

Club Coaching Coordinator Training Program

Coaches have been identified as key influencers in providing a positive club culture. Coaches strongly influence the club culture and also have a significant impact on the lives of individuals within the club especially the players. Presently coaches are accredited through a sound educational structure. There appears to be a growing need to support these accredited coaches in clubs and schools in a variety of aspects of the multi-faceted role they play in the club/school environment. The notion of a Club Coaching Coordinator who could oversee the growth and development of individual coaches and hence the overall effectiveness of coaches in their club environment is appealing. This would facilitate the enjoyment of the coach and all players and officials within the club. Success of the institution of a Club Coaching Coordinator can only be measured by the roles and the responsibilities that are afforded to the coach in a particular coaching environment.

Course Description

This course will provide information and skills that will equip the candidate with the knowledge and confidence that will enable the Club Coaching Coordinator to make a significant difference to the coaching program, coaches and to the value that is placed on coaches in the club or school.

This course adopts an approach that will enable the participants to facilitate positive interactions when dealing with coaches and officials within the club or school environment. Coaches will learn about various strategies in influencing others when achieving shared goals in the coaching environment.

The course gives plenty of practice in developing interpersonal relationships and a positive coaching environment.

Course Objectives

This course focuses on how the Club Coaching Coordinator can act as a facilitator and mentor in the process of improving the coaching program, personnel and the club culture

The course objectives are to:

1. Provide an understanding of the roles and responsibilities of the Club Coaching Coordinator;
2. Improve the Club Coaching Coordinator's communicative competence;
3. Demonstrate the benefits of a coaching trademark and a sound coaching philosophy
4. Introduce Club Coaching Coordinators to coach assessment and assessor training;
5. Provide an understanding of mentoring in the self-improvement of coaches;
6. Improve the Club Coaching Coordinator's competence and confidence in developing a positive club culture;
7. Improve the process of the recruitment, selection and retention of coaches

Course Content

The course content includes:

1. Introduction to the Course. The rationale for the Club Coaching Coordinator. The Role and the Scope of the Club Coaching Coordinator
2. Long Term Athlete Development
3. Developing a Coaching Philosophy and a Coaching Trademark
4. Effective Communication. Relationships. Meetings. Influencing others. Feedback
5. Coach Assessment and Assessor Training
6. Conducting Effective Practices
7. Match day Coaching
8. Developing a Positive Club Culture
9. Mentoring
10. The Planning Process. Succession planning. SWOT Analysis
11. Recruitment, Selection and Retention of Coaches.
12. Recognizing and Rewarding Coaches.

Other discussion topics that will be integrated into the course:

1. Creating a Cultural Change
 - i. Defining club culture
 - ii. Present perception of our club's culture
 - iii. What is the club culture that our club is seeking?
 - iv. Principles of cultural change
2. Developing and Fostering a Quality Game Day Environment
 - i. What does a positive game environment look like?
 - ii. Why is a positive game environment important?
 - iii. Consequences of accepting a poor game environment
 - iv. The role of the coach in setting a positive game environment
 - v. The Club Coaching Coordinators role in the game environment
 - vi. Coach and Umpire relationships
 - vii. Best practice examples

Course Learning Outcomes: After participating in the course, Club Coaching Coordinators would be able to:

1. State their coaching philosophy and identify their coaching trademark.
2. Demonstrate ability to communicate effectively with club coaches on a variety of issues influencing the quality of participation of coaches, players and officials.
3. Influence others in reaching shared goals
4. Demonstrate appropriate coach assessment and assessor training processes

Course Unit Outlines:

Unit Name	Content
Long Term Athlete Development	- Physical developmental processes and athletic performance - The concept of individualization - Interpreting and using the information in the model
Developing a Coaching Philosophy and a Coaching Trademark	- Values, beliefs about coaching - Developing and reviewing a coaching philosophy - What is a trademark? - Establishing a trademark
Effective Communication	- Principles of effective communication - Communication skills - Listening techniques
Coach Assessment and Assessor Training	- Policies and procedures for the recruitment of coaches - Role of the coach and appropriate job descriptions - Planning the Assessment Process - Assessing competence - Providing feedback and empowering the coach
Conducting Effective Practices	- Principles of effective practices - Technical skills especially of kicking and tackling - Ideas for conducting effective practices - Evaluating an effective practice - Providing feedback
Match Day Coaching	- Principles of match day coaching - A routine for match day coaching - Evaluating the effectiveness of match day coaching
Developing a Positive Club Culture	- The change process - A club trademark, mission statement and purpose - Determining club values, appropriate behaviors and things the club should stop, start and keep doing. - Best practice examples
Mentoring	- The role of the mentor - Qualities of a mentor - Selecting a mentor - Role of the mentee - Getting a start
Succession Planning	- What is meant by succession planning - The need for succession planning - Developing player profiles
The Season Review	- Format of the review process - Revisit coaching philosophy - SWOT analysis
The Planning Process	- Implications of the SWOT findings - Update coaches re-accreditation - Completion of next level of coach accreditation