

# Netball Northern Zone Centre Forum

## “Coaches as People Makers”



**Every athlete deserves the opportunity to  
realise their full potential**

# Outcomes

- Development v's Outcome Focused Coaching
- Supporting coaches with over commitment and parent expectations

**I believe...**



Sport serves a higher purpose than just playing games to determine the winning team



# Sport NZ Survey

Youth sport in New Zealand is focused too much on short-term results and not enough on long-term development ?

93% Yes



# Coaches As Role Models

- Coaches are one of the most influential adults in an athlete's life
- People don't remember what you say or what you do BUT they always remember how you made them feel
- The 2008 Beijing Olympic Study\* revealed a strong, high quality, coach-athlete relationship was a significant contributor to a medal winning performance or a personal best performance.
- Highly successful elite athletes needed a coach who supported and cared for them both as athletes and individuals



# Perspectives

- What I believe from over 20 years of coaching.....
- The great race to nowhere!!
- About 1% chance of winning a gold medal at the Olympics or playing in Netball World Cup Final but....
- Every sports participant can learn important lessons about resilience, fair play, team work and the value of pursuing excellence - not just in sport but in life
- 100% chance of growing up and becoming an adult that contributes positively to our community
- Coaches can help prepare our children to be outstanding people with real values, real virtues, and an unbreakable sense of self confidence
- **If they can also run fast, shoot goals, hit a tennis ball etc, that's a bonus**



# Alignment

- **The very best coaches;**
- **Understand the ‘people’ they are trying to coach!!**
- **Why they participate?**
- **What they want from their sporting experience?**
- **What can they do to satisfy the needs of their various stakeholders (athletes, school/club, parents, themselves)**



# Enjoyment

*“The greatest feeling I have ever had as a coach is walking into the changing rooms and seeing the grins on their faces and the enjoyment. That came about because we put a lot more effort into **[finding out]** what players’ enjoy doing”*



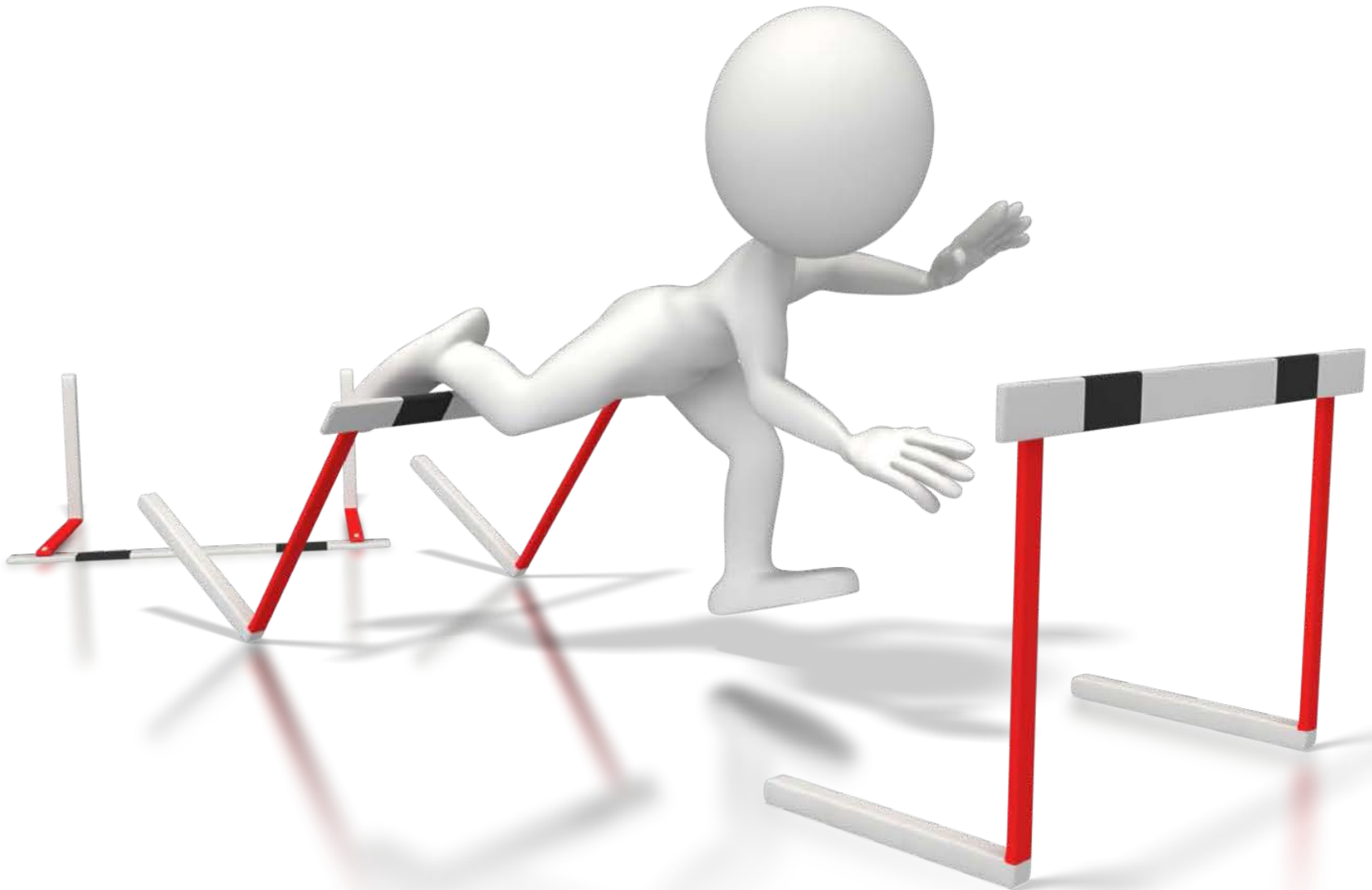




# Talent



Is the price of admission



Talent alone is never enough.

A collection of talented individuals without personal discipline and teamwork will ultimately fail.

To win at high levels of competition, talented players must have **character** and demonstrate strong **leadership**.



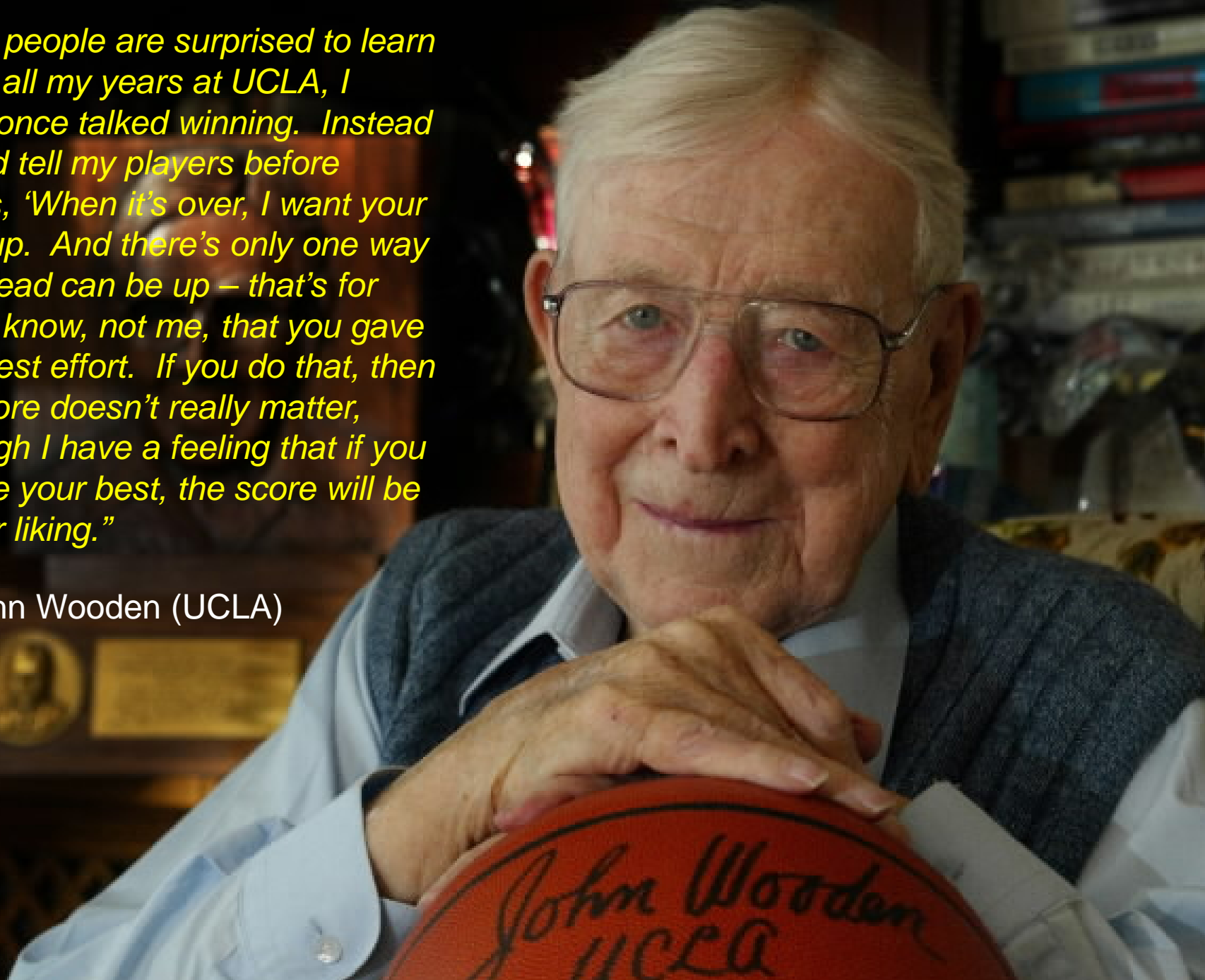
# Winning !!!!

- **How important is it?**
  - **For the Athletes?**
  - **For the School/Club/Centre?**
  - **For the Coach?**
  - **For the Parents?**
- **Why is it important?**
- **Which group is it more important for?**
- **What emphasis should be placed on it?**



*“Many people are surprised to learn that in all my years at UCLA, I never once talked winning. Instead I would tell my players before games, ‘When it’s over, I want your head up. And there’s only one way your head can be up – that’s for you to know, not me, that you gave your best effort. If you do that, then the score doesn’t really matter, although I have a feeling that if you do give your best, the score will be to your liking.’”*

John Wooden (UCLA)



# Sporting Parents





# My Girls

Best looking

Smartest

Most talented

Best behaved

Most Loving

Most Kind

Most Generous

Most Gifted

Most Wonderful...kids in Auckland





# Why are you laughing?

**Every parent loves their children**

**We all believe they are special**

**We all believe they possess hidden talents and unlimited potential**

**And we are incapable of being objective**

**That's only natural – after all, you love your kids unconditionally**



# Many sporting parents believe.....

“My kids are the best” and that thinking flows through into sport....

They swim a lap, they're Ian Thorpe.

They pick up a ball, they're Laura Langman or Daniel Carter.

They grab a cricket bat, they're Brendon McCullum.

# Alignment & Accountability

- Strong leadership with clear & consistent vision and values
- Coaches with a clear philosophy that aligns to the organisation and the age/level of their athletes
- Open communication and aligning expectations
- Education for parents

# Advice for Sporting Parents

- Love them unconditionally
- Balance
- Person first....everything else follows
- Passion– not pressure
- Reward effort, persistence, courage – values and virtues
- SELF CONFIDENCE – the “rock” to build the house upon
- Losing = lessons
- Think long term – help build the adult they can be
- Engage – empower –encourage decision making
- Encourage independence – pack their own parachute

Changing the game in youth sports:  
John O'Sullivan

<https://www.youtube.com/watch?v=VXw0XGOVQvw#t=828>

# Are We Taking it too Seriously

- [https://www.youtube.com/watch?v=cq8\\_DgbJYko](https://www.youtube.com/watch?v=cq8_DgbJYko)