

From National to Local, From Club to Country: Making the Vision A Reality

WSF Development Conference

September 2012

Keir Worth

Head of Coaching & Performance



Overview

- Fundamentals of A Talent development Programme
- Clear Vision / Destination
 - The Importance of Tacking
- ESR Coaching & Performance
 - Player Model & Coach Model
 - Pathway for Players & Coaches
 - Developing A Talent Curriculum / Profiling
- Influence of a Performance Brand
 - A cultural revolution
 - The ESR Coaching & Performance Brand

Fundamentals of Talent Development

- Clearly defined pathway from grass-roots to excellence
- Clarity with regards pathway population & connectivity
- Is evidenced (clear outcomes)
- Has defined & resourced roles to lead/manage
- Has athlete profiles/benchmarks & a curriculum at different levels
- Sufficient numbers & quality of coaches (including CPD)
- Effective links throughout (transition points)
- Access at all levels
- Clear selection processes
- Appropriate training environments
- Appropriate national coverage
- A clear player development philosophy



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Effective Tacking Within Your Micro & Macro Environment

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PLAYER MODEL



Coach Development (horizontal & vertical)

- Share Good Practice (both ways)
 - Coach Conferences - Elite & 'Club'
 - Coaching Hub / License
 - Squash Player Magazine
 - Coach Seminars
 - 'Road-shows'
 - Club 'Clinics'
- Formal Qualifications

Talent Development Curriculum & Player Profiling...

Discipline / Level	U17 Super-Regional & National Squads (15-16yrs old)	U19 World Junior Squad (16-18yrs old)
Player/Coach Relationship	Introduce Player Responsibilities – small areas of responsibility & accountability e.g. adherence to warm-up, correct 'kit' Coach Teaches	Increased Player Responsibility & accountability in directed elements e.g. training diary, match prep/review Coach Directs
General Skills		
Self-Management & Athlete Life Skills	Attend Planning Workshop: Complete exemplar weekly & annual planner for Portfolio	Attend Effective Time Management & Training Diary Workshop: Complete 3 month training diary & reflection
Media & PR skills	Attend Basic Your Team Workshop: Write Short Action Plan for Portfolio	Attend Basic Media/PR & Developing Your Team Workshop: Write Action Plan for Portfolio & follow-up
Career Management	Attend Balancing Squash & Education Workshop: Write Action Plan for Portfolio	Attend Playing Squash as a Career Workshop: Transition from Junior-Senior: Write Action Plan for Portfolio & follow-up
Squash Specific		
Technical / Tactical: Player Model	Attend Basic 'Player Model' Workshop: Complete self-analysis on Player Model Components, benchmarked against appropriate aspirations e.g. National Champion/ European Champion Keep in Portfolio	Attend Intermediate Player Model Workshop: Complete self-analysis on Player Model Components, benchmarked against appropriate aspirations e.g. European / World opponents Keep in Portfolio
Adherence to & Learning from Competition	British Open; British Closed; English Closed; ESR Grand Prix; French Open; Dutch Open; Pioneer Open; Senior County Closed; England Team Events: Reflect on events in training diary & keep in portfolio	British Open; British Closed; English Closed; ESR Grand Prix; French Open; Dutch Open; Pioneer Open; England Team Events – Euro/World: Reflect on events in training diary & keep portfolio

Sport Science		
Nutrition / Hydration / Weight Management	Attend Introduction to Nut/Hyd Workshop: Complete basic worksheet & weekly dietary plan Action Plan for Portfolio	Attend Advanced Nut/Hyd Workshop & 1-2-1 Seminar (incorporating WM & intro to drugs/drug testing): Follow recommended dietary changes & record in diary (over 6 weeks) Write Subsequent Action Plan for Portfolio
Fitness Testing	Introduction to Fitness Testing: Complete 3 basic fitness tests, follow a plan to improve and then re-test	Undertake full England Squash fitness test battery X2 per year – accompanied by a programme to improve in all areas
Fitness & S&C Adherence	Follow a 2 session per week training programme to address long term development and components identified through testing.	Follow an individualised training programme to address long term development and components identified through testing
Notational Analysis	Attend Basic Notational Analysis Workshop: Complete Analysis on 2 Different Opponents for Portfolio	Intermediate Notational Analysis Workshop: Complete Analysis to inform technical/tactical development & two key foreign opponents
Prehabilitation/Injury Management	Introduction to Physiotherapy- aims/use in competition & training scenarios; overview of the importance of core/ glut/balance work; introductory programme for gluts/core & balance; generalised Foam roller & stretching session	Progressive programme for gluts/core & balance; generalised Foam roller and stretching sessions; introduction to yoga stretching with focus on mobility through larger ROM; injury management as required
Sport Psychology – Approach to Practice	Workshop - introduction to fixed and growth mind-sets and the dangers of being labelled talented	Workshop: Concept of ‘super-strengths’ & how to plan practice to eliminate weakness & enhance strength; intro 1-2-1 psych support (inc. action plan)
Sport Psychology - Mental skills	Workshop - understanding of ideal performance state and mental preparation	Workshop: Strategies to enhance performance under pressure: refocusing routines; challenge v threat; super-strengths; intro 1-2-1 psych support (inc. action plan)



Influence of a Performance Brand

- Creating the 'right' environment
 - On court, off-court; players & coaches; support staff
- A framework for day-to-day decisions
- Design the big picture first
 - Big rocks, small stones, sand, water
- Believe in your brand



Conclusion

- Sail your own ship
- Know your destination
- Know your environment & your chosen course
- Be prepared to tack & re-calibrate
- Celebrate the small victories along the way