



European Coaches' Address

E.A.

- Development committee
- Education commission
- Special project group (high performance)
- EA/EACA meeting early 2012

European Athletics Coaching Awards

- EA – EACA
- “Excellence in coaching”
 - = championship medallists (senior)
 - = excellence - equivalent (youth, education, world medal, lifetime)
- Diploma and silver EA pin
- ‘88 to date

2011 Winners

Valentina Eiduka (Lat)

Jacques Borlee (Bel)

Europe's share of Medals in World Championships

Year/Men/medals/percentage

■ 1983	45/72	62%
■ 1987	46/72	64%
■ 1991	30/72	42%
■ 1993	38/73	52%
■ 1995	28/72	39%
■ 1997	32/72	44%
■ 1999	36/72	50%
■ 2001	33/73	45%
■ 2003	32/72	44%
■ 2005	29/72	40%
■ 2007	24/72	33%
■ 2009	25/73	34%
■ 2011	25/72	35%

Women/medals/percentage

43/51	84%
47/57	82%
40/57	70%
29/60	48%
37/60	62%
37/60	62%
34/67	51%
41/66	62%
39/66	59%
35/69	51%
37/69	54%
28/69	41%
27/69	39%

- Coaching Summits
- IFAC - (26/28 October 2012)
- IAAF, CECS & Academy
- Global Coaching Framework
- Profession

Look abroad through nature's range,
nature's mighty law is change.

(Burns)

The world today is as different
to the world into which my father was born
as that world was from Julius Caesar's.
(Toffler)



Sport then and now

Mens sana in corpore sano



Physical Education		Competitive Sport	Recreational/Leisure Activity		
* Health & Wellbeing	Physical Development	* Social engagement	Learning skills & behaviours	Competition & personal challenge	Display skills & physical prowess
* Entertainment		* Business advantage		* Community and/or cultural identity	



Sport then and now

* “As physical outlets, they allow participants to work out violent energies and emotions that, it has been theorised, could prove detrimental to the community if allowed to go unchannelled.”

Sky TV Rights Football	1990	£191m (5yrs) £40m p.y.
	2010	£1.782b (3yrs) £600m p.y.
NBA Salary cap	1988/89	\$7.2m
Average player salary		\$575,000
Salary cap	2010/11	\$58m
Average player		\$6m
(1000% increase v 90% USA inflation)		



Coaching then and now

COACHING & PERFORMANCE SCIENCE	
1880-1900	“Professional” coaches USA universities
1920	Coach education by Courses – books - UK
1934	Loughborough Summer School Diplomas - UK
1947	National coaches (“Professional”) Instructional booklets - UK



Coaching then and now

COACHING & PERFORMANCE SCIENCE

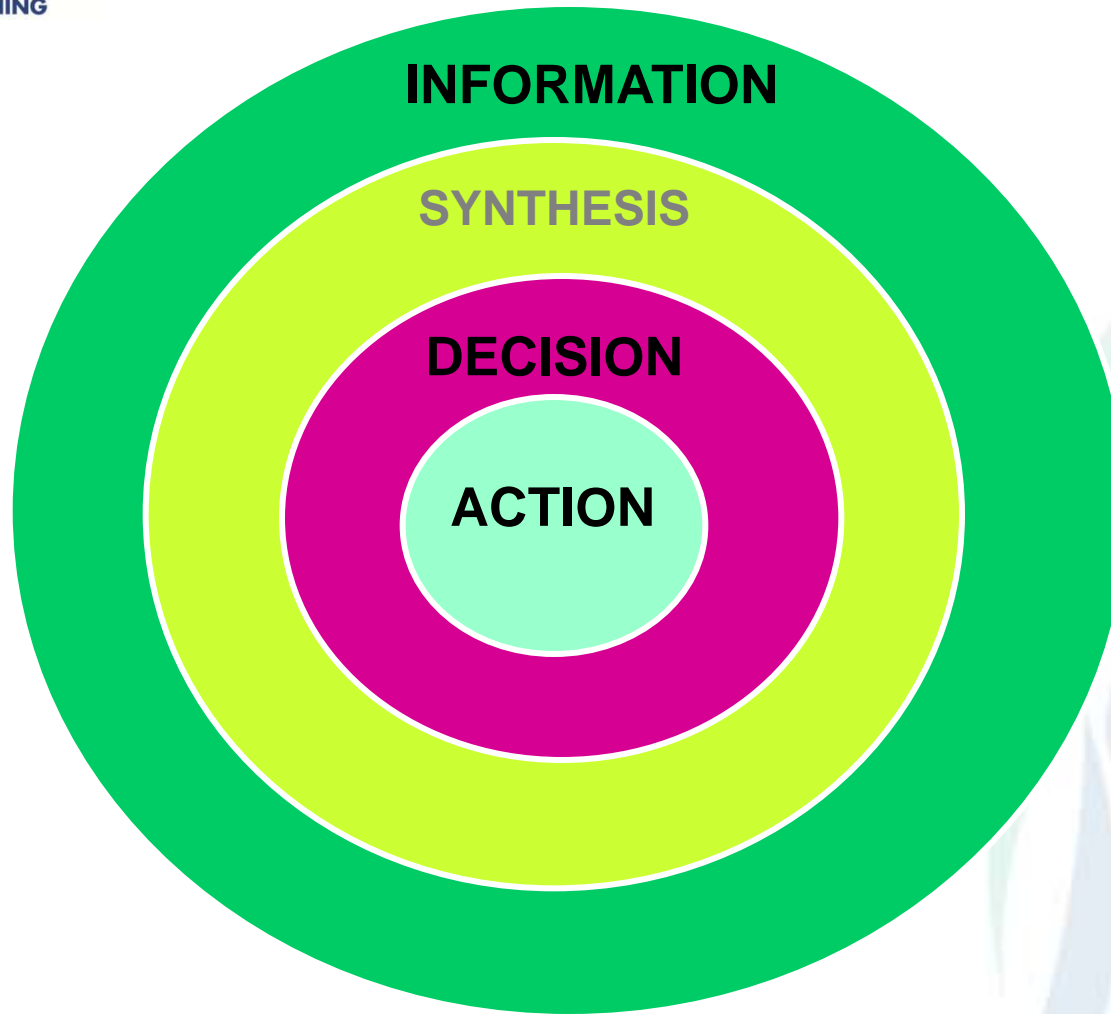
1950	Chairs in sports sciences/medicine Degree courses coaching (Eastern Europe)
1960	Coach education/certification - UK
1964-68	Scientists input to Olympic preparation - UK
1980-1990	Chairs in sport sciences - UK
2010	Chair of Coaching - UK

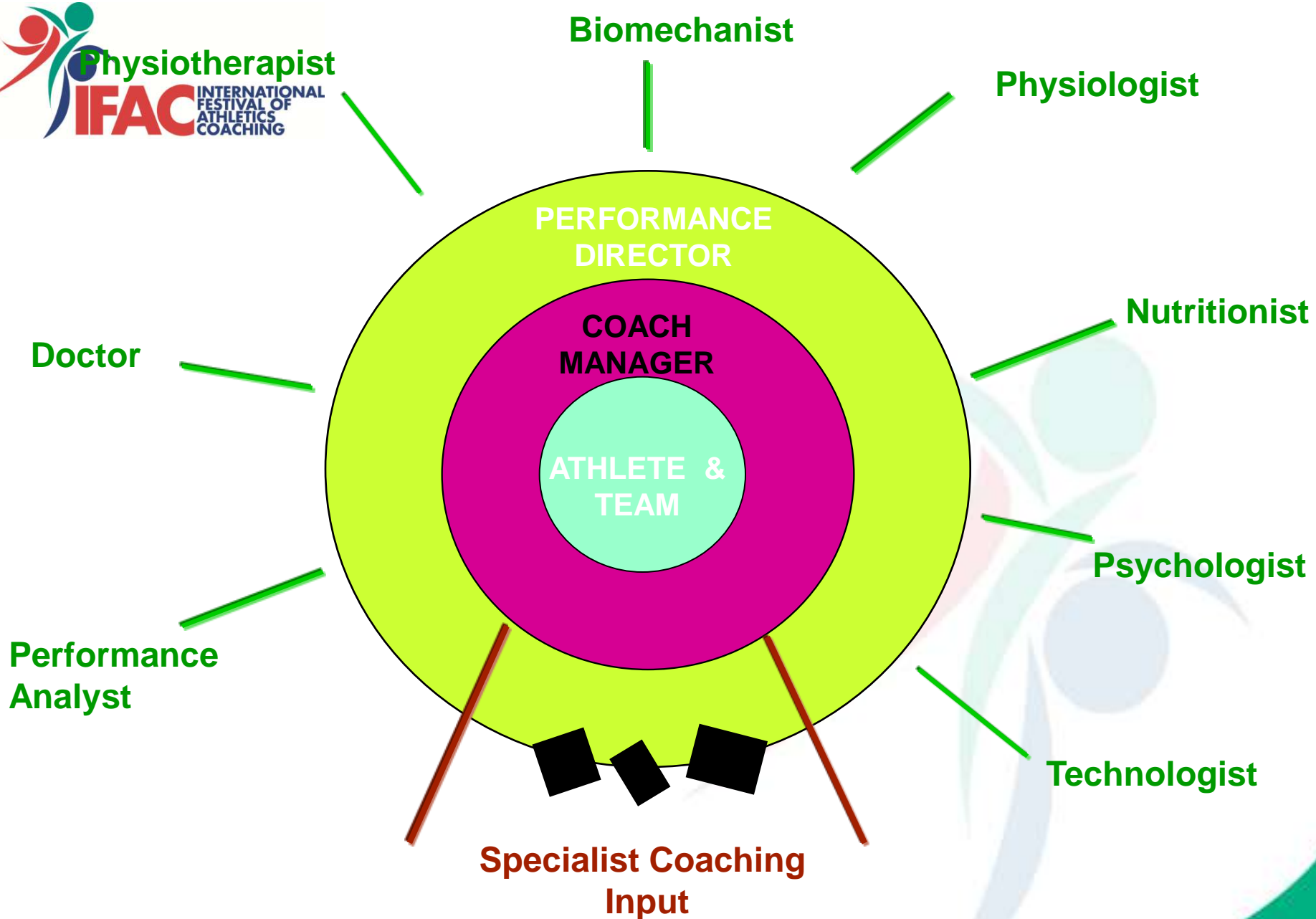


Coaching then and now

COACHING & PERFORMANCE SCIENCE	
1980	No courses at University level in sports science of coaching
2010	Coaching – related courses 150: 71 universities : 79 colleges 14 post graduate offerings (Masters/Phd) Sport science courses 45 – 27 universities : 18 colleges 5 postgraduate offerings

Learn to deliver – the process





Athlete Centred

Action

Participation

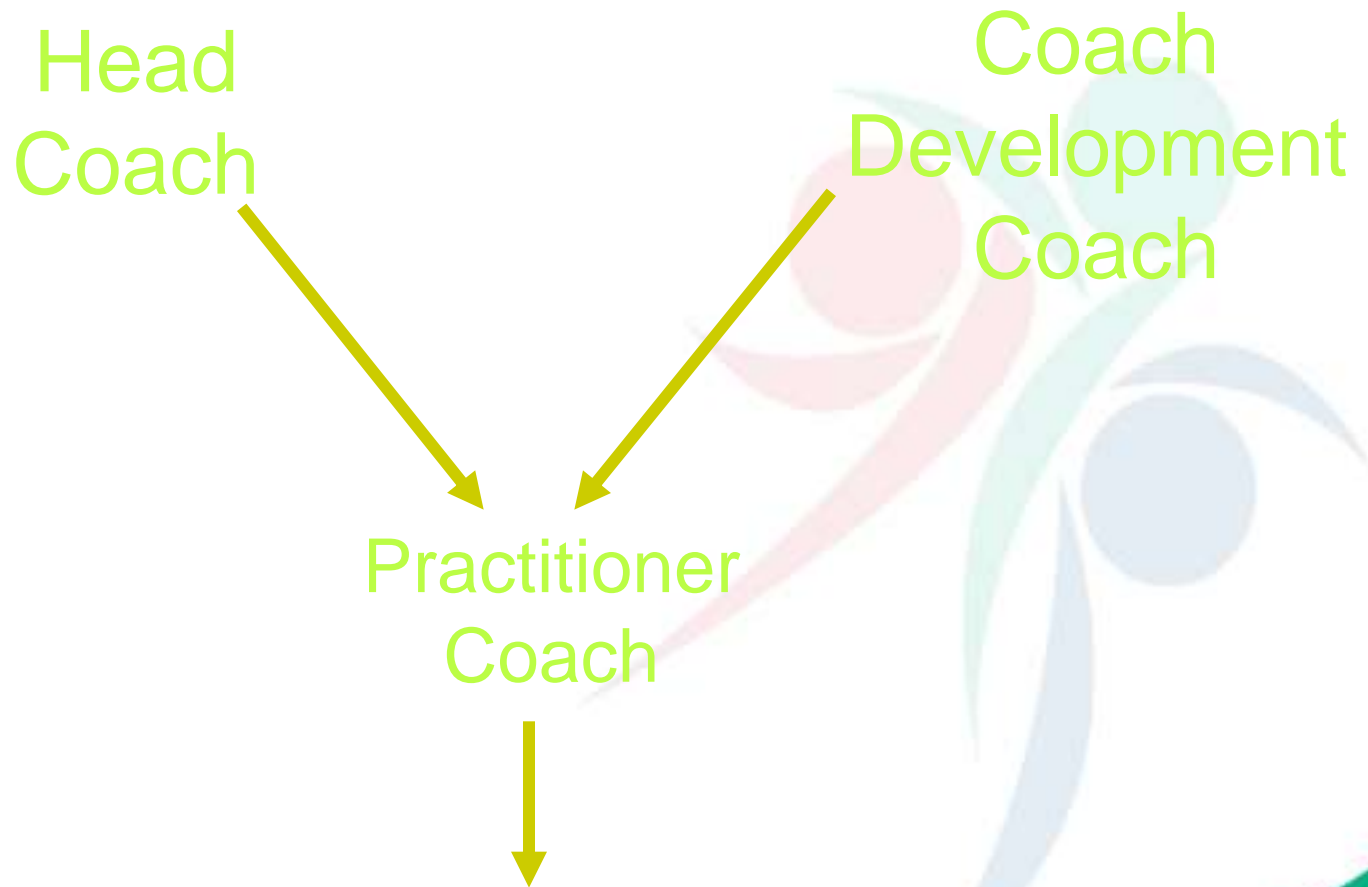
Athlete

Performance

Athlete

Coach Led

Decisions



Performance Services Supported

Intelligence

sciences

medicine

management

performance
services
manager

performance
services
practitioner

facility
specialists

Synthesis

performance
director



It is essential
to clarify roles
and responsibilities
in this structure.

Attitude Then

Do the same things better.

Attitude Now

Be better by being different
Be different at being different

Yellow Brick Road



Sat Nav



Future Inventing

- Principles
- Competitive advantage
- People
- Management
- Leadership
- Big picture

Are you

- Pilot of your future?
- Passenger in the future?
- Missing the flight?

What are **YOU** going to do?
To be all you can become?