



# 'Coach 2.0'

Developing the coach of the future

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SOME QUESTIONS...

WHAT IS COACHING?

3

WHAT IS SKILFUL  
COACHING?

4

# HOW DID YOU DEVELOP YOUR COACHING SKILL?

5

About me...



6

## British Sport – A history lesson



7

## The UK sporting landscape



8

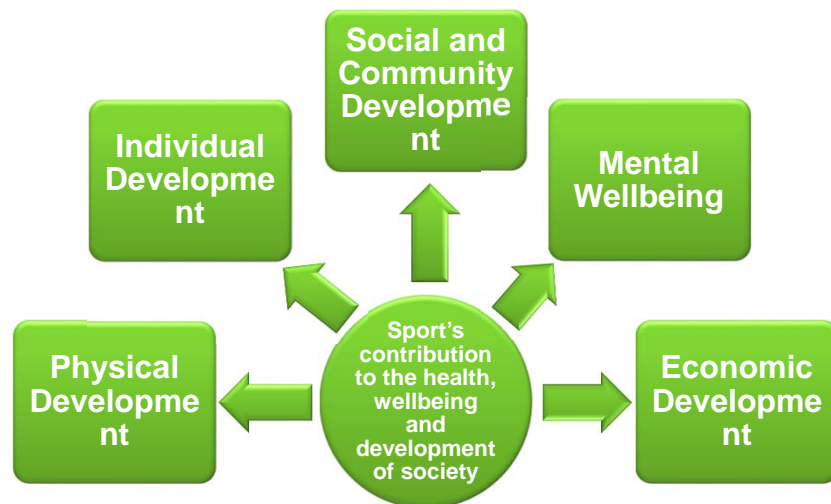
## UK Government Strategy: *'A Sporting Future'*



### Sporting Future: A New Strategy for an Active Nation



## Focus on outcomes...

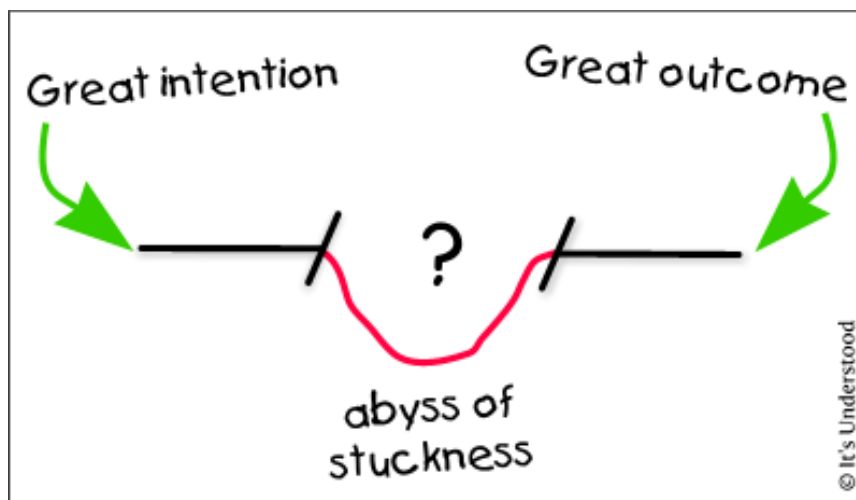


## 'Leaky buckets'



11

## Behaviour change



## A Coaching Plan for England...



## Under representation

Black, Asian and minority ethnic (BAME) communities:



**37%**  
OF PEOPLE FROM BAME COMMUNITIES TAKE PART IN SPORT

HOWEVER...



**ONLY 5%**  
OF PEOPLE RECEIVING A COACHING QUALIFICATION EACH YEAR ARE FROM BAME BACKGROUNDS\*

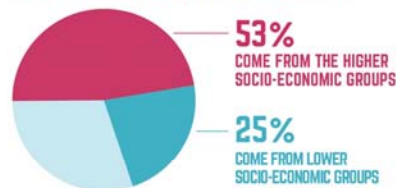
Disability and coaching:



**UNDER 2%\***  
OF COACHES WITH A DISABILITY HAVE OBTAINED A COACHING QUALIFICATION SINCE 2009

\*Sports coach UK, 2015

Socio-economic groups coaches split:



**53%**  
COME FROM THE HIGHER SOCIO-ECONOMIC GROUPS

**25%**  
COME FROM LOWER SOCIO-ECONOMIC GROUPS

Women in coaching:



**31%**  
OF THE SPORTING POPULATION ARE WOMEN

BUT ONLY...



**17%**  
OF QUALIFIED COACHES ARE FEMALE

While this proportion has increased from 14% in 2008, there is still clearly a long way to go to attract coaches that reflect female participation profiles.

## Our mission

- ***“Improve people’s experience of sport and physical activity by providing specialised support and guidance aligned to their individual needs and aspirations”***



15

## Why coaching?

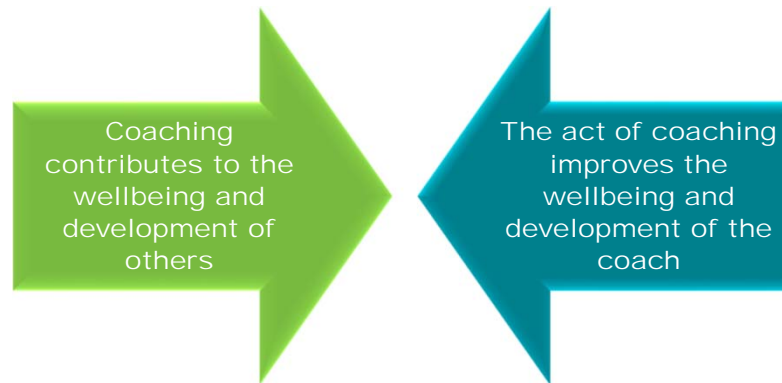


16



## Why coaching?

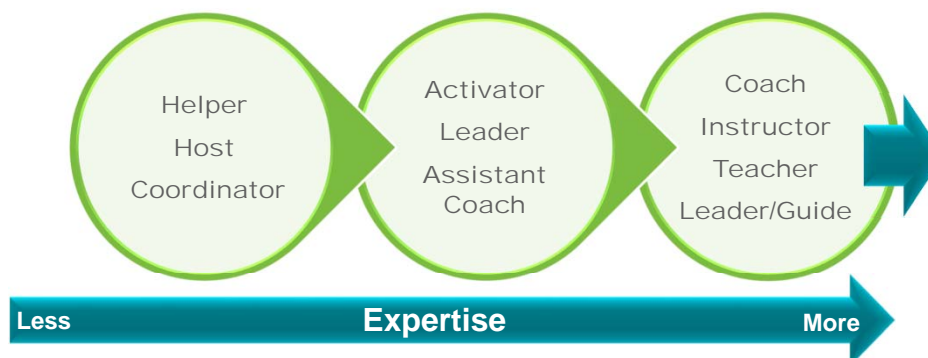
A dual benefit...



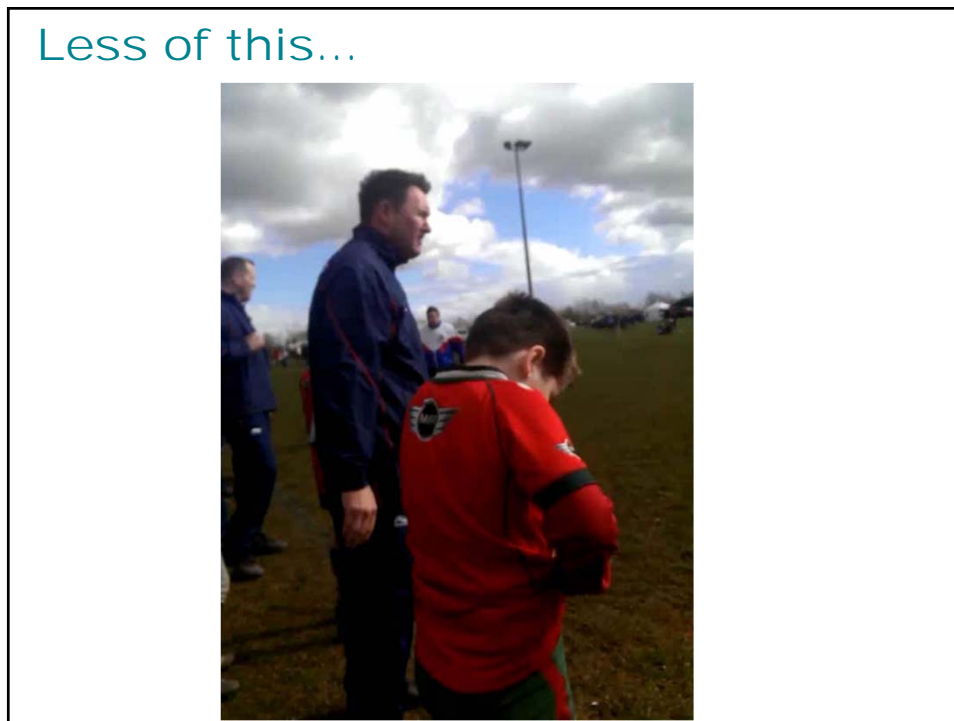
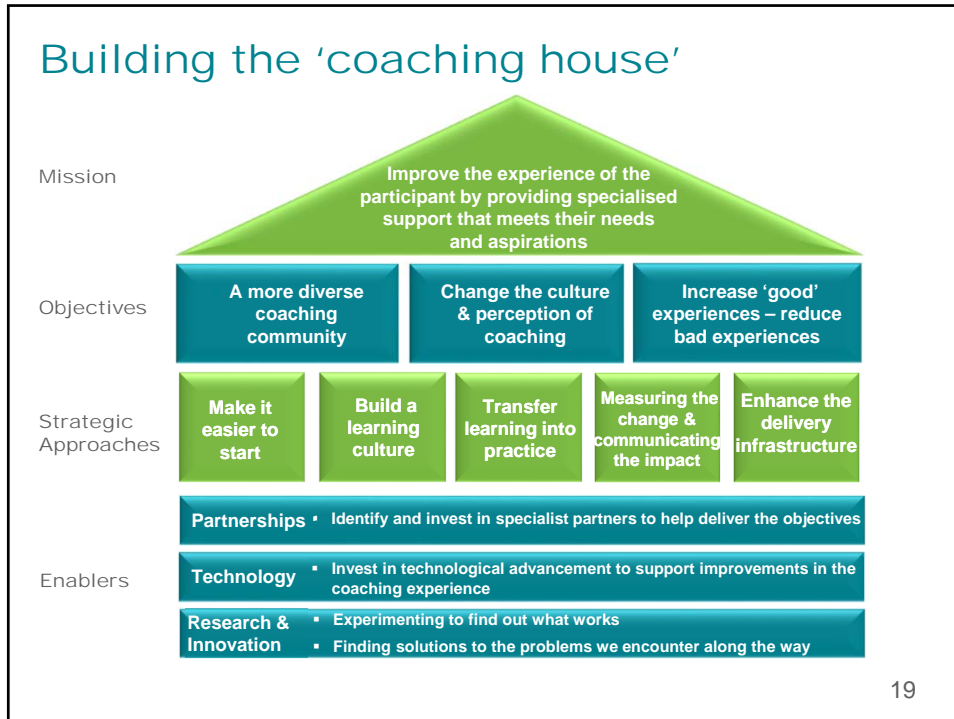
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## The ever growing coaching family...

The 'experience providers'



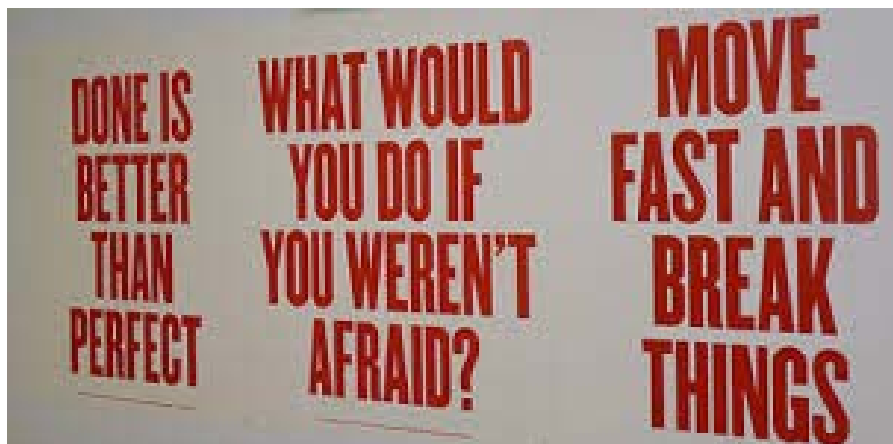
18



Less of this...



Skilled Labour - Unleashing the potential of people...



## A behaviour change challenge...



## Qualifications...



## Take learning into practice...



### Mistake 1

- People can learn a lot at once

### Mistake 2

- People will learn 'just in case'

### Mistake 3

- Learning is information transfer

## 'Micro-Learning'



### Correction 1

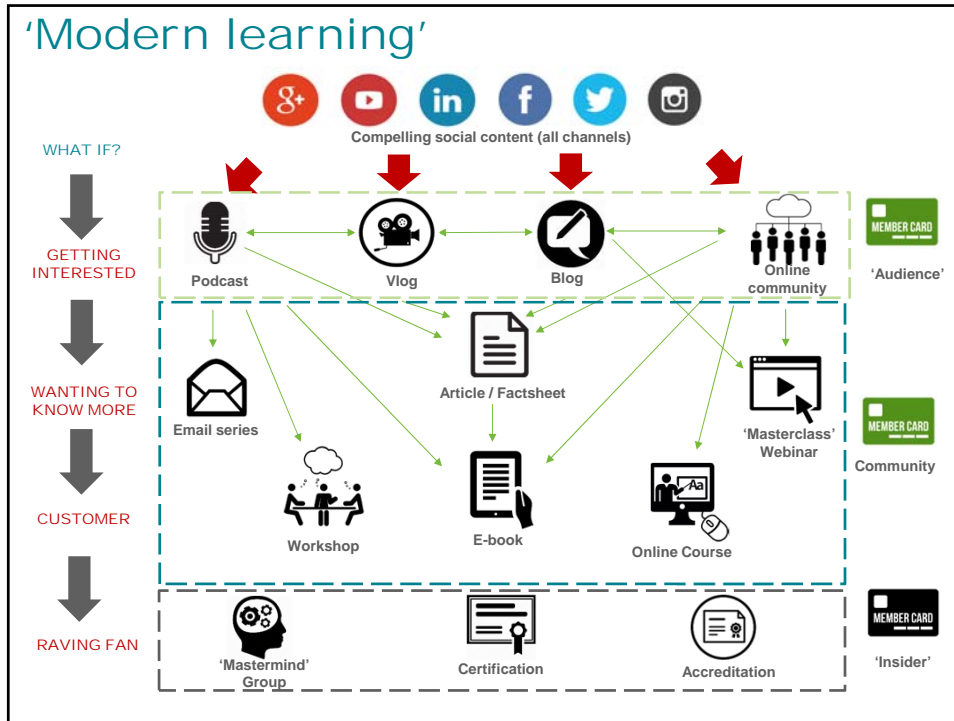
- People learn best in 'bite-sized' chunks

### Correction 2

- People will learn 'just in time'

### Correction 3


- Learning is transformational. It requires practice in context



### 'Win at all costs?'


#### British Swimming apologises for 'climate of fear' findings

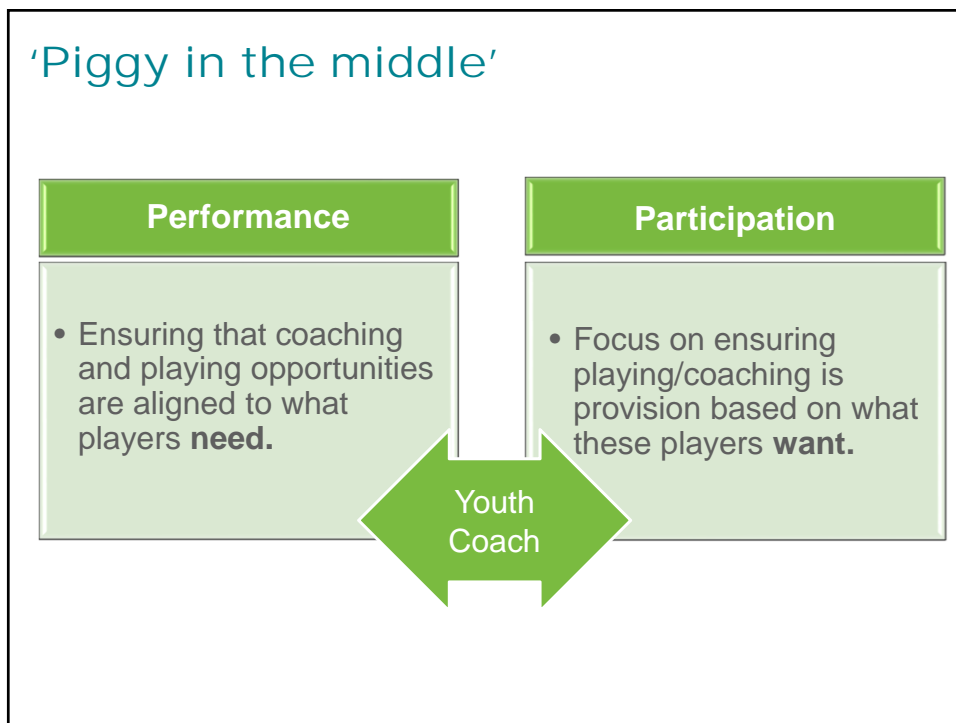
By Dan Roan  
BBC sports editor  
[Disability Sport](#)



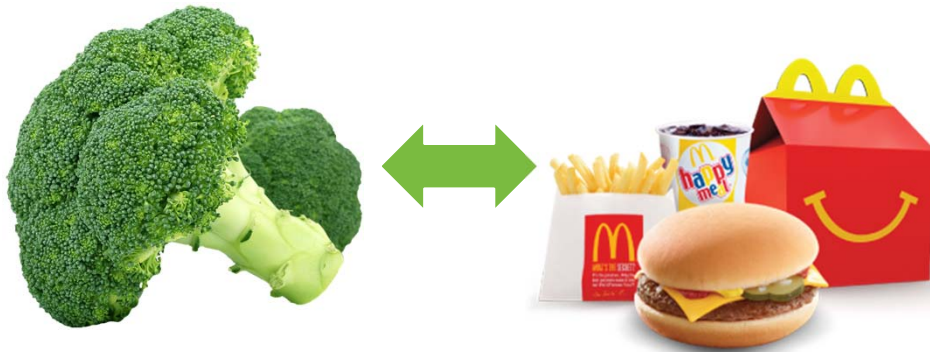
#### British Cycling behaviour 'unacceptable'

\*2 Mar 2017  
British Cycling chairman Jonathan Browning says the "occurrence of issues in terms of behaviours, harassment, bullying is unacceptable".

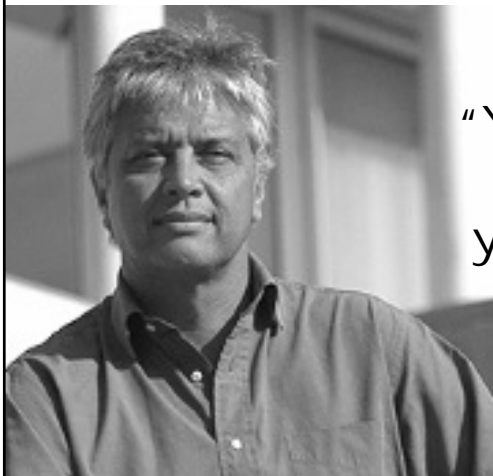




## Wants vs Needs



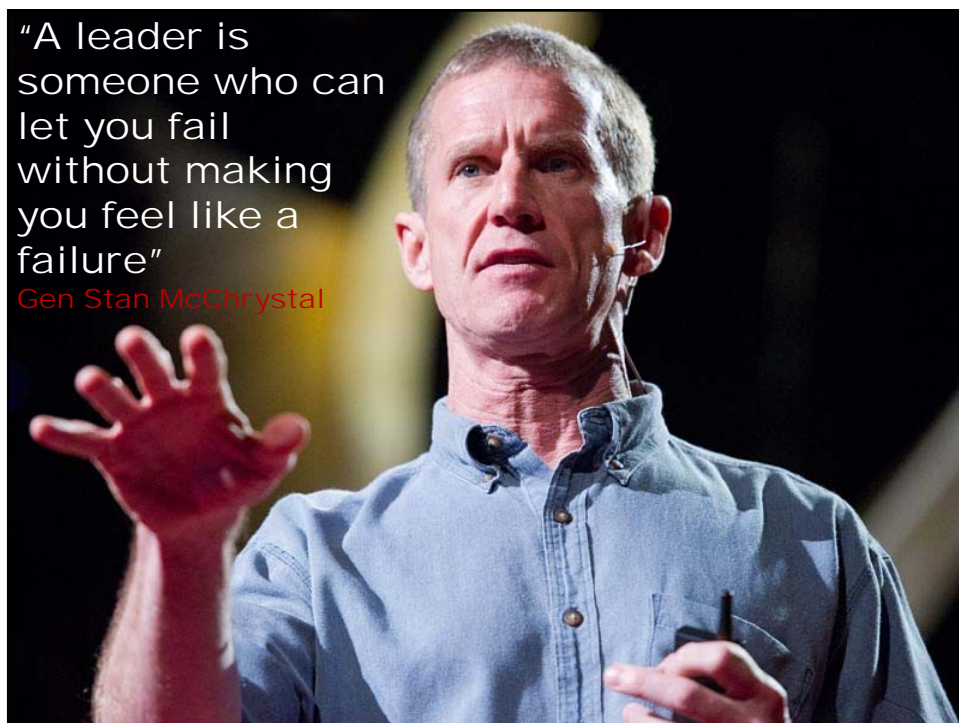
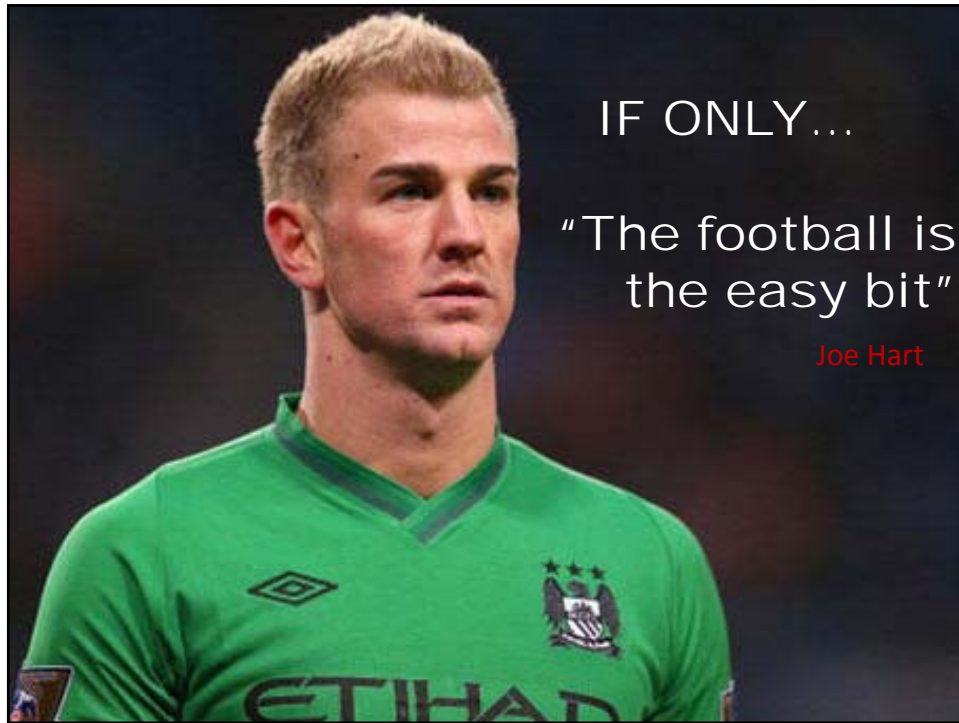
## Ecological Dynamics



"You can't adapt to an environment you don't inhabit"

Professor Keith Davids





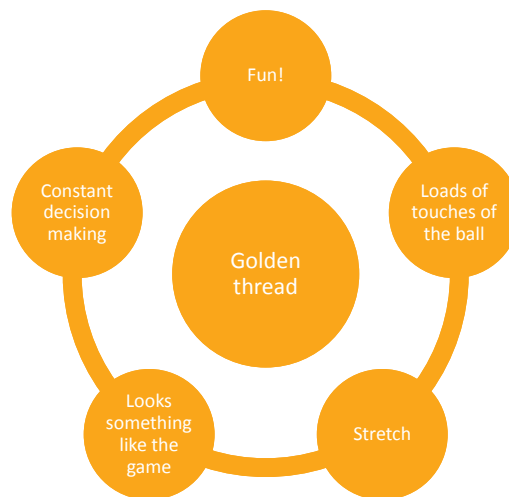
## England Rugby

# CARDS



## GB Field Hockey

### 'THE GOLDEN THREAD'



What is your golden thread?

37

More of this...



38



Thank you...