



**COACHES' COACH:** Four-time Olympian Bo Hanson will hold a coaching development workshop at the Maroochydore Surf Club on September 23. PHOTO: NICHOLAS FALCONER

# Helping coaches hit their mark

Four-time Olympian nails athletes' personality profiles

**B**O Hanson knows about coaches. As a four-time Olympian, he's seen more than his share.

Some probably better than others.

So if anyone is in a position to help coaches do their job better, it would be Hanson.

And that's exactly what he is doing through his coaching development business Athlete Assessments.

While it's one thing to expect a coach to produce peak performances from his athletes, doing so is another

matter. "The big motivation behind it was to up-skill coaches so they can fully apply themselves to individual athletes."

"A lot of the technology available is quite complex, so I was really keen to develop a tool that is easy to understand and immediately applicable to sport."

Hanson's program has struck a chord with Sunshine Coast coaches, with the first workshop, in August, a sell-out.

That session, which focused on tailoring coaching styles to individuals,

tailor a program to their needs," Hanson said. "If they're a team coach, they can better understand the team dynamic, and address any likely leadership scenarios before they arise."

It was his first-hand experiences across 16 years of Olympic competition that identified to Hanson the potential benefits that personality profiling would bring to the sporting arena.

"I went to the last four Olympics for rowing, and through that I started get-

ting the message to be understood."

"Every athlete learns in a unique way, if you can com-

unicate with them, you can help them perform better. It's not about being a coach, it's about being a person who can help others. That's the message to be understood."

"Every athlete learns in a unique way, if you can com-