

AI Coach Educators Pathway

Expected Outcomes and Competences to Be Achieved

Purpose of the Pathway

Sports Path's approach is to customise generic AI tools so that Coach Educators can provide meaningful, personalised, and scalable support to the coaches for whom they are responsible.

Overall Objective

To enable true personalised individual learning for coaches, moving beyond generic courses and one-size-fits-all resources.

The pathway equips Coach Educators with the competences required to:

- design trusted AI Assistants
- embed AI into everyday coach development
- support coaches' knowledge, understanding, skills, and reflection over time

Stage 1: May 2026 -Creating Customised AI Assistants from Generic Tools

Focus: Foundations, purpose, and relevance.

Coach Educators learn how to:

- identify the needs of coaches and the problems to be solved (e.g. coach retention, limited support, time constraints)
- select and configure appropriate tools (e.g. personalised ChatGPTs, Google Notebook LMs, Gemini)
- upload clear instructions and trusted knowledge sources
- align AI Assistants with coach education priorities and contexts

Outcome: A customised AI Assistant designed around real coaching needs rather than generic AI capability.

Stage 2: June 2026 -Releasing AI Assistants to Coaches

Focus: Trust, adoption, and early impact.

Coach Educators learn how to:

- prioritise essential knowledge for coaches (safety, safeguarding, respect and welfare)
- test AI Assistants for reliability, trustworthiness, hallucinations and inaccuracies

- motivate and incentivise coaches to engage meaningfully with the AI Assistant
- use AI Assistants to support the creation of Individual Learning Plans (ILPs) for coaches

Outcome: Coaches begin to trust and use AI Assistants as part of their ongoing development.

Stage 3: July & August 2026 - Launching AI Assistants to Deepen Learning

Focus: Understanding, critical thinking, and skills development.

Developing Understanding & Critical Thinking:

- designing and applying a Prompt Framework
- encouraging coaches to ask better questions
- evaluating the effectiveness of AI Assistant use

Developing Coaching Skills:

- supporting coaches to independently assess session planning and session evaluation
- using audio recordings to analyse communication, questioning, feedback and interventions
- improving reflection skills through guided AI-supported analysis

Using Evidence with AI:

- analysing player performance and registration data
- using AI to analyse video and photos
- understanding when to use voice vs text interactions

Reviewing Progress:

- reviewing and refining Individual Learning Plans
- identifying development trends over time

Outcome: AI is embedded as a reflective and analytical learning partner, not a shortcut.

Stage 4: September 2016 - Bespoke Content Creation

Focus: Creating high-quality, context-specific learning resources.

Coach Educators develop competences in:

- research and structured brainstorming

- curriculum and content design
- video and audio (podcast) creation
- image creation (e.g. infographics)
- presentation design
- publishing and distribution

Outcome: Bespoke, branded content aligned to the needs of the organisation and its coaches.

Stage 5: October 2026 - Administration, Management, and Sustainability

Focus: Embedding AI into systems and workflows.

Coach Educators learn how to:

- plan AI use across coach education and mentoring programmes
- define KPIs and success measures
- embed AI Assistants into existing workflows
- explore ethical and appropriate monetisation models
- create AI Assistants for players and parents
- support coaches to develop their own AI Assistants
- review new tools (e.g. agentic options)

Outcome: AI becomes a sustainable, scalable part of coach education rather than a one-off innovation.

Continuous Development Principle

Throughout the pathway:

- new tasks are introduced progressively
- consistent themes are reinforced, particularly trust in AI, ethical use, and the importance of Individual Learning Plans

Outcome: Coach Educators build confidence and competence over time, supported by structured reflection and practical application.