CIRCLES OF INFLUENCE

We can generally only measure the direct influence (outcomes) our efforts have had, but from this we can look at the indirect influence (impact) this has made.

**For example: coach development**

* Sport New Zealand use international best practice to train Squash New Zealand’s Coaching Director on coach development practices
* Squash New Zealand uses this information to create squash’s coach development system and train 12 District CoachForce Facilitators on how to use this
* The 12 District CoachForce facilitators use this knowledge to go out and develop 300 coaches in clubs and schools
* The 300 club and school coaches then pass on this information and support to 10,000 players
* The 10,000 players receive a greater coaching experience, which leads to improved skills and more regular participation as a result