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## **Coach Motivation of University Athletes at Kenyatta University**

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### **Abstract**

Motivation is a key component in performance among competitive athletes for it defines the direction and intensity of effort. Research indicates that there is a clear relationship between the coaches' approach in training and motivation. This study is set out to find out the effect of the coaches training methods in motivating the athletes. The research involved players from three major sports at Kenyatta University namely, soccer, basketball and hockey. Among the areas examined were individual attention, use of material incentives, feedback and making the sport more interesting for the players. The study received responses from 84 players in the named sports. Results indicate that methods used by coaches in training have a considerable effect on the motivation of the players.

**Key Words:** Motivation, Athletes, University.