

The Innovation Group of Leading Agencies Quality Improvement in Coaching Group

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What is the IGLA?

The International Council for Coach Education (ICCE) has recently established the Innovation Group of Lead Agencies. This group brings together a number of leading coaching organisations from all over the world with the purpose of advancing coach education and development on a number of key priority areas.

The Quality Improvement in Coaching Group

Quality Improvement in Coaching (QIC) is one of the areas prioritised by the IGLA. The QIC – Group is chaired by ICCE Board Member and Head of Coach Education Switzerland Adrian Bürgi. The QIC - Group makes a substantial contribution to quality improvement in coach development by:

- Developing a structure to enable a process of self-reflection, evaluation and assessment in a coach education, development, deployment and employment program (National or International)
- Facilitating program assessment processes that encourage critical reflection and on-going enhancement to leading coach education programs around the world.
- Sharing good practice in quality improvement measures
- Referencing and supporting the International Sport Coaching Framework

Coaching Quality Development Areas: The fuel for the “Frontline Coaching Engine”

Taking the European Framework for Quality Management (EFQM), which is widely used as a quality management model in education, and existing coaching systems like the UK Coaching Framework, the Canadian NCCP system or the South African Coaching Framework as reference points, six main areas appear to impact the quality of frontline coaching: (Figure 1)

- **Social and Cultural Context:** The wider sporting, cultural, social, economic and political systems within which sport coaching is delivered
- **Identity and values:** The identity and values of the sport coaching system
- **Leadership:** The organisational structure developing and implementing the sport coaching system
- **Coaching System Strategy:** The strategic plan for sport coaching
- **Coach Education and Development:** The existing programs for the education and development of sport coaches
- **Coaching System Evaluation:** The assessment of the effectiveness (quantitative and qualitative) of the sport coaching system on different layers (participant, coach, coach developer, society)

Principles of the Coaching Quality Development Areas Model

Frontline coaching is influenced and optimised by four discrete yet interdependent areas: Coaching Leadership, Coaching Strategy, Coach Education and Development and Coaching Evaluation.

National, international, regional and local organisations (federations, coaching agencies, etc) can conduct evaluations in each of the four fields. There is no defined sequence in the analysis of the four fields.

Key Features (KF) are defined in each area (Table 1). These KF are indicators of quality of the corresponding area. For each KF key questions (KQ) exist to initiate the reflective process at local national and international level for federations and organisations which work within the coaching system.

The KQ are not simply a checklist. They are intended as a guideline for reflection and evaluation and would enable a continued self evaluation of the system and/or their components to improve quality and efficiency.

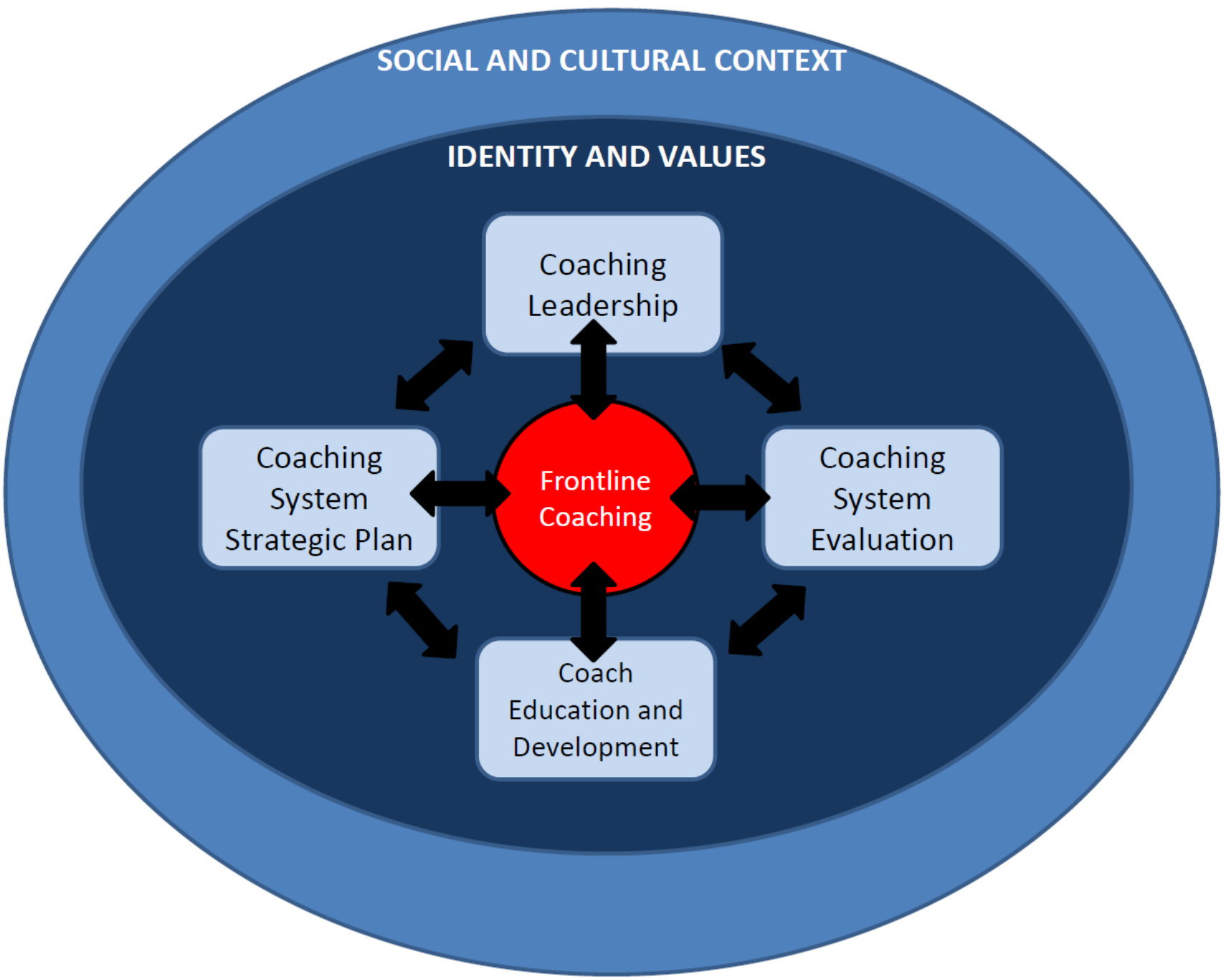


Figure 1: The Coaching Quality Development Area Model

Table 1: Quality in Coaching: Key Features of the four Areas

Coaching Leadership: There exist...	Coaching system strategic plan: Including...	Coach Education and Development: Including...	Coaching System Evaluation: Evaluating the...
Organisational structure with accountability, responsibility and drive	Pre strategy analysis to establish base line data (Coach career pathway, participant career pathway)	Coach Development Model	Impact on Participation (Athlete and Coach participation, Athlete and Coach Progression and Retention, Athlete and Coach Satisfaction)
Widespread stakeholder buy-In	Creating Identity by developing a mission, vision and values	Coach Education Structure and System (How)	Impact on Performance (Athlete and Coach performance)
Coaches representative associations	Aims and objectives	Coach Education Program (What)	Impact on Society (Impact on Economy, Health, etc.)
	Stakeholder integration and role and responsibility clarity	Assessment of coaching competencies	Resource Allocation Effectiveness
	Resources procurement and allocation	Transferability of competencies (to domains outside of coaching, sport to sport, country to country, international federations)	Research for evidence based decision making in coach education
	Coaching Workforce Development Plan (Employment and deployment)	Skilled Coach Developers (Teaching & Learning Group)	
	Coach education pathways (Lifelong learning)		
	Licensing and Registration		