

Title	ボランティアで行うスポーツ指導者間の組織学習 手法の提案 ——ジュニアサッカーチームを対象にした試行評価——
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Citation	
Issue Date	2024-03
Type	Thesis or Dissertation
Text version	author
URL	http://hdl.handle.net/10119/18945
Rights	
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Abstract

Proposal of Organizational Learning Method among Volunteer Sports coaches - Trial Evaluation Targeting Junior Soccer Teams -

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Keywords: Organizational Learning, Experiential Learning, Volunteer Organization, Sports coaches

According to the third-phase Sports Basic Plan established by the Ministry of Education, Culture, Sports, Science and Technology (MEXT) in 2022, "The role of local sports coaches who support sports activities in daily life is significant." In reality, about 70% of sports coaches are volunteers (Sasakawa Sports Foundation, 2015). However, sports volunteer organizations face challenges such as high turnover rates among volunteer coaches and insufficient staffing, as well as a lack of sufficient learning opportunities for volunteer coaches (Sasakawa Sports Foundation, 2017). Moreover, sports coaches tend to rely on personal experience (experiential learning), making learning among coaches (organizational learning) limited.

The use of digital technology in sports coaching is increasing. However, personal and context-dependent implicit techniques and knowledge cannot be adequately handled, making the mere introduction of digital technology to sports coaching limited in effectiveness. Furthermore, volunteer organizations are constrained in terms of personnel and finances, making it difficult to fully utilize advanced digital technologies. The purpose of this study is to propose a method to activate organizational learning among sports coaches in volunteer settings and evaluate its effectiveness in real-life situations. The proposed method was tested on coaches from two junior soccer teams, and changes in the coaches were identified through semi-structured interviews.

The method proposed in this study, which is suitable for volunteer organizations, was tested in real-life situations, and its effectiveness was verified. As a result, extracting the intentions of coaches facilitated discussions for solving individual and organizational problems, effectively advancing organizational learning. Furthermore, accumulating a common coaching philosophy and language through workshops increased everyday reflective conversations, strengthening the relationships among coaches. This, in turn, brought a synergistic effect to organizational learning, contributing to the sustainable growth and development of volunteer organizations.