



# End-of-Season Head Coach Self-Evaluation Template

This self-evaluation is a private, honest reflection on your performance as a head coach, focused on leadership, culture, and program growth, not just wins and losses.

Set aside uninterrupted time, answer the questions candidly, and write what's true, not what sounds good. The value comes from honesty. Use your responses to identify what must stay the same, what must change, and where you need to grow before the next season begins.

# 1. Program Identity & Vision

## Core Values

What are the core values of our program?

List them:

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How consistently did I model these values this season?

Reflection:

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## Program Vision

Did we move closer to our long-term vision this year?  
Why or why not?

Reflection:

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## Standards & Accountability

Were our standards clear, consistent, and upheld?

What worked / what didn't:

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# 2. Leadership & Culture

## Personal Leadership

Where did I show strong leadership this season?

Examples:

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Where did I fall short?

Reflection:

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When did my presence elevate or hurt the program this season?

Reflection:

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## Staff Culture

Did I empower my staff with clear roles and trust?

Reflection:

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Did my staff grow under my leadership?

Reflection:

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What could I do better to develop them next season?

Action items:

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## Player Culture

Were players invested, accountable, and aligned with our mission?

Strengths / challenges:

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## 3. Team Performance & Football Operations

### On-Field Performance

What were our biggest strengths on the field?

Notes:

Where did we struggle most: schematically, fundamentally, or mentally?

Reflection:

### Game Management

Evaluate your decision-making in:

4th down & short yardage:

Timeouts:

Game planning vs. execution:

End of half/game:

### Practice Efficiency

Were practices efficient, competitive, and aligned with our goals?

What worked:

What needs revision:

## 4. Communication

### With Staff

Were meetings clear, efficient, and actionable?

Reflection:

### With Players

Did I communicate expectations, roles, and feedback well?

Examples:

### With Parents, Community and Boosters

How effective was communication with stakeholders outside the team?

Strengths / weaknesses:

## 5. Player Development

### Individual Development

Did players improve in their fundamentals, IQ, and confidence?

Where we excelled:

Where we fell short:

Did players improve or flatline with speed and strength metrics?

Reflection:

Did players move forward, stall, or regress this season?

Reflection:

### Depth & Talent Pipeline

How well did we develop younger players or backups?

Reflection:



## Retention & Morale

Were players bought in and committed throughout the season?

Notes:

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## Health

Did I make appropriate decisions around player health and safety?

Reflection:

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# 6. Staff Evaluation

## Hiring & Staff Fit

Did I make good staffing decisions this year? Why/why not?

Reflection:

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## Staff Growth & Support

Did each staff member receive the guidance, feedback, or autonomy they needed?

Notes:

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## Delegation & Workflow

Did I delegate effectively?

What needs to change:

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# 7. Program Management

## Logistics & Operations

How well did we manage travel, equipment, facilities, and scheduling?

Notes:

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## Budgeting & Fundraising

What did we do well with resources?

Notes:

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Where do we need improvement or new ideas?

Reflection:

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## Booster & Administrative Relationships

How were my relationships with ADs, admins, and boosters?

Reflection:

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What do I need to adjust next season?

Action items:

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# 8. Data, Film & Technology

## Film Use

Did we maximize Hudl film for teaching, self-scout, and game prep?

Reflection:

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Did players watch and engage with film actively or passively?

Reflection:

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## Analytics & Reports

Did we leverage Hudl Assist or Assist+ data effectively (tendencies, efficiency, player metrics)?

Notes:

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## Team Adoption

Were staff and players consistently using the tools available (Hudl, etc.)?

Reflection:

## 9. Personal Growth

### Strengths as a Head Coach

What am I most proud of this season?

Reflection:

### Weaknesses / Blind Spots

What must I work on to grow as a leader?

Reflection:

### Stress Management & Balance

How well did I handle pressure, conflict, and criticism?

Notes:

## 10. Goals for Next Season

### Program Goals

### Team Goals

### Coaching Goals

### Top 3 Action Steps for the Offseason

1.

2.

3.

