**Video Title:** Coaching Your Team to Higher Performance: Coach’s Role as Motivator

**Video URL:** [**https://www.youtube.com/watch?v=xL7tsuVI5AI**](https://www.youtube.com/watch?v=xL7tsuVI5AI)

**Run Time/Source:** 3:06, SkillPath/YouTube

**Close Caption Available:** No

Team coaching is described on pages 223-225 of the text, yet the video also deals with several aspects of motivation described in Chapter 7 such as job enrichment, meaningful work, and recognition. The presenter begins by emphasizing that the team coach must be more than a cheerleader because a cheerleader usually does not feel responsible for results or performance. He or she just keeps cheering no matter how the team performs. Instead, the team coach should work toward attaining good results by motivating the team. A well-motivated team will usually produce strong teamwork. Following are suggestions for motivating the team:

Giving recognition to team members is a strong motivator. Sing the praises when somebody does something of value for the team. Meaningful work is another key motivator. Team members want to know that their work serves a useful purpose. Assigning useful roles to team members is another strong motivator. Granting freedom and independence to team members is another effective motivator. Challenging work is a natural motivator for most team members. Finally, the opportunity for personal and professional growth enhances motivation.

Questions for Thought and Discussion

1. So what’s wrong with the team leader being a cheerleader as a way of motivating the team?

2. What does challenging work have to do with team member motivation?

3. What would be an example of an assignment to team members that would result in personal and professional growth?

4. Give an example of a team member role (pages 199-201 of the textbook) that many people would find to be motivational.

5. What is your evaluation of the presenter’s presentation skills?