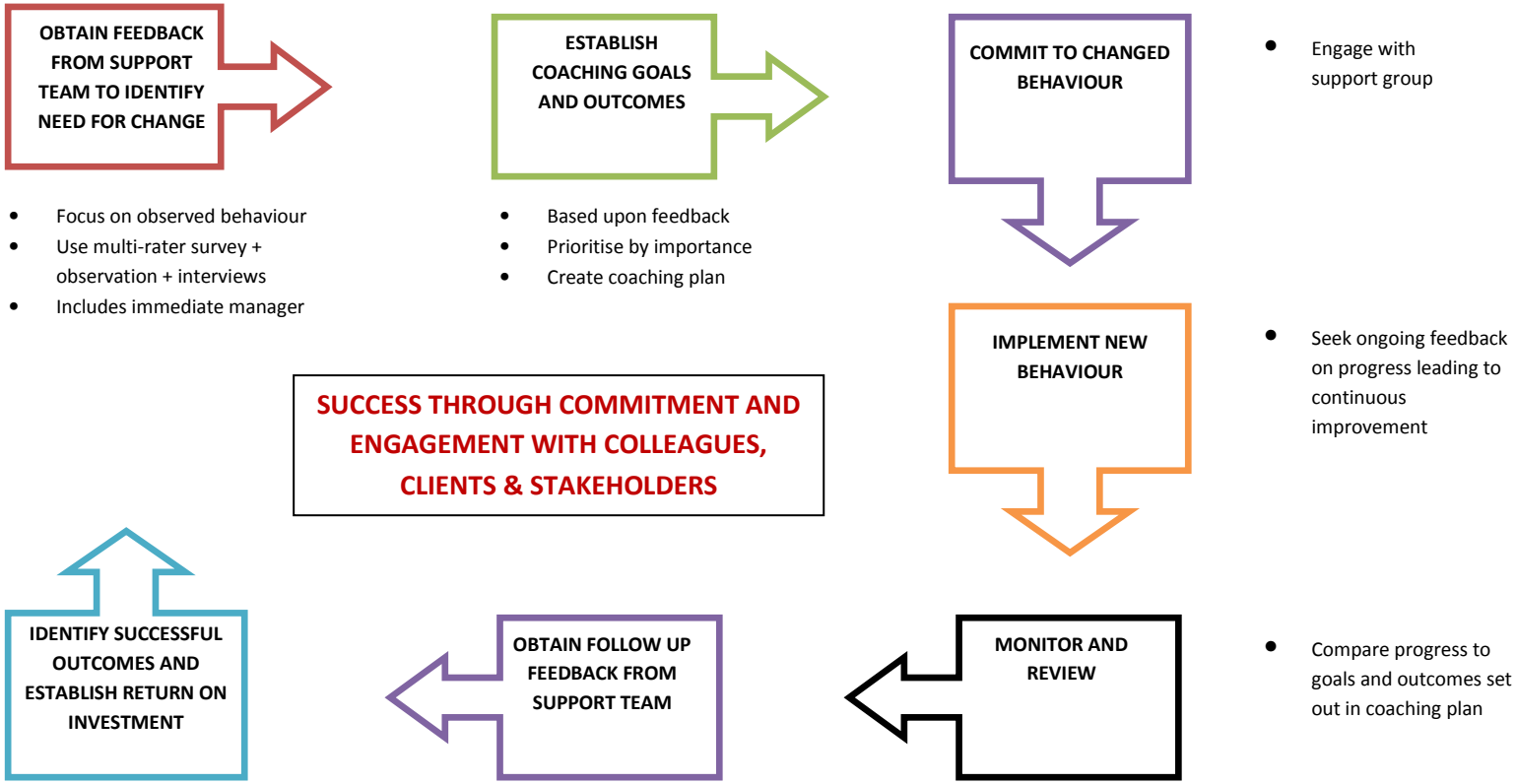Coaching Framework