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SUSTAINING AN INTEREST IN LEARNING THROUGH THE
APPLICATION OF HIGH-PERFORMANCE COACHING PRACTICES
IN THE CLASSROOM

Academic institutions are increasingly competitive and focused on providing the best education to their students. Professors interact with the students and are the essential link between the university and the student body. To help academic institutions thrive in a competitive market and encourage the recruitment of the top students, professors must provide excellent instruction in the classroom. Using high-performance coaching practices (HPCPs), derived from an athletic coaching approach (Read, 2011), may enable those that currently teach in universities to engage students in an enriched learning environment, reinvigorating both parties in the process.