

## **Team Player KASH Analysis Process**

### **Implementation Steps**

**See Paul conduct a Live KASH Analysis Coaching Session in the Bring The Fire Leadership DVD Series: Segment 6 – Session 5.**

One of our key responsibilities as coaches is to put the right player in the right position, playing to their strengths. The KASH Analysis Process provides us a tool to evaluate our talent, so we can prepare to win each day.

1. Schedule a coaching session with each team member to explain the value and proper use of the KASH Analysis Process.
2. Let the player know in a positive way that our goal is to coach, lead, teach and guide them to ultimate success.
3. After the initial evaluation, you must reevaluate every player once a quarter and record their score in the KASH Summary Chart.
4. Lavishly praise improvement. Provide meaningful feedback and coaching. Support your players, and celebrate their victories every day.

**Important:** DO NOT use this tool to criticize or beat up your players.

### **Coach's Power Phrases Introducing The Process**

**Coach:** I'm very excited about our coaching session today. We've looked at our business and understand that you can't coach any two players the same way. We have to provide individual consideration to each player. We realize that there are four key categories to a player's success.

***Knowledge – Attitude – Skills – Habits***

## Coaching Session Tips

1. Ask each player to bring their **Playbook** to take notes during your coaching session. (Each player should have a personal training journal they use during your training meetings and coaching sessions.)

**Call us at (877)-Level10 to order a Journal for each team member.**

2. Start with **positive feedback** about the player's progress to date. Share your confidence in their ability to perform at their highest level.
3. Explain the **value and benefits** of using the KASH process. Share personal experience. Explain how winners evaluate themselves. Explain how every coaching issue we will ever have with them will be a Knowledge, Attitude, Skill or Habit issue.
4. Warn each player that there may be other team members that will moan and groan about this process. Explain that the people that are most excited about this and every process are making all the money at top organizations around the world.
5. Review the coaching session on the Bring The Fire Leadership DVD Series (Segment 6 – Session 5) to see how Paul uses Sean's playbook to solidify benefits, solicit honest self-evaluations and gain commitments.

**Call us at (877)-Level10 if you do not already own this DVD Series.**

### Coach's Power Phrases Getting Honest Self-Evaluations

**New Players:** Being new, I know there may be some of these areas that won't rate as high as you'd like them to because we're in the beginning of your career.

**Just Friends Approach:** If you and I were just friends sitting here talking, and I said to you, "From a knowledge standpoint, is your knowledge of our industry poor, fair, good, great or exceptional?" what would you say? *Fair*. High side (closer to good) or low side (closer to poor)? *High side, closer to good*.

## **KASH Analysis Process**

### **Knowledge**

Knowledge includes your understanding of people, different behavior patterns, your product, your competitor's product, the inner-workings of your organization and the most effective game plan for success. How is your knowledge of your business?

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### **Attitude**

Attitude is everything. You are 100% in control of your attitude every day. Your attitude speaks volumes of information to your customer. Remember to apply the word "consistently" to your rating. Are you positive every day or just some days?

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### **Skills**

Skill is what you use to share your knowledge and attitude with other people. Developing skill requires work – practicing, drilling and rehearsing every day. Most people want to win. Do you take the time to prepare to win every day?

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### **Habits**

Your self discipline determines your success. Are you on time every day? Do you come to work mentally prepared? Do you have a written action plan every day? Do you have winning personal and professional habits?

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## KASH Analysis Form

**Player:** \_\_\_\_\_ **Position:** \_\_\_\_\_

**Coach:** \_\_\_\_\_ **Date:** \_\_\_\_\_

<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Great</b>	<b>Exceptional</b>
1 2	3 4	5 6	7 8	9 10

<h1 style="font-size: 4em; margin: 0;">K</h1> <p style="font-size: 1.5em; margin: 0;">nowledge</p>	<h1 style="font-size: 4em; margin: 0;">A</h1> <p style="font-size: 1.5em; margin: 0;">ttitude</p>
SCORE	SCORE
<h1 style="font-size: 4em; margin: 0;">S</h1> <p style="font-size: 1.5em; margin: 0;">kills</p>	<h1 style="font-size: 4em; margin: 0;">H</h1> <p style="font-size: 1.5em; margin: 0;">abits</p>
SCORE	SCORE
Possible = 40	“A” Players ... 33 - 40
Actual Score =	“B” Players ... 17 - 32
Gap Score =	“C” Players ... 0 - 16



## Training & Coaching Plan

**Player:** \_\_\_\_\_ **Position:** \_\_\_\_\_

**Knowledge**                      **Current Rating** \_\_\_\_\_                      **Goal Rating** \_\_\_\_\_

Training and coaching plan to improve this player's level of Knowledge:

- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day

**Attitude**                      **Current Rating** \_\_\_\_\_                      **Goal Rating** \_\_\_\_\_

Training and coaching plan to improve this player's level of Attitude:

- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day

**Skills**                      **Current Rating** \_\_\_\_\_                      **Goal Rating** \_\_\_\_\_

Training and coaching plan to improve this player's level of Skills:

- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day

**Habits**                      **Current Rating** \_\_\_\_\_                      **Goal Rating** \_\_\_\_\_

Training and coaching plan to improve this player's level of Habits:

- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day
- \_\_\_\_\_ \_\_\_\_\_ minutes per day