

Dr. Frank W. Dick O.B.E.

Investing In Our Future

Coaches Are Critical
Change Agents And As
Such Have Special Needs
To Be Effective In Their
Role And Roles

They change...
...Athletes
...Other Coaches
...Teams
...General Athletics Population
...

- To Do Things Differently
- To Do Different Things
- To Achieve Agreed Goals
- To Perform Better
- To Win Medals

Recruit/ Select/ Selected
Teach/ Develop
Involve
Support
Inspire

Coaches Are Not Always
Accorded The
Appreciation of Reward
Commensurate With Their
Contribution To Athletics

IAAF Recognises The Need To Change The Situation Of Athletics Coaches

IAAF Academy...

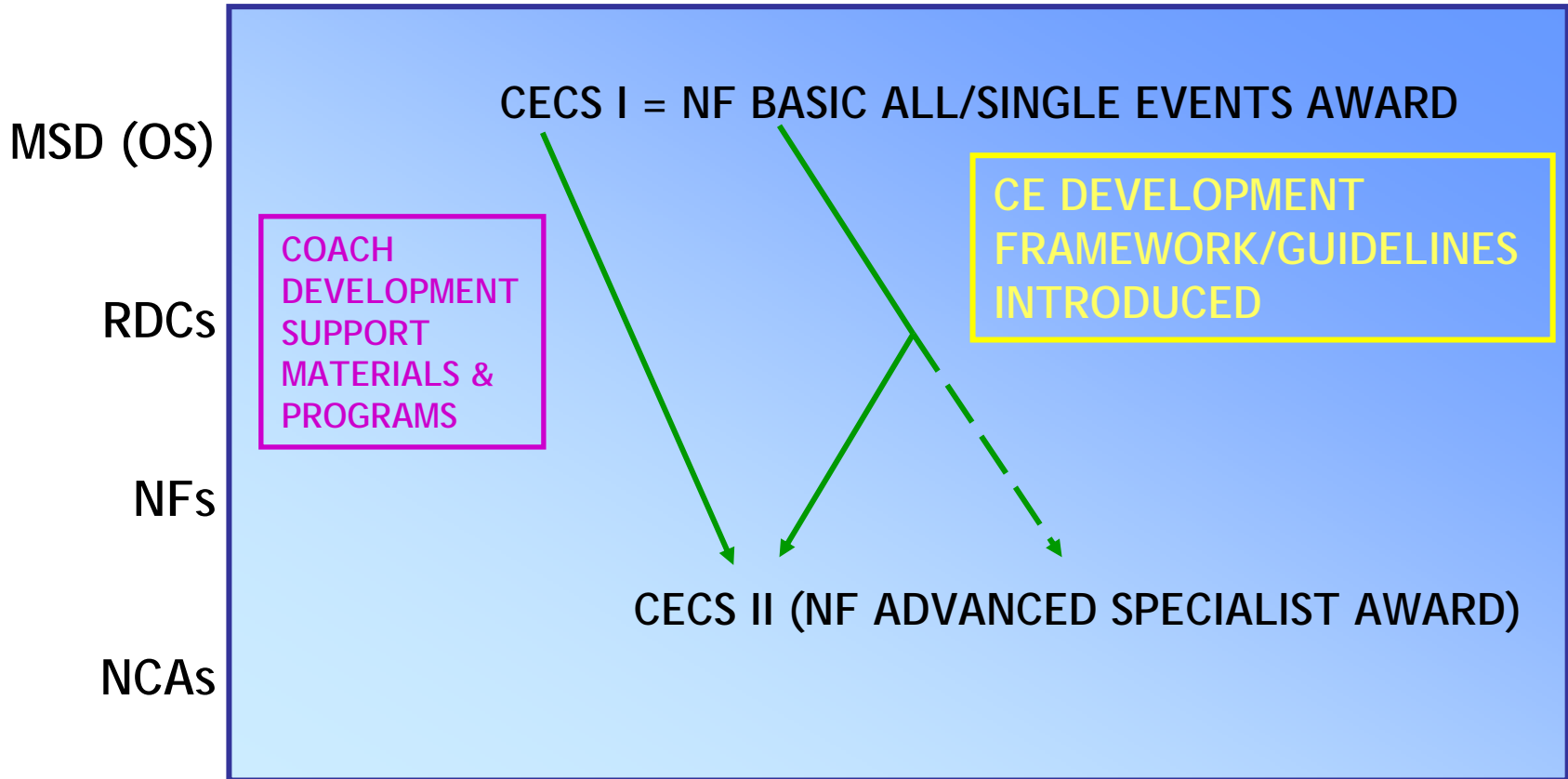
Academic And
Professional Recognition
Of Coaches In Athletics

IAAF Has Shaped Three Career Pathways

- Leader Coach
- Practitioner Coach
- Educator Coach

IAAF Has Created A
Coaches Commission
Embracing All Six Area
Coaches' Associations

It Rests With Us, The
Coaches, To Build
Towards Professional
Coaches Enjoying Realistic
Economic Compensation



CECS I = NF BASIC ALL/SINGLE EVENTS AWARD

CE DEVELOPMENT
FRAMEWORK/GUIDELINES
INTRODUCED

COACH
DEVELOPMENT
SUPPORT
MATERIALS &
PROGRAMS

CECS II (NF ADVANCED SPECIALIST AWARD)

MSD (OS)

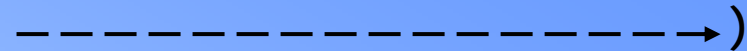
RDCs

NFs

NCAs

ACA

(PROGRESSIVE PACKAGES



BRONZE

Conference
Newsletter
Workshop
Support Services
& Products

SILVER

(Bronze+)
HPTC
Coach 2 Coach

CE Mentoring
& Monitoring

GOLD

(Bronze+ Silver+)
World Class
Coaches Club

PLATINUM

(Bronze+ Silver+ Gold+)
Honorary Membership
of ACA

Active Coaches
with basic
Coach
Education

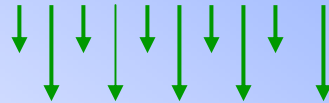
Active Coaches
seeking Level 2
or equivalent
education to be
more effective
as coaches

Active Coaches
seeking Academy
Coach education and
status to be more
effective in their
professional coaching
career

Active Coaches
seeking support
relevant to development
of coaching and the area
Global IAAF Coaches
Program

ACADEMY

COACH-2-COACH



Delivered Direct
or indirect via
ACA, MSD, RDCs etc

ACADEMY COURSES



Chief
Coach Elite
Coach Professional
Development
Coach

Delivered Direct or in
partnership with universities

CE Mentoring & Monitoring

Research
Projects

- ACADEMY COACH
- ACADEMY MEMBER
- ACADEMY FELLOW

Interdependence V Independence

- Coach (& Peers)
- Federation
- A.C.A. (+5 A.C.A.'s)
- A.A.
- IAAF (Academy; RDC's; MSD's; Commissions)
- Academy Partner Institutions (E.g. Loughborough)
- I.C.C.E

1. What is the best result achievable over agreed period?
2. What performance will get the result?
3. What quality consistency makes this performance a probability?
4. What conditioning & functional parameters & at what level ensures quality consistency?

5. What is the performance & development plan to meet the objectives?
6. What controls will ensure accurate progress monitoring?
7. What support do you need to deliver?
Who are they? Can you lead this team?
8. Are you coachable?

**Probably the Only Sustainable
Competitive Advantage You
Have is the Ability to Learn
Faster Than the Opposition**

Arie De Geuss

3 R's

Responsibility for:
Your own performance
The best you can be



World Class



Your Own Development
Accept/seek
Coaching



World Class



Coaching Other
Player/Coaches

DREAM

MILESTONE



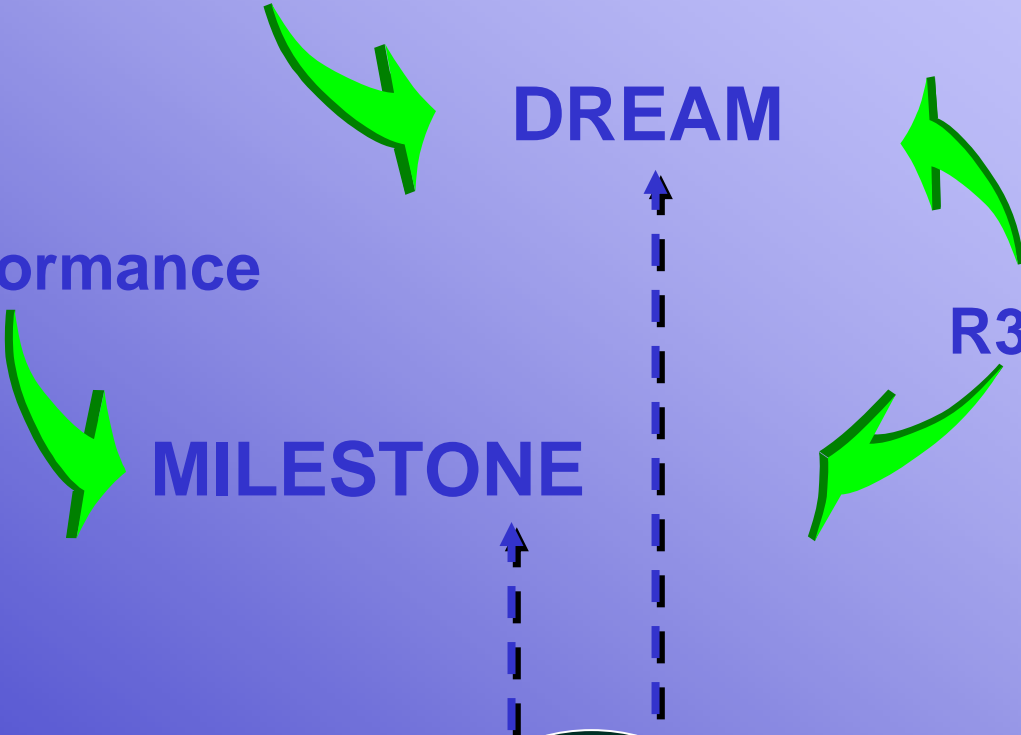
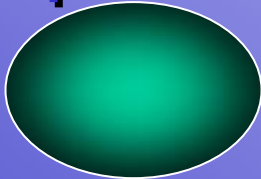
R2 Development

DREAM

R1 Performance

MILESTONE

R3 Coaching



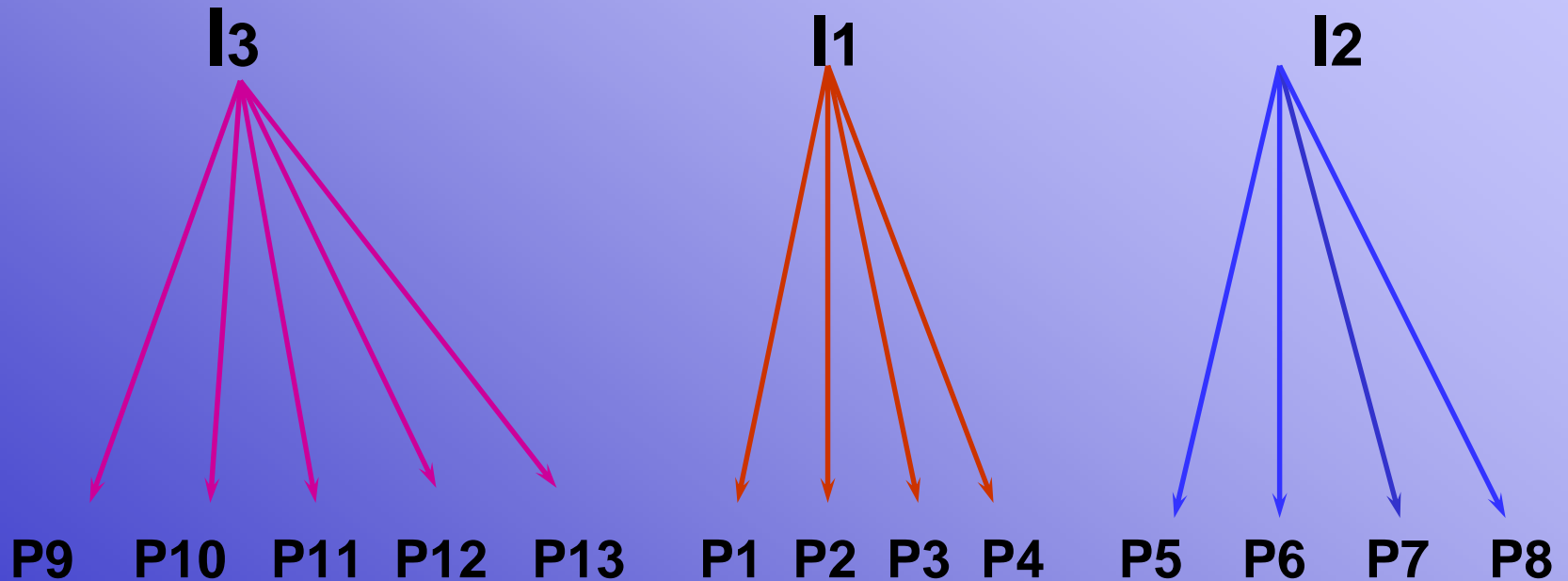
Coaching Systems

THE ESCORT SYSTEM

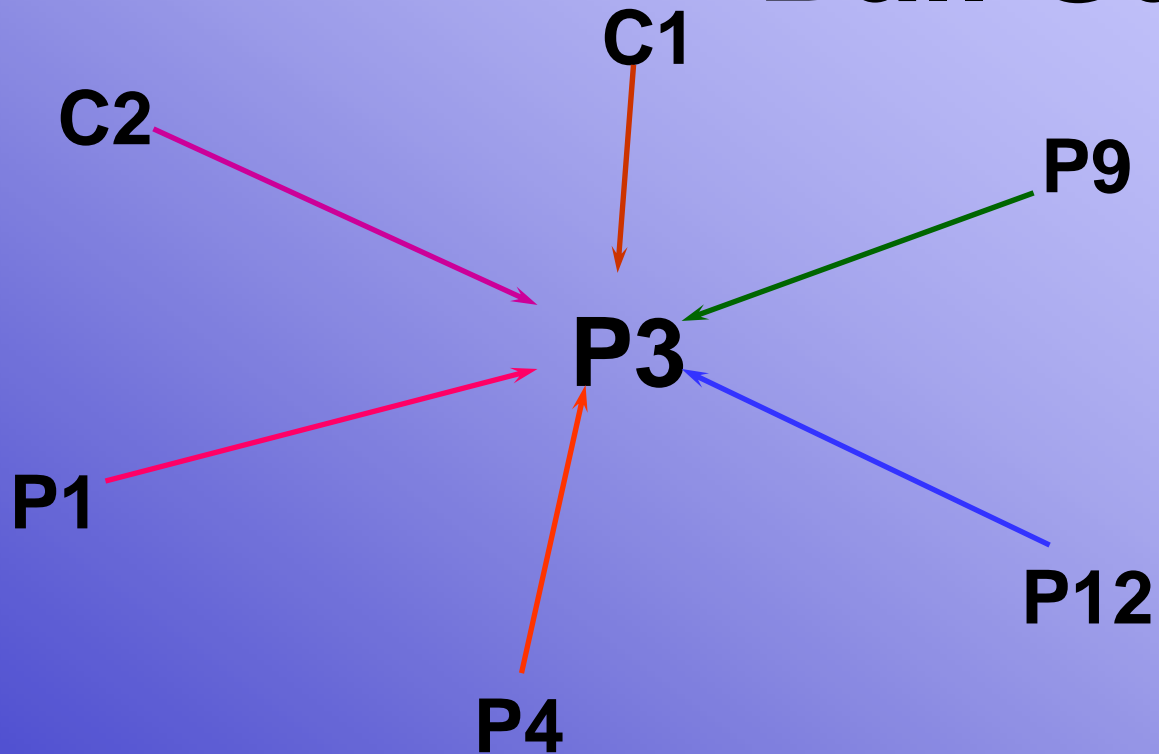
THE TRANSFER SYSTEM

THE PARTNERSHIP SYSTEM

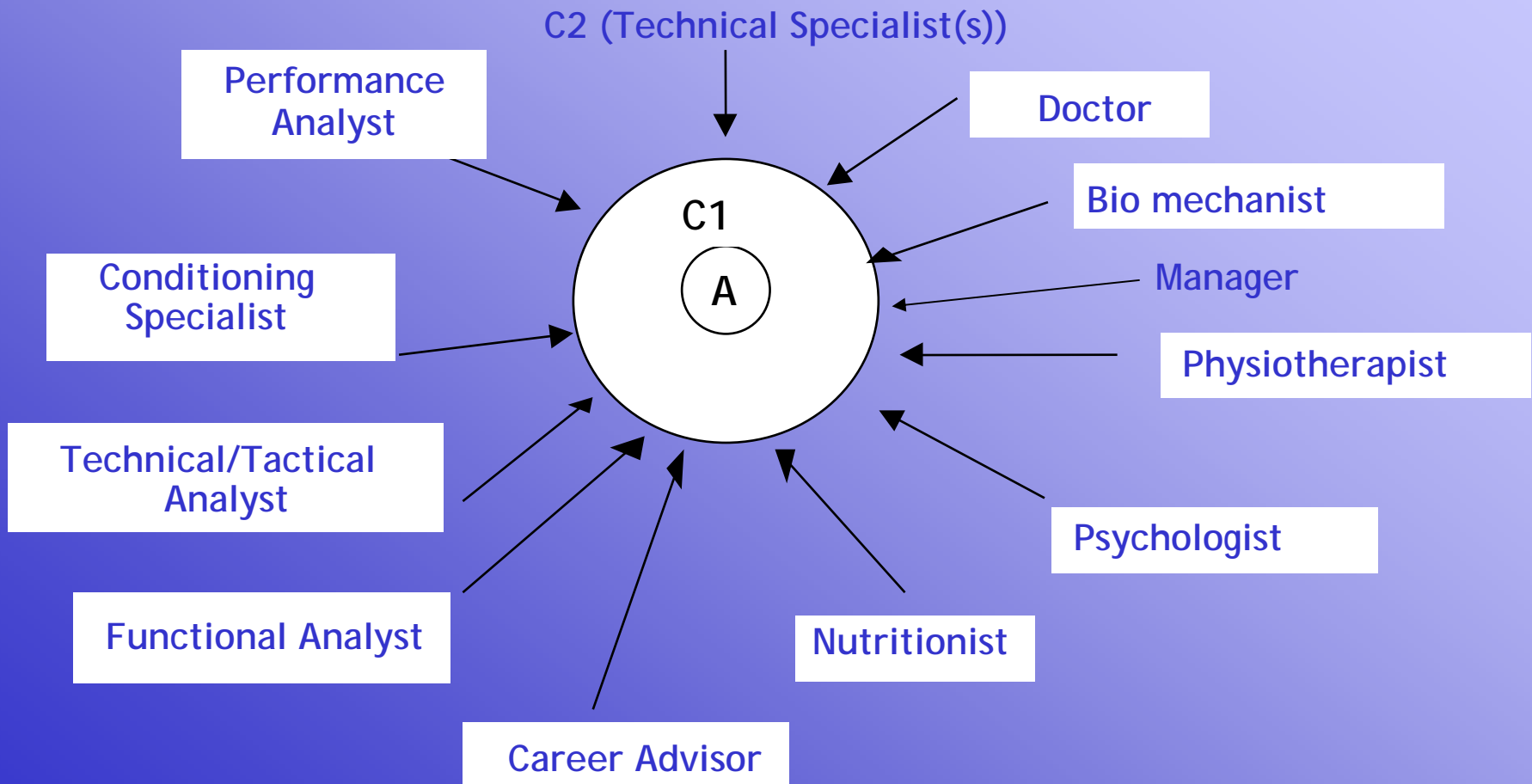
Yesterday's Home Runs



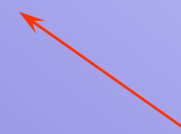
Tomorrow's Ball Games



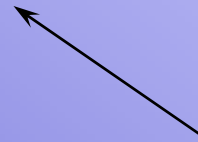
PERSONAL COACH - ATHLETE



Personal Development Plan



**A & C1
Agree**



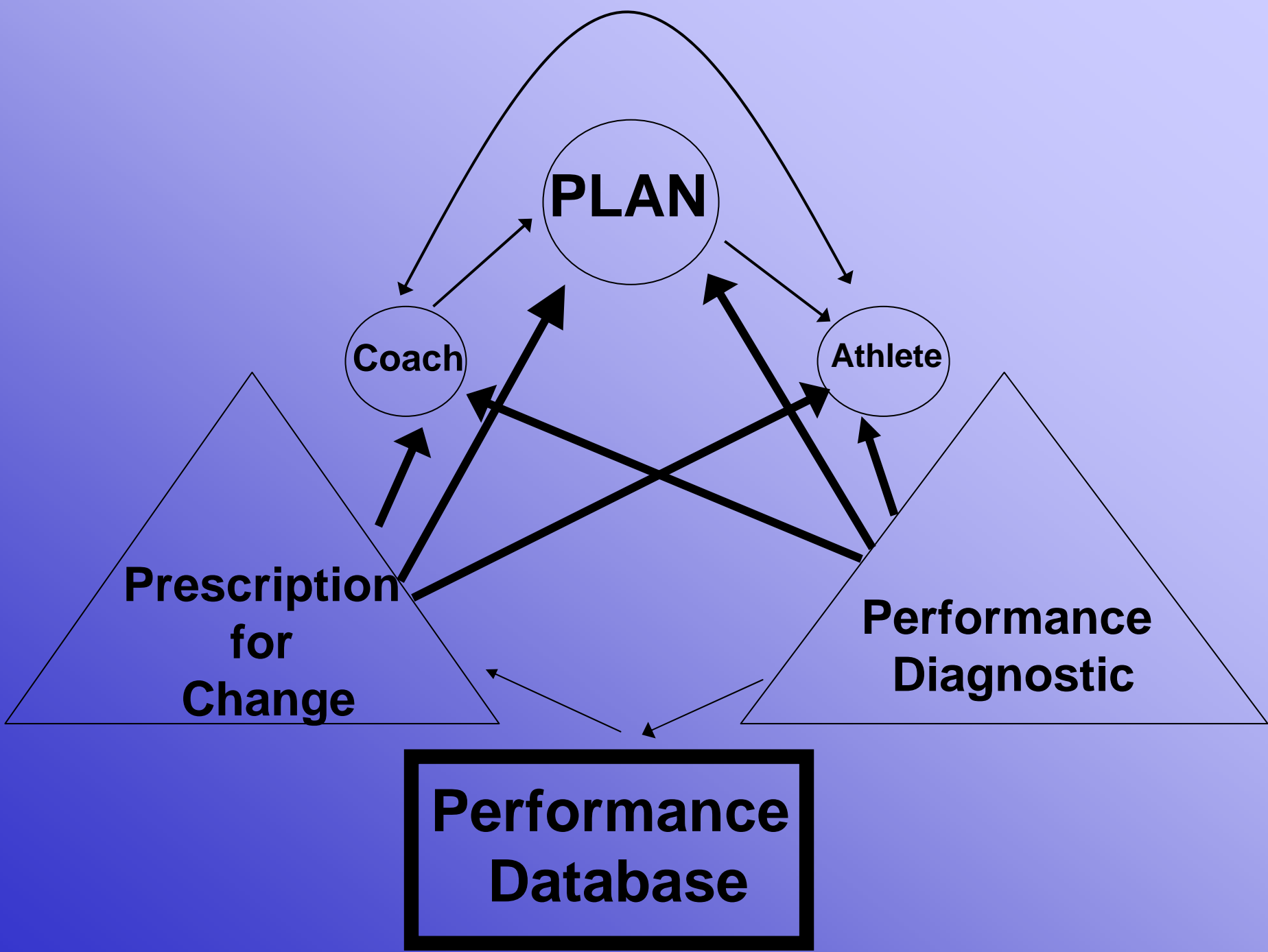
**P.R.'s
advise on
specialist
areas and
how to
meet
needs of P**

Daley's Decathlon Coaching

100 400 1500 110H S D J H L P

COACH C1 C1 C1 C1 C2 C2 A2 C1 A3 C3



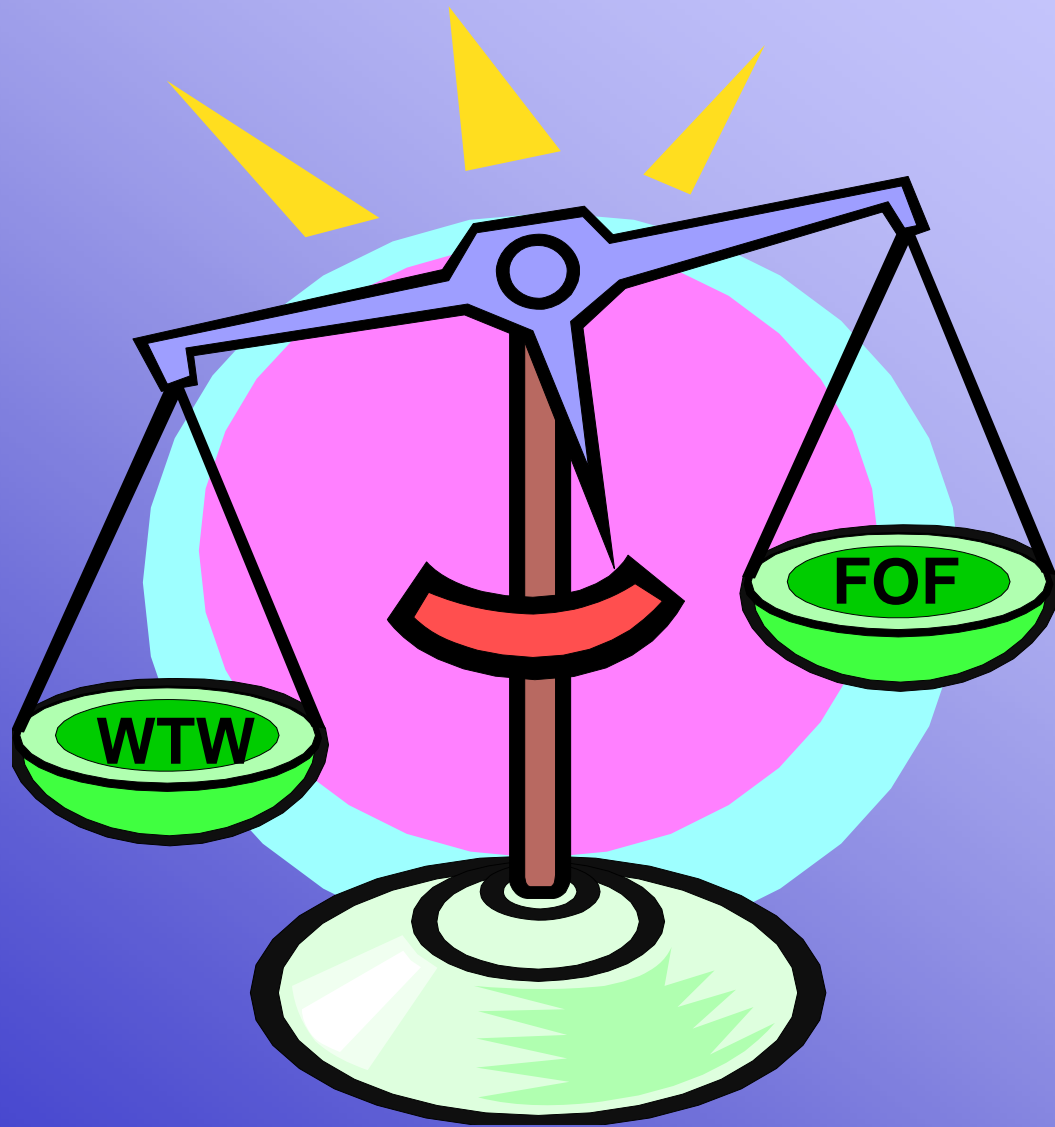


BUILDING COMPETITIVE PERFORMANCE

1. Learn and persistently practice quality of technical game
2. Develop fitness to be technically effective
3. Develop maximum speed without compromising technical effectiveness

4. Develop optimal cruising pace
5. Rehearse extremes and change of pace
6. Read game and respond faster and more effectively than the opposition

7. Win and win again....and again



Will to Win

Want to win

Believe you can win

Persist until you win

= Risk taking attitude

Seeing competition as a challenge

Performance focused

Fear of Failure

Fear of losing

Fear of making a mistake

Fear of rejection

Fear of embarrassment

= Survival satisfied

Seeing competition as a threat

Result focused

Beginner athletes need directing

To give them opportunity to learn

By experiencing good practice.

You are the beacon the athletes must
follow

to reach their goal.

Developing athletes need teaching
to challenge them to be
progressively involved in
sharing responsibility for their
own performance development.

You are the light which athletes need to
illuminate their path

Established athletes need supporting
to take the risk of winning, of being
responsible for and leading
their own performance development
Process.

You are the mirror which reflects the
athlete's own light.

Elite athletes need counselling as they step beyond the edge of the familiar And explore uncharted territory.

You are care to stand out of the light the athletes need to plan and pursue their Journey.

Dr. Frank W. Dick O.B.E.