



**IF YOU CAN'T IMAGINE IT
YOU CAN'T DO IT**

JFK

SPEED SKATING

The image shows the flag of Norway waving against a bright blue sky with scattered white clouds. The flag is red with a blue cross outlined in white. It is attached to a silver flagpole. The image is presented in a 3D perspective, giving it a sense of depth and movement.

What do we strive for? (Goals)

What do we stand for? (Values)



- **What do you want?**

- **How much does it cost?**



- **Are you prepared to pay the price?**



WHAT WILL EXCELLENCE LOOK LIKE
TOMORROW?

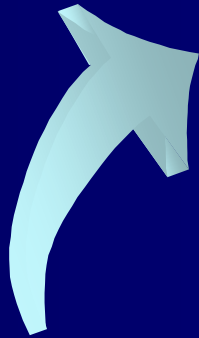
TODAY'S EXCELLENCE IS ALREADY HISTORY

**"VICTORY SMILES UPON
THOSE WHO ANTICIPATE
THE CHANGES IN THE
CHARACTER OF WAR, NOT
THOSE WHO WAIT TO
ADAPT THEMSELVES
AFTER CHANGES OCCUR"**

Giulio Douhet

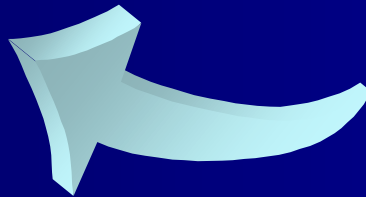


RISK



COURAGE

FEAR

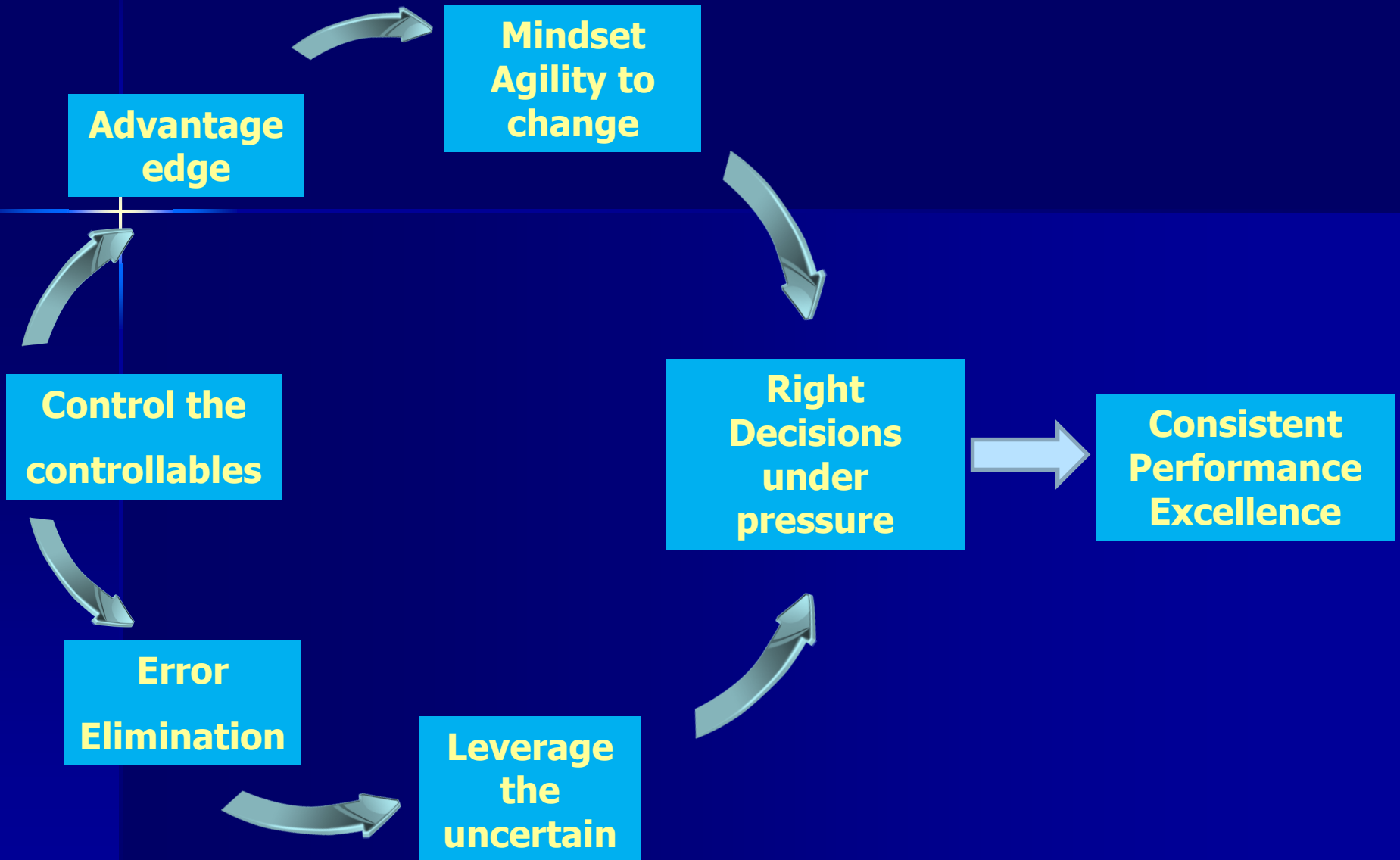


ICE HOCKEY

BEING COMFORTABLE BEING UNCOMFORTABLE



© Mery Nunez/Barcroft Media



Performers Sport-Specific performance (integrated performance & coaching outcome)

Optimal ← → Under-performance

Periodisation plan & competition sequencing

Optimal ← → Poor

Physiology

Biomechanics

Psychology

Tactics

Medical/lifestyle

Technology

Sequence of training (macro, meso, micro)

Optimal/Poor

Optimal/Poor

Optimal/Poor

Optimal/Poor

Optimal/Poor

Strength/Mobility Balance

Competition analysis

equipment
Monitoring
Communication

Health

Non training stress

Injury

%muscle/fat
sickness
fatigue

nutrition

prevention
treatment
Rehabilitation

Work
School
Finances

relationships
Agent
Colleagues
Family

prevention
treatment
Recovery

Emotional stability

Mental Strength

Social distractions

confidence

Focus & discipline

Cognitive stress

Ahead

Down

Adaptable/creative

Work

School

Finances

relationships

Agent

Colleagues

Family

prevention

treatment

Recovery

Technique(s)

Training

Agility training

Equipment

Mobility training

Speed training

Learning

Stability

Strength training
Loads
General
Related
specific

Endur. training
Loads
General
Related
specific

Opt./Poor

Opt./Poor

Volume/
intensity

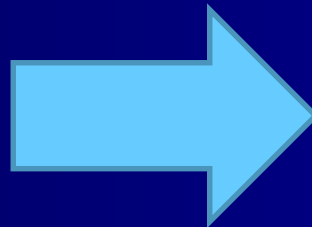
Volume/
intensity

Regeneration & recovery

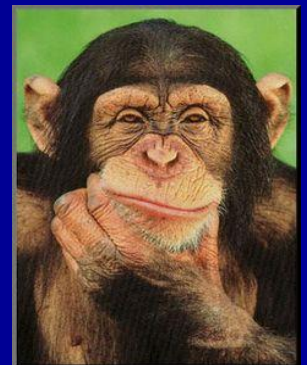
Opt./Poor



**WHAT COULD
WE BE & DO?
POSSIBILITIES
OPTIONS
WHAT IF? WHY NOT?**



**WHAT WILL
WE BE & DO?
DECISIONS
ACTIONS
NO EXCUSES NO LIMITS**





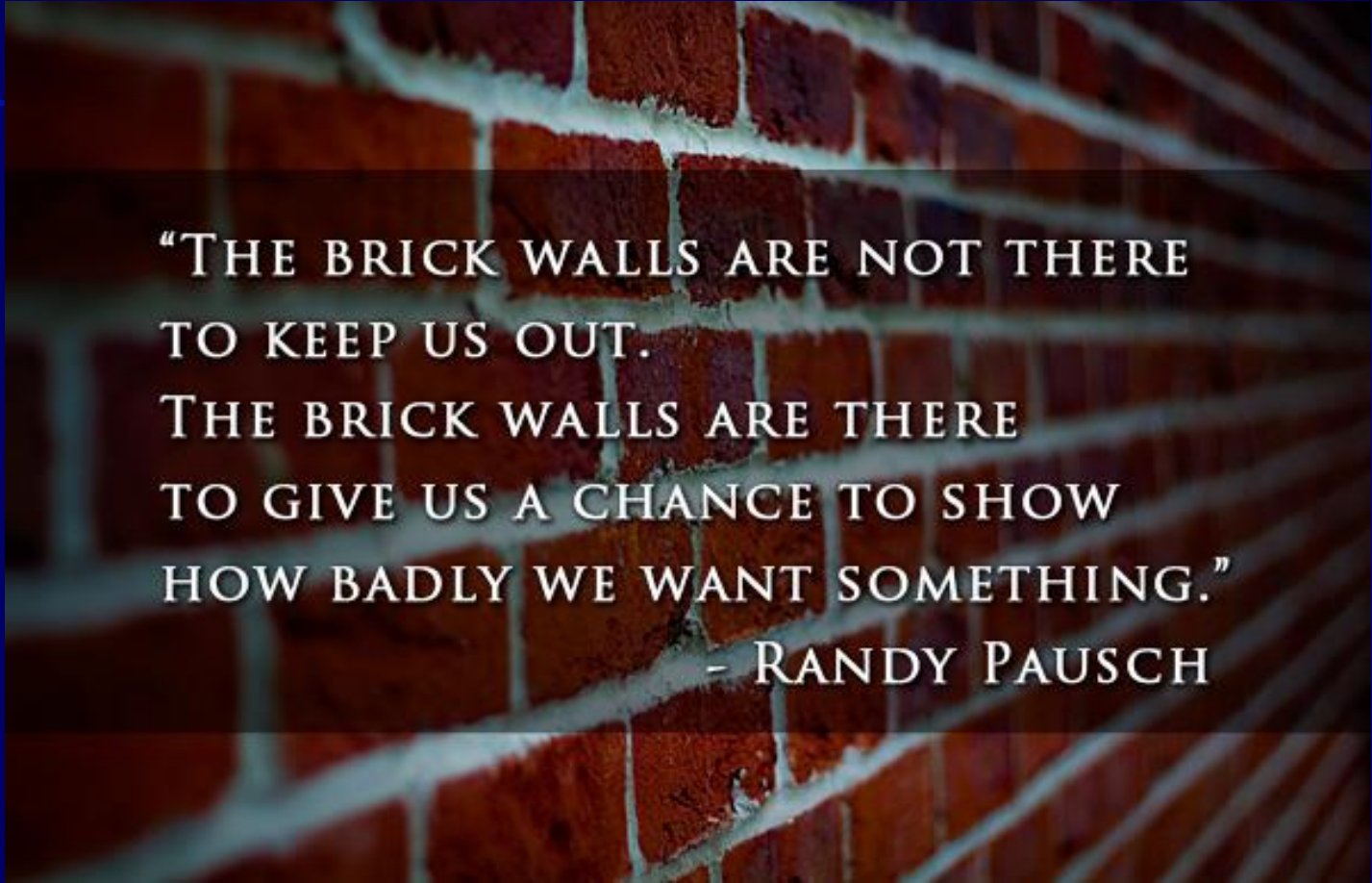
DISRUPT

DREAM

DECIDE

DESIGN

DELIVER



“THE BRICK WALLS ARE NOT THERE
TO KEEP US OUT.
THE BRICK WALLS ARE THERE
TO GIVE US A CHANCE TO SHOW
HOW BADLY WE WANT SOMETHING.”
- RANDY PAUSCH

HIGH JUMP

FAILURE SHOULD BE OUR TEACHER, NOT OUR
UNDERTAKER.

FAILURE IS DELAY, NOT DEFEAT.

IT IS A TEMPORARY DETOUR, NOT A DEAD END.
FAILURE IS SOMETHING WE AVOID ONLY BY SAYING
NOTHING, DOING NOTHING AND BEING NOTHING.



DENIS WAITLEY

Change is a never ending story
Are you going to write it or just
read about it?



Professor Frank Dick OBE



twitter.com/frankdickcoach

RESERVE SLIDES

FUTURE COACH

1. Coaches Charter (appended) recognised by Athletes; National Federations; Agents.

Knowledge

The Coach has:

A right to an accessible and coordinated program of coach education.

A responsibility to actively pursue continuous personal and professional coach development and to maintain a level of education compatible with effectively addressing their athletes' needs.

Qualification

The Coach has:

A right to an accredited system of coach certification.

A responsibility to achieve and maintain that level of certification consistent with their coaching role and professional status.

Agreement

The Coach has:

A right to a formal contract with athlete or Club or Federation.

A responsibility to meet all aspects of their coaching role as set out in that contract and to pass on an athlete or team when personal coaching competencies are not suited to addressing the athlete's or team's development and performance needs.

Compensation

The Coach has:

A right to economic or other consideration for services rendered.

A responsibility to effectively apply best endeavours to meet agreed performance and development objectives, ensuring highest standards of product and service offering.

Conditions

The Coach has:

A right to a working environment supportive of coaching and coaches.

A responsibility to contribute to enriching the coaching culture of sport and nation; and to further the profession of coaching.

Representation

The Coach has:

A right to belong to a professional association.

A responsibility to operate at all times within relevant employment law and the IAAF code of ethics for coaches.

Ethical Relationships

The Coach has:

The right to enjoy parity of esteem whatever their role in the athlete development pathway and this applies equally to coaching able-bodied athletes and those with disability and to be treated fairly and honestly.

A responsibility to treat athletes, coaches and officials with respect and integrity.

Voice

Coaches have:

A right to a voice in the decision-making body of their National Federation, Area Association or International Federation.

A responsibility to ensure that the collective view on issues critical to coaches, coaching and the sport is competently represented in the forum of the sport's relevant Federation, Area or International decision-making body. Such view will reflect a balance between the interest of the athlete, the interest of the sport and the rights and responsibilities of the coach and coaching as enshrined in this charter.

2. A Coaches Professional Body:

- to properly regulate Coaching
- to work with Coach Education and Certification content designers

2. A Coaches Professional Body:

- to set standards in culture of support for Coaches
- representation of Coaches and give voice to Coaching

3. Licensing

- CPD credits
- Practice credits

3. Licensing

- Code of Conduct
- Protection of Vulnerable Persons
- Coaches Charter

4. Education Review for Coaches to be Role Ready

- Beginners and School Athletes
- Development Athletes
- Talented Athletes

4. Education Review for Coaches to be Role Ready

- Elite High Performance Athletes
- Paralympic Athletes
- Health and Well-being Program Athletes
- Community Activity Program Athletes.

5. Career Related Preparation

- Operational/Practical Specialisms
- Leadership (Head Coach; Director of Coaching)
- Education (Coach Education and Certification Programs)

6. Roles and Responsibilities Review of all who influence Athlete Development and Performance

- Strength and Conditioning
- Performance Sciences
- Performance Medicine

6. Roles and Responsibilities Review of all who influence Athlete Development and Performance

- Coaching and Performance Technology
- Coaching and Performance Logistics
- Media Management

7. People Skills

- Relationship Management
- Conflict Resolution

7. People Skills

- Observation Skills
- Learning Skills
- Decision Making