

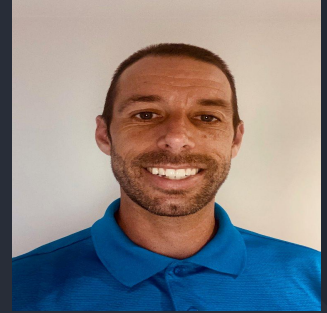


# **Assistant Coaches Compensation and Development:**

A Critical Component for Club  
Success

By: Adam Dykes

# Introduction: About Me



- Tennis Professional for over 20 years
- Experience in all aspects of the sports from Grassroots to High Performance
- Worked in many different roles from Academy Director, Director of Tennis, Program Leader, General Manager and Tennis Professional
- Certified as a Club Pro 3 and Coach 2 through tennis Canada, Master of Tennis through the PTR
- Coach Facilitator for the OTA and Advisor for Tennis Canada focusing on Community Club Development.

**Personal Mission:** To elevate the game of tennis at the community club level by implementing processes that support coaches from the start of their journey, fostering their development, and creating sustainable career pathways.



**Vision:** To retain talented coaches in the industry by enabling them to build successful careers from the ground up.



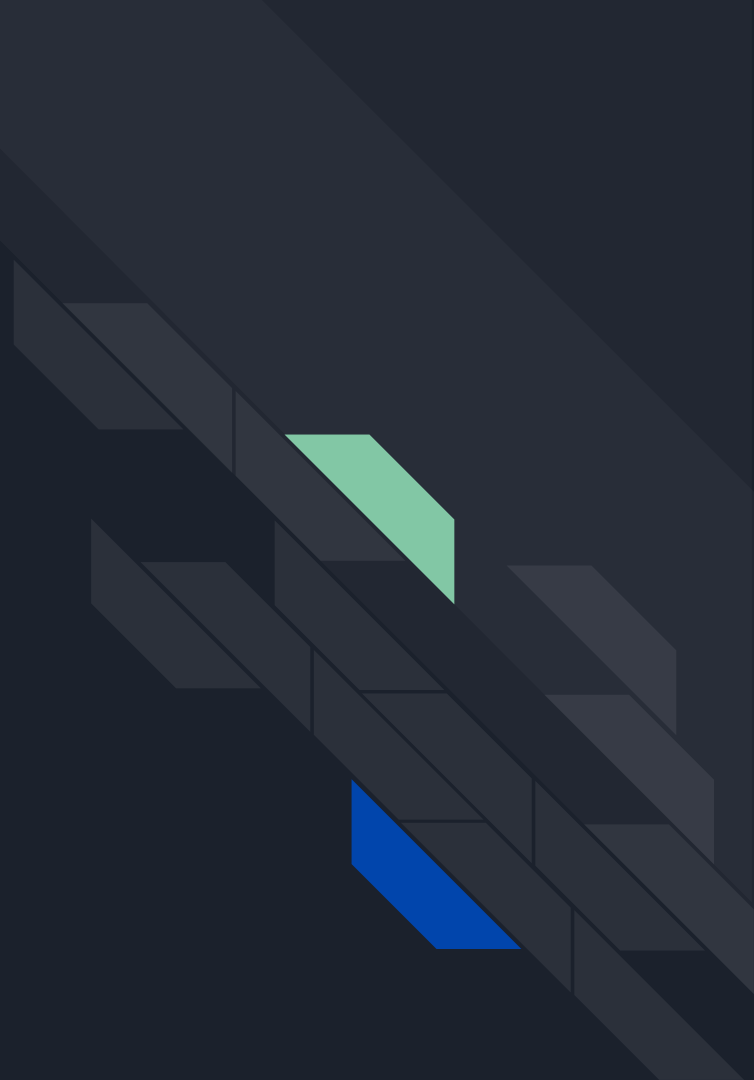
# Introduction

- Assistant coaches are key to community tennis clubs' success and at many clubs they are getting taken advantage of.
- **Transparency** and **fair compensation** are vital for retaining talent and ensuring long-term growth.



# The Importance of Assistant Professionals

- Provide most of the lesson at Clubs
- Create the first experience at the club (age, level)
- Big Factor in shaping the atmosphere at the club
- Can grow and learn with the club and be a staple



# Transparency and Fair Compensation

- **Clubs need transparency** in understanding how staff are compensated.
- Compensation affects:
  - Development
  - Well-being
  - Retention
- Often, a significant portion of lesson fees goes to Head Pros for minimal involvement. (Personal Experience)
- **Compensation should be proportional to work done**—costs like court fees and administrative time must be considered, but fairness is essential.



# Pay Based on Work Performed

- **Example:** Forwarding an email, Organizing a group, One time setup.....
- Head Pros should not take excessive fees without substantial involvement.
- **Compensation must reflect actual contribution**—this ensures fairness across the staff. The goal of the Club is to provide the best service to the community which includes the coaches.



# The Need for Change: *Emphasizing Fair Compensation*

- The Traditional system often force coaches to “just wait their turn” to become the Head Pro before getting appropriately compensated.
- Improving transparency in how Head Pros compensate their coaches will help retain more coaches both in the industry and at the club.
- Structured compensation leads to a motivated staff and benefits both the club and the community.



# Win-Win-Win Scenario: Ensuring Transparency

- A fair system benefits the **Club, Head Pro, and Assistant Coaches**.
- **Transparency in compensation** ensures trust and supports development for everyone.
- **Compensation tied to actual work** improves lesson quality and staff motivation.



# Recommended Changes

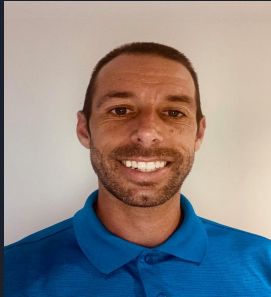
- **Hiring:** When hiring a Head Pro, consider how they will contribute to the club and community, including their impact on the staff.
- **Compensation Awareness:** The board should be informed about how coaches are compensated to ensure fairness.
- **Supporting Assistant Coaches:** Focus on supporting assistant coaches through financial incentives, development opportunities, mentorship, and appreciation to promote their growth within the club.

# Conclusion: *Why Transparency and Fair Compensation Matter*

- Assistant Coaches are often the first contact for new players, and their engagement is crucial for delivering quality lessons, impacting the majority of players at the club.
- **Transparent, fair compensation** ensures that work is properly rewarded and staff are motivated.
- By prioritizing financial incentives and development opportunities for assistant coaches, clubs can create a thriving environment for everyone.



# QUESTIONS?



## Contact Information

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