



Episode 166

Measuring the Transformational Impact of Sports with Simon Turner of MVMT Sports

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Guest: Simon Turner

- Founder of MVMT Sports
- Helps coaches grow in self-awareness

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Episode Notes

- **The danger of connecting our identity to coaching:**
 - It's challenging, but it feels natural for most coaches
 - The more important question is what kind of coach are you?
 - Ex: I'm a difference maker coach
 - Connect the what and the why
 - Coaching is what you do, not who you are



- **How to measure the impact we are making as coaches:**
 - We fall back on the long-term difference we won't see, and we also need to be able to measure some more immediate things
 - "Coaching is like throwing a pebble in a pond" - Simon
 - We don't get to see where the ripples end!
 - Measuring the impact is really difficult
 - Survivorship bias causes us to get feedback from those who made it through instead of those that didn't
 - It's hard to isolate the difference that sports make
 - I.e. an athlete is being impacted by schools, sports, family, etc.
 - How do we know how much of the impact is solely sport?
 - It's hard to determine
 - In the right environment, sports absolutely can have a significant positive impact
 - Increases social capital
 - Brings people together who otherwise might never mix
 - The more diverse the participation, the more social capital that can be transferred and lead to greater impact
 - The social capital doesn't transfer if the experiences are not diverse
 - Make opportunities for parents and stakeholders to connect with one another
 - Be intentional as the coach in building diverse relationships
- **How coaches can drive the transfer of social capital:**
 - Alumni networks
 - Stay in touch with the players you coached
 - Use surveys for current players and former players
 - Investigate the impact of sports on the mental well-being
 - Interview stakeholders and community members about the impact of your sports



- Interview 2-3 teachers at your school who have interacted with you athletes
- Talk with community leaders who have interacted with your athletes
- Ask what impact they believe you have had on athletes
- **Being a transformational coach:**
 - Steven Covey's 3 Circles
 - Circle of Control - Me
 - Circle of Influence - My players
 - Circle of Concern - The community that I coach in
 - To make an impact, start with you!
 - "Expand your circle of control, so that you can expand your circle of influence, while your circle of concern stays the same size" - Simon