

# International Council for Coach Education

## Latest Trends in Coach Education

Potsdam, May 15, 2012  
Ladislav Petrovic, General Secretary



# Who is a good coach?

What are their knowledge and skills?

What are they doing? Why are they doing what they do?

How do they know?

How do they learn to become good coaches?

How to educate coaches? What needs to be taught?

What is the role of organised education programs in this process?

How do you measure and assess good coaching?

# How to be a better coach



**Learn to listen**, especially to the athletes –  
they are excellent teachers.

**Help each athlete develop** all of their capacities:  
physical, mental/emotional, and social.

**Take a stand** against doping and cheating in sport.

**Thirst for knowledge**  
attend coaching courses, get certified, stay up to date.

**Brought to you by**

The International Council for Coach Education [www.icce.ws](http://www.icce.ws).



# Why organising coaches?

**Individual goals** of frontline coaches on both performance or participation levels:

- Good performance

- Good experience

- Good athlete/player

- Good citizen – education of the athlete – on and off court

## **Voice of the coach in:**

Employment issues - coaching career, workplace, retirement, facilities, contract, etc.

Professional issues - development of the sport, running the organisation, federation, decision making in clubs, schools, etc., coach education, continuous professional development and licencing, Code of Conduct



# Perspectives and Trends in Education of Coaches

Future of coaching and coach education in the world of everyday IT innovations, open international cooperation, globalisation and European integration - **art of sharing and gaining**

Need for more applied studies in coach education, mainly in the area of Higher Education

- Gap in communication between education and job market
- Need for applied practice in education of coaches

Close cooperation with national sport federation

Recognition of prior learning and current competence

**Goal:** Better organised coaches & better educated coaches = better coaches, better sport experience for athletes and players

**What can WE do?**

# Outline

**1. Introducing the ICCE: who we are**

**2. Projects and activities: what we do**

**International Sport Coaching Framework**

**ICCE Innovation Group of Lead Agencies**

- **Quality Improvement in Coaching**
- **Teaching and Learning**
- **High Performance Coaching**

**ICCE Global Coaches House London 2012**

**CoachNet project**

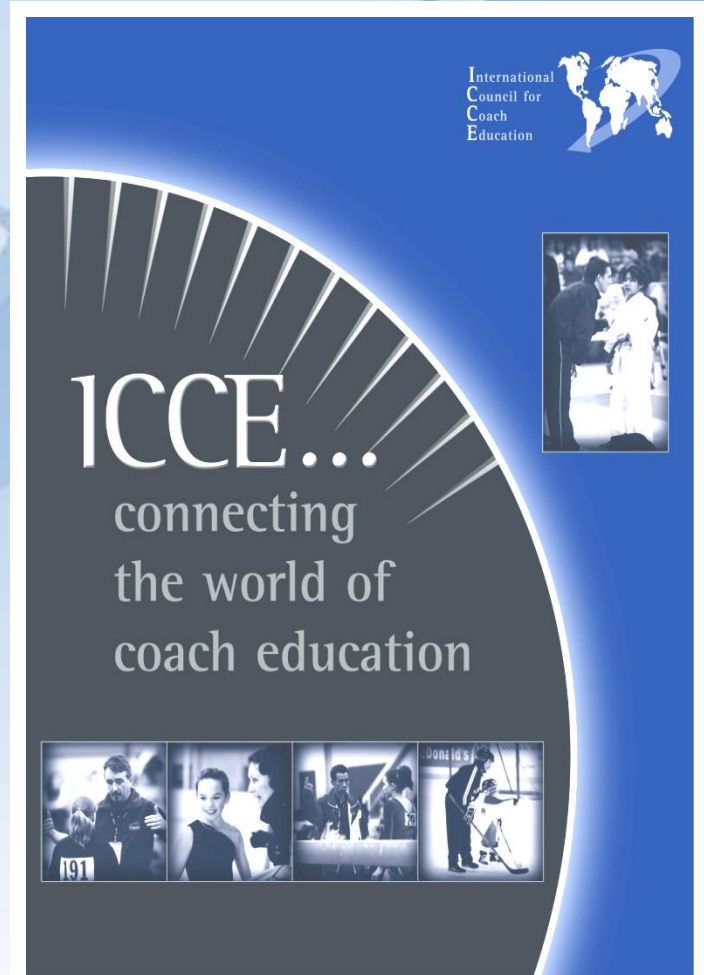
**Research and Events**

# International Council for Coach Education

Formed in 1997 as a not-for-profit international organization

A network of national and international organizations acting in the field of education, development and representation of coaches in their respective nations and/or sports:

Sharing and learning  
from each other



# ICCE member categories

## **A members:**

**National organizations or International Federations**

## **B members:**

**Institutions that develop coaches**

**Coaches associations**

## **C members:**

**Coach developers and researchers**





# ICCE Mission

(ICCE strategy 2010-2015)

**Lead and support the global development of coaching as a profession;**

**Enhance the quality of coaching at every level;**

**Guided by the needs of members, federations, nations and key partners.**





# **Projects and Activities**

# International Sport Coaching Framework

Group Chairs: Marisol Casado and Pat Duffy

- An international convention to guide and support the development and recognition of coaching qualifications and systems on a global basis
- A global structure of high quality coaching qualifications and systems which, while respecting and encouraging national and sport-specific differences and circumstances, operates to agreed principles, standards and values



# ICCE Innovation Group of Lead Agencies

- ★ International coaching leadership
- ★ Accelerating the work of the ICCE

Trainerakademie, Germany  
SASCOC, South Africa  
Coaching Assoc. of Canada  
NOC\*NSF, Netherlands  
INSEP, France  
Israel Sport Authority  
Australian Sports Commission

- ★ Innovation
- ★ Developing personnel

BASPO Switzerland  
High Performance Sport New Zealand  
Norwegian Sport Confederation  
All China Sport Federation  
Leeds Metropolitan University  
(host of ICCE/ECC office)



# **Innovation Group of Lead Agencies**

## **Focusing on three themes:**

### **1. Quality Improvement in Coaching –**

Chaired by Adrian Bürgi (Switzerland)

**To develop an international frame of reference of what constitutes a quality coach development programme:**

- Developing guidelines for the review and accreditation of coach development programmes**
- Share and describe good practice**
- Benchmark current programmes**



## **2. Teaching and Learning**

Chaired by Penny Crisfield, UK

### **Training of Coach Developers**

### **Effectiveness of Teaching Methods**

#### **Coach developers**

- **develop, support and challenge coaches to improve their knowledge and skills**
- **they respond to coaches' needs by providing and facilitating a range of learning situations.**

# **3. High Performance Coaching**

Chaired by John Bales (Canada)

**Share good practice in High Performance Coach and Performance Director preparation:**

- **Serial Winners Project: Profile of successful high performance coaches: what differentiates the top coaches?**
- **International exchanges**
- **Relationship between high performance coaches and performance directors**





# ICCE Global Coaches House – London 2012

- At Limkokwing University – Piccadilly Place 106 – London
- Current and Next Generation coaches
- Sports Program and Business Program
- Generic and Tailored
- [www.globalcoacheshouse.org](http://www.globalcoacheshouse.org)





**Establishing a coherent and inclusive mechanism for the coordination of sport coaching at the European level**

- 1. Coaches Associations at national and European levels**
- 2. Lead national organisations in sport coaching**
- 3. International Federations at the European level**
- 4. Higher education institutions**
- 5. Employers of coaches**
- 6. Advisory: The European Coaching Council and ICCE**

# Outputs of the CoachNet project

- **Country specific maps** of coaches associations and representational structures on a sport specific and cross sport basis, as appropriate
- **European map** of coaches association and representational structures on a sport and cross sport basis as appropriate
- **Models of best practice in the operation of coaches associations** and of the integration of coaches into the decision-making and democratic structures at the national and European levels
- **Guidelines and templates** for the further development of coaches associations and representational structures
- **Consolidated network for Sport Coaching in Europe** and a revised structure for the European Coaching Council
- **Communication platform** with and for coaches
- **Action plan** for the integration of the outcomes of the project into further developments in Sport Coaching in the European Union and internationally

# Research and Events



- Publication of scientific articles: the coach as subject of the research
- Coaching Session at ISCEMIS 2012 Congress in Glasgow
- Biennial Global Coach Conferences  
August 2011, Paris, France  
August 2013 in South Africa
- Continental and Regional Conferences and Seminars  
European Coaching Conference  
March 2013, Leeds, UK  
Coach Education in Higher Education  
October 2013, Groningen, The Netherlands

# Thank you!

**ICCE – ECC Global Coaching Office at Leeds  
Metropolitan University**

See [www.icce.ws](http://www.icce.ws) for more information and contacts

