



Frequently Asked Questions

What is Derek Daly Academy?

The short answer is that DDA is a unique driver development and management company. At DDA we help young drivers and their support group make the transition from go karts to race cars through proper planning and execution. Ultimately we ensure that hope is not a strategy. For a select few we can manage their career moves at higher levels.

How would best describe what DDA does?

We are like the head coach on a football team. There are many component coaches involved in the program, like defense, special teams and offence etc. Our job is to make sure there is a game plan and the right people are in place to get the job done. No athlete in any sport goes through their program without a coach. Why should racing be any different?

What is component coaching?

Component coaching is all the various elements that make up this very complex sport. A component coach in racing can be a driving coach, a strength coach, a mental skills coach, media training, nutrition, etc. Plugging into the right coach at the right time is critical as you move through the motorsports development system.

What does DDA do for drivers?

At DDA we manage and develop their careers. We help making the right decisions at the right time during the critical development period. Our education in the sport becomes YOUR resource. Our job is not just to worry about today's race, but also be positioning you for next years program. It's this planning and execution that will eliminate costly mistakes so common in the first few years in motor racing.

What is the biggest challenge for drivers?

The biggest challenge is the development system itself. By design you will change cars, change series, change teams and may even change countries. DDA is the consistent part of your program as you move through those critical early years of your racing program, helping you to avoid re-learning the programs and players at each new level.

Why would I not just go with a good team with a driver coach?

Teams are NOT invested in driver development. They know that a driver will only be with them for one season, maybe two at the most. We have seen teams advertise how committed they are to driver development only to be out of the business the next season. You do NOT want to put your career in their hands. History has shown that teams do NOT develop drivers.

What makes DDA unique?

No other management company focuses on the development of the athlete. At DDA we focus on all the necessary ingredients including the all important drivers environment. We understand what “type” of driver you are, what “type” of support you need, and then are able to place you in the right place for success.

So why don't I just hire my own people?

You can – and we hear the horror stories all the time – “if only I had known that” last season type of comments. At DDA we have the contacts, connections and reputation based on thirty years of racing at the highest levels to make the right choices for you. Time spent trying to acquire services and manage the process can be better spent in funding efforts. Remember in motor racing you have a short period of time to get it right. This is not like buying shampoo. Buy the wrong one and no big deal, you'll buy hundreds in your life. Hire the wrong people or join the wrong series and your racing career can be over before it gets started.

So do I have to sign a management agreement with DDA?

By default, DDA becomes you manager if you avail of our services. However, we also offer a consulting service where you have access to a certain level of the DDA knowledge bank, without the management fee.

What some of the unique services that DDA can provide a new driver?

Our most unique service is identifying your R-DNA – what type of talent were you born with – Instinct/Reflex or Feel sensitive? Each talent “type” needs a different support system. This is the very foundation of successful driver development. No other management company (and most professional teams) understands this. Our usual starting point is with the Vision Alignment. From there a driver can chose to have a consulting agreement or maybe have a full Athlete Evaluation completed. The final phase is the Driver Environment Management Program.

Who should be considering a program with DDA?

Our primary focus is drivers 14 years or older who are ready to make the transition from karting into race cars. Smart choices along with proper planning are the best way to ensure success in motor racing.

What if I don't have the extra budget needed to add DDA's services?

DDA can SAVE you more than the cost of its services. One bad team move can be very costly.



