



YOUTH COACHING CONFERENCE 2018 2 & 3 February EFFECTIVE YOUTH COACHING the path to success

Canadian Youth Athletes' path to Olympic Success: A CEO's Perspective

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Coaching Association of Canada

Our Mission
To enhance the experiences of all Canadian athletes through quality coaching.

STRATEGIC IMPERATIVE 1	STRATEGIC IMPERATIVE 2	STRATEGIC IMPERATIVE 3	STRATEGIC IMPERATIVE 4
SUSTAINABLE COACH EDUCATION	COACHING LEADERSHIP	COACHING PROFESSION	ORGANIZATIONAL EXCELLENCE
Create, deliver, and promote quality coach education which impacts the lives of Canadians, in partnership.	Embrace the true value of coaches and champion a collaborative coaching community.	Enhance the profession of coaching.	Strengthen and optimize the CAC's resources for maximum impact within the Canadian Sport System.



National Coaching Certification Program

The Goal: Coaches who can demonstrate their competence



COACH CERTIFICATION

The Coaching Association of Canada (CAC) is the national organization responsible for the development and implementation of the NCCP. The NCCP is a multi-level coaching certification program that is designed to ensure that coaches have the necessary skills and knowledge to provide quality coaching to athletes of all ages and abilities.

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Canadian Model

Canadian Sport for Life (LTAD)





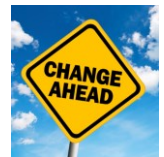
Quality Assurance: Coach Developers

- National standards for coach developers:
 - Front line pathway to quality coach education;
 - Consistent across all sports;
 - Focus on capacity building;
 - NSO and P/TCR support;
 - Locker support.



Time for Change - 2008

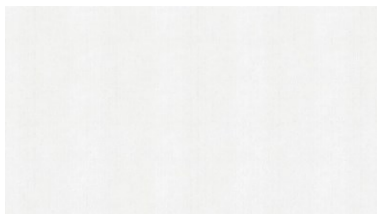
Transparent National Strategy Launch



- National Organization Restructure by discipline
- 5 disciplines competing against each other for resources
- Valuing disciplines, despite performance



Alexandre Despatie: A case for multi-sport



<https://activeforlife.com>



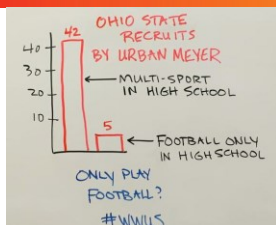
Sport Specialization vs. Academic Specialization

"The Rush for early specialization and later generalization flies in the face of the established expert opinion and evidence, and of course, goes completely against what parents understand and demand for their children's academic education – namely the study of many subjects, especially the foundation subjects during the first 10 years of school and then gradual later specialization. Strange then that parents (and some coaches) want to break all the rules in some misguided rush towards excellence, which of course simply becomes a rush to mediocrity and disappointment – and worse, the disillusionment and eventual drop out of their kids."

Dr Stephen Norris
Hockey Canada Performance & Development Consultant



Case for Change



Viral on the Internet showing that 42 of the 47 athletes coach Urban Meyer has recruited to Ohio State played multiple sports in high school has brought great attention to an ever-present question on high school campuses.



Rio Olympic Performance

- Achieved both identified objectives: 19+ medals and Top-12 rank
- Top-1, Top-3, Top-5 and Top-8: significant increases from London 2012

	London 2012	Rio 2016	Difference
Total Medal Rank	14th	10th	+4
Top-1 Results	1	4	+3
Top-3 Results	18	22	+4
Top-5 Results	35	44	+9
Top-8 Results	59	71	+12



https://www.coach.ca/files/CAC_7516A_11_LTAD_English_Brochure_FINAL.pdf



Barriers to Change: Decades of Expectations.....

- Alignment with National Federation Vision – LTAD
- Short Term Athlete Participation
- Short Term Athletic Performance
 - Parental
 - Organizational
 - Personal/Professional



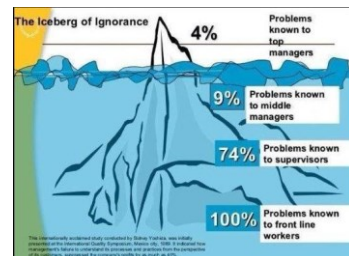
Outcomes: Technical Deficiencies

Train To Train/Train To Compete – deficient biomechanics

- Delayed Skill Development/Retraining
- Injury Risk/Rehab Delays
- Athlete Retention Drops
- Widening Gap between coaches and system
- Loss of investment in the system



LTAD Resistance: An Analogy to Business





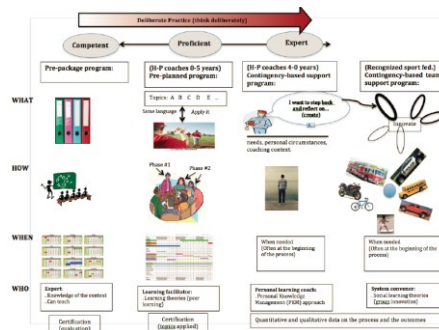
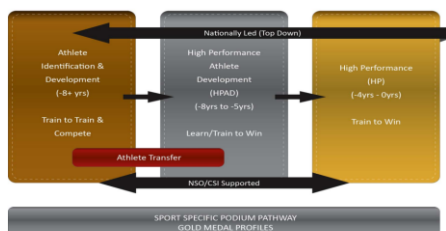
Strengthen alignment with all relevant organizations:
 National Sport Organizations – Club, School, Provincial
 National Olympic Committee/Paralympic
 High Performance Agencies/Development Agencies
 Coaching Education Bodies
 Parents....



Coaching enhancement program

Develop • Retain • Recruit • Re-integrate

PODIUM PATHWAY CONCEPT OVERVIEW






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