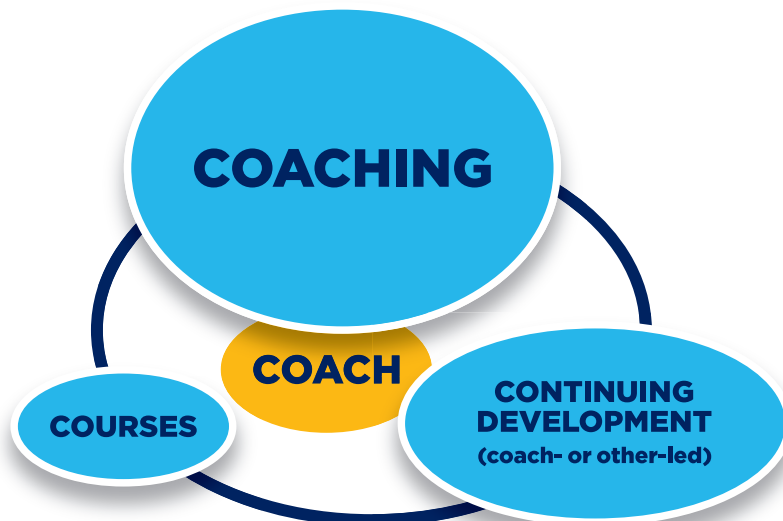


Where coaches learn - 70-20-10



One way to think about coach development is to categorise the contexts coaches learn in.

The 70-20-10 model was originally designed to show the three contexts managers or employees commonly learn in: (1) on-the-job training (70%), (2) learning with others (20%), and (3) formalised educational courses (10%).

Adapting the model to coach education and development, the three broad contexts might look like this:

1. Coaching (on-the-job training)
2. Continuing development – so-called ‘informal’ and ‘non-formal’ learning activities (e.g. a workshop; shadowing another coach)
3. Coach education courses where ‘formal’ learning is driven by the requirements needed to attain a qualification.

Of course, some behaviour, such as one coach talking to another coach, is not exclusive to one context. Also, the percentages (70-20-10) are only indicative. How and what people learn in different contexts will vary greatly.

Despite its limitations, the 70-20-10 model helps highlight the potential contribution each context might make to a coach’s learning over their coaching lifetime.