



Assistant Coach Interview Guide

THE PLAY: Use this guide to prepare for and conduct a consistent, compliant, and effective interview.

CANDIDATE INFORMATION		RATING SCALE		
Name:		+	Strong Evidence	Consistently demonstrates the competency.
Position:		+/-	Mixed Evidence	Demonstrates some aspects but may require coaching.
Date/Time:		-	Limited Evidence	Limited evidence of the competency.

BEHAVIORAL QUESTION Describe a time you helped improve the performance or confidence of a Teammate who was struggling.				
Primary Competency: Develops Teams		Secondary Competency: Communicates Effectively		
DEEP DIVE PROMPTS		WHAT TO LISTEN FOR		
- What opportunity did you identify? - How did you approach the coaching conversation? - How did you follow up? - What changed because of your coaching?		DEVELOPS TEAMS - Invests in the growth of others - Provides coaching and feedback - Builds confidence and capability - Follow through on development	COMMUNICATES EFFECTIVELY - Gives clear expectations - Delivers feedback respectfully - Created understanding and commitment	
Notes:		OVERALL RATING (circle one)		
		+	Strong	Consistently demonstrates the competency.
		+/-	Mixed	Demonstrates some aspects but may require coaching.
		-	Limited	Limited evidence of the competency.

BEHAVIORAL QUESTION Describe a time you had to hold someone accountable for not meeting expectations.				
Primary Competency: Communicates Effectively		Secondary Competency: Develops Teams		
DEEP DIVE PROMPTS		WHAT TO LISTEN FOR		
- What was happening? - How did you prepare? - How did the individual respond? - What was the final outcome?		COMMUNICATES EFFECTIVELY - Addresses issues directly - Provides actionable feedback - Maintains respect while creating accountability	DEVELOPS TEAMS - Focuses on improvement - Supports future success	
Notes:		OVERALL RATING (circle one)		
		+	Strong	Consistently demonstrates the competency.
		+/-	Mixed	Demonstrates some aspects but may require coaching.
		-	Limited	Limited evidence of the competency.



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BEHAVIORAL QUESTION Describe a time you recognized an opportunity to improve the guest experience and took action.

Primary Competency:

Guest Centric

Secondary Competency:

Communicates Effectively

DEEP DIVE PROMPTS

- How did you identify the opportunity?
- What actions did you take?
- How did you involve your team?
- What was the outcome?

WHAT TO LISTEN FOR

GUEST CENTRIC

- ☐ Sees the business through the guest's perspective
- ☐ Reinforces service behaviors
- ☐ Creates memorable experiences

COMMUNICATES EFFECTIVELY

- ☐ Clearly communicates service expectations
- ☐ Coaches in the moment

Notes:

OVERALL RATING (circle one)

+

Strong

Consistently demonstrates the competency.

+/-

Mixed

Demonstrates some aspects but may require coaching.

-

Limited

Limited evidence of the competency.

BEHAVIORAL QUESTION Describe a time you identified an operational issue and took ownership to resolve it.

Primary Competency:

Drives for Results

Secondary Competency:

Action Oriented

DEEP DIVE PROMPTS

- How did you discover the issue?
- What actions did you take?
- Who did you involve?
- What was the impact?

WHAT TO LISTEN FOR

DRIVES FOR RESULTS

- ☐ Takes ownership
- ☐ Maintains high standards
- ☐ Delivers consistent execution

ACTION ORIENTED

- ☐ Responds quickly
- ☐ Removes obstacles
- ☐ Maintains momentum

Notes:

OVERALL RATING (circle one)

+

Strong

Consistently demonstrates the competency.

+/-

Mixed

Demonstrates some aspects but may require coaching.

-

Limited

Limited evidence of the competency.

BEHAVIORAL QUESTION Describe a time you improved the presentation or organization of your store to drive better results.

Primary Competency:

Action Oriented

Secondary Competency:

Drives for Results

DEEP DIVE PROMPTS

- What opportunity did you identify?
- How did you prioritize the work?
- How did you involve the team?
- What results did you achieve?

WHAT TO LISTEN FOR

ACTION ORIENTED

- ☐ Takes initiative
- ☐ Executes quickly
- ☐ Maintains urgency

DRIVE FOR RESULTS

- ☐ Connects execution to business performance
- ☐ Holds standards consistently

Notes:

OVERALL RATING (circle one)

+

Strong

Consistently demonstrates the competency.

+/-

Mixed

Demonstrates some aspects but may require coaching.

-

Limited

Limited evidence of the competency.



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BEHAVIORAL QUESTION Describe a time your store faced significant performance challenges and what you did you do to improve results.

Primary Competency:
Drive for Results

Secondary Competency:
Resilience

DEEP DIVE PROMPTS

- What was the situation?
- How did you determine priorities?
- What actions did you take?
- What was the outcome?

WHAT TO LISTEN FOR

DRIVE FOR RESULTS

- ☐ Creates accountability
- ☐ Focuses on priorities
- ☐ Produces measurable improvement

RESILIENCE

- ☐ Maintains composure under pressure
- ☐ Adapts to changing conditions
- ☐ Remains focused despite setbacks

Notes:

OVERALL RATING (circle one)

+	Strong	Consistently demonstrates the competency.
+/-	Mixed	Demonstrates some aspects but may require coaching.
-	Limited	Limited evidence of the competency.

BEHAVIORAL QUESTION Describe a time that priorities changed unexpectedly during a shift or busy period. How did you respond?

Primary Competency:
Resilience

Secondary Competency:
Action Oriented

DEEP DIVE PROMPTS

- What changed?
- How did you reprioritize?
- How did you keep the team focused?
- What did you learn?

WHAT TO LISTEN FOR

RESILIENCE

- ☐ Remains calm under pressure
- ☐ Adjusts quickly
- ☐ Maintains productivity

ACTION ORIENTATED

- ☐ Makes timely decisions
- ☐ Keeps work moving
- ☐ Demonstrates flexibility

Notes:

OVERALL RATING (circle one)

+	Strong	Consistently demonstrates the competency.
+/-	Mixed	Demonstrates some aspects but may require coaching.
-	Limited	Limited evidence of the competency.



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CLOSING QUESTIONS

AVAILABILITY This role requires flexibility, including evenings, weekends, and holidays. Can you describe your availability and let me know if you have any scheduling limitations?	Notes:
CAREER MOTIVATION What interested you most about becoming an Assistant Coach, and what are you hoping to accomplish in your next role?	Notes:
COMPENSATION EXPECTATIONS To ensure we're aligned, what are your compensation expectations for this opportunity?	Notes:
CANDIDATE QUESTIONS What questions do you have about Rally House, the Assistant Coach role, or what success looks like?	Notes:

OVERALL EVALUATION

Use the ratings and notes from each behavioral question to determine the overall rating for each competency.

COMPETENCY	RATING <i>(Circle One)</i>		
Develops Teams	+ <i>(Strong)</i>	+/- <i>(Mixed)</i>	- <i>(Limited)</i>
Communicates Effectively	+ <i>(Strong)</i>	+/- <i>(Mixed)</i>	- <i>(Limited)</i>
Guest Centric	+ <i>(Strong)</i>	+/- <i>(Mixed)</i>	- <i>(Limited)</i>
Drive for Results	+ <i>(Strong)</i>	+/- <i>(Mixed)</i>	- <i>(Limited)</i>
Action Orientated	+ <i>(Strong)</i>	+/- <i>(Mixed)</i>	- <i>(Limited)</i>
Resilience	+ <i>(Strong)</i>	+/- <i>(Mixed)</i>	- <i>(Limited)</i>
OVERALL RECOMMENDATION	OVERALL COMMENTS		
☐ STRONG HIRE ☐ HIRE ☐ HOLD/ADDITIONAL ASSESSMENT ☐ DO NOT HIRE	Notes:		
STRENGTHS		DEVELOPMENT OPPORTUNITIES	
Notes:		Notes:	