	low	medium	high
formal learning	██████████		
self-directed learning	██████████		
improving themselves as coaches	██████████		
improving sessions	██████████		

Pen Portrait



I turn up and coach each week, and that's good enough for me. I don't really spend much time reflecting on what I do. I'm happy with my level of coaching, and even if I did want to develop, I rarely have the time to do it, and there are other things to spend my money on. The courses themselves have too much theory for me.

Learning wish list



Not likely to look for much information to improve their coaching

Title: No Need

Age range: 30-50

Gender: Male 70% Female 30%

Experience: Can be varied

This group can span age groups and experience but are connected by a feeling that they do not have the time to develop their coaching, and even if they did have time, they lack the inclination.



3% Market size



Level of interest in:	low	medium	high
formal learning			
self-directed learning			
improving themselves as coaches			
improving sessions			

Pen Portrait



I've played the sport all my life, and I know what I'm doing. I had to get a qualification because the club insisted, but I don't need anything else. If I need something, I'll check the Internet because I'm not paying anyone to go on a course.

Learning wish list



Most likely to look for information on:

- sharing best practice through the Internet

Moving the research forward



Ideas for how to use the segments

- Short term
- Medium term
- Long term

Short Term Tasks



- Key messages and food for thought
- What would I like my workforce to look like?
- Who should I focus on?

Medium Term Tasks



- Conduct an audit of existing materials, CPD programmes, website etc
- Who does this appeal to?
- Is there a balance towards certain segments?
Is this a good thing or a bad thing?

80% of our resources are aimed at the TACTICAN

Long Term Tasks

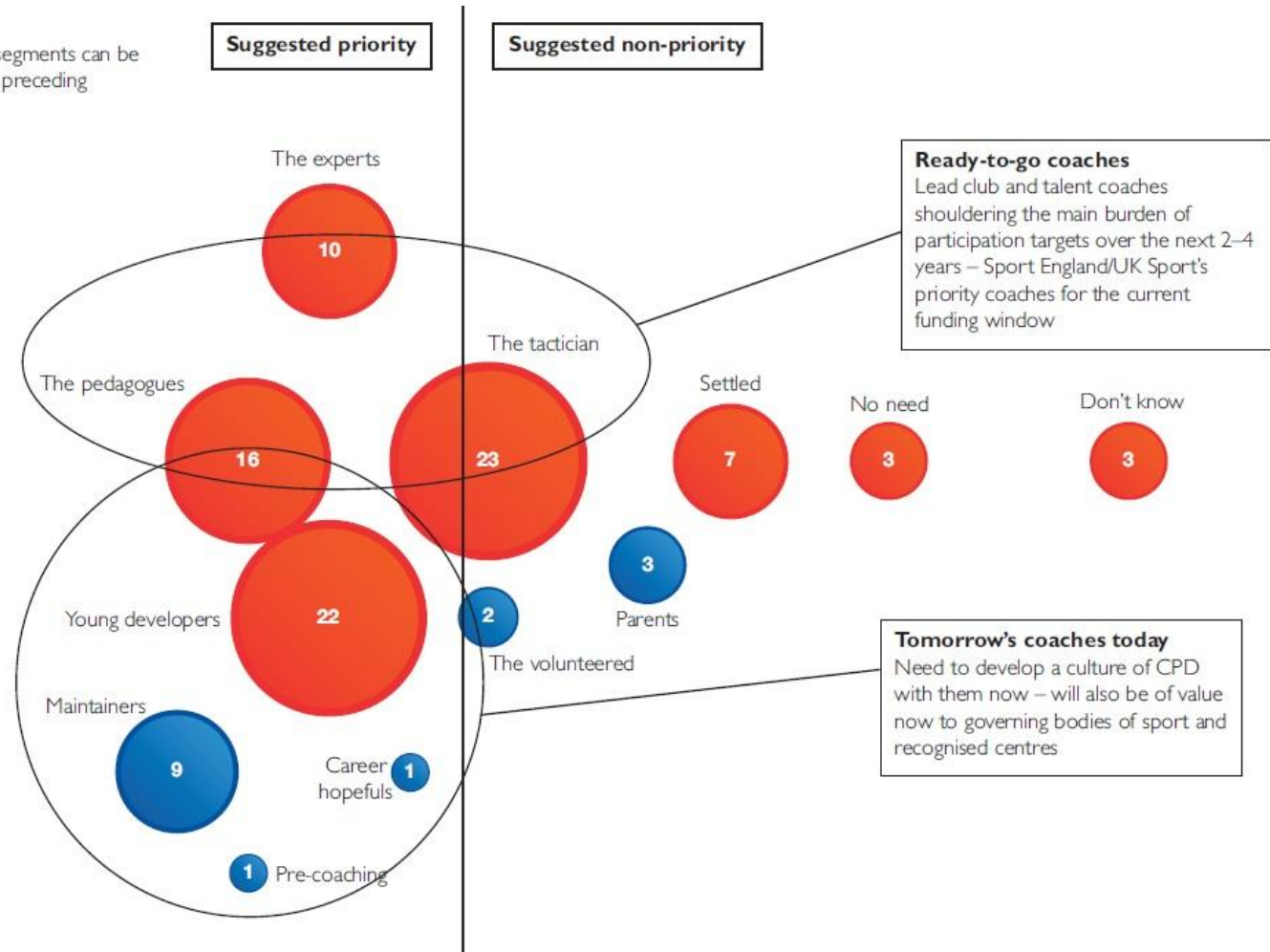


- What does my workforce look like?
- Who am I going to prioritise?

An example



Below is an indication of how the segments can be chunked and prioritised as per the preceding arguments:



Working with the segments



1. Think about the resources or support you provide for coaches.
2. By looking through the market segments which segments do you think these resources/support most appeal to?
3. Table discussion – is this a good or bad thing? Would you take any actions?