Gold Medal Coaching

Building the best coaches in the world using high performance planning and athlete development concepts
Chris Snyder

United States Olympic Committee (2012-current)
• Director of Coaching Education

US Lacrosse (2009-2012)
• Manager of Coaching Education

Lacrosse Coach (2002-current)
• Air Academy High School – Colorado Springs, CO
• Penn Manor High School – Lancaster, PA
• 3 Years of NCAA Lacrosse
TEAM USA and USOC

• We support all 47 NGB of sport in the Olympic and Pan American Games
  – Funding
  – Administration
  – Best Practices
  – Games Coordination
  – Training Support
Coaching Education!!
Coaching Education for TEAM USA

Work With:

• National Team Coaches
• Evaluate coaching programs
• Evaluate coaching staffs
• Find new ways to advance athletes
What We Will Discuss Today!

1) Explore Key Athlete Development Concepts

2) Explain the High Performance Planning

3) Apply these concepts to the coaching and development pipeline we all work in
Goals When You Leave

Fall Into 1 or More:

- Leave Encouraged
  (You understand and may be already doing some of this)

- Leave Empowered
  (You understand and want to try some of these ideas)

- Leave Educated
  (You understand but have no ambition to be this nuts!!)
Great Coaching - They All Get It!

John Wooden – Mike Krzyzewski
**Skill Development**

Sir Alex Ferguson – Bill Belichick
**Developmentally Appropriate**

Anson Dorrance – Pete Carroll
**Fun and Competitive**
Explore Key Athlete Development Concepts

### Early Specialization Model
1. Training to train
2. Training to compete
3. Training to win
4. Retirement & retention

### Late Specialization Model
1. FUNdamental
2. Learning to train
3. Training to train
4. Training to compete
5. Training to win
6. Retirement & retention

### Canadian Model
- **Active Start**
- **FUNdamentals**
- **Learning to Train**
- **Training to Train**
- **Training to Compete**
- **Training to Win**
- **Active for Life**
Key Athlete Development Concepts

• Age Appropriate Development Levels

• Core Fundamentals Build Stronger Athletes Long Term

• The Best at U-9 is not the best at U-19
American-izing the Concepts

• Better Coaching at the Lower Levels = Better Fundamentals and More Development
  – Stumbling on Wins (Berri Schmidt)

• Developmentally Appropriate Coaching is Key
  – English FA

• Focus to maximize future potentials
  – Quality Training vs. 10,000 hrs of Attendance
  – Talent Code (Dan Coyle) - Sport Gene (David Epstein)

• Multi-Sport Athletes Make USA Great!
  – Path to Excellence Report (USOC 2000 and 2014)
American-izing the Concepts

Figure 10. Number of sports played by Olympians from childhood to adulthood.
American-izing the Concepts

Figure 11. Number of sports played by male summer Olympians, medalists vs. non-medalists.
The United States Olympic Committee and the National Governing Bodies (NGBs) of sport in the U.S. embrace the athlete development principles which allow athletes to explore their full potential and utilize sport as a vehicle for a healthier America. Quality sport education should include the following elements:

• motor and foundational skill development,
• multi-sport participation,
• developmentally appropriate (within mental and physical reach of athlete),
• a fun and engaging atmosphere,
• focus to maximize future potentials

The goals are to:
• keep children engaged in sport longer,
• develop (fundamental skills that transfer between sports,
• utilize sport as an avenue to an active and healthy lifestyle, and
• grow the pool of athletes from which Olympians and Paralympians are selected.
Insert New American Model
Insert USOC Pledge and Support
What do athletes look for in a coach? The Olympians were asked to identify and rank the characteristics they value most in a coach. Here are the results:

1. Teaching ability
2. Ability to motivate or encourage
3. Training knowledge
4. Strategic knowledge of the sport
5. Skill competence
6. Personality

![Bar chart showing the relative importance of coach characteristics for males and females.](chart.png)
Factors motivating athletes to participate in their sport

The Olympians were asked to rank the motives as to why they originally decided to participate in their sport. Here is what they said:

1. Challenge/love of competition
2. Fun
3. Desire to be successful
4. Competitive outlet
5. Intrinsic value of sport
6. Acquisition of skill

[Chart showing relative importance of factors for males and females]
US Soccer and Hockey
Leading the Way

LONG-TERM ATHLETE DEVELOPMENT

What is long-term athlete development?

METHODS OF COACHING
THE DEVELOPMENT STAGES OF A SOCCER ATHLETE...

THE FOUR COMPONENTS...
LONG-TERM ATHLETE DEVELOPMENT MODEL

Four components must be CONNECTED and CORRELATED

RELATIVE to the development stage of the athlete
Takeaway as a Coach:

**Keys are:**
- motor and foundational skill development
- multi-sport participation
- developmentally appropriate (within mental and physical reach of athlete)
- a fun and engaging atmosphere
- focus to maximize future potentials

**The goals are to:**
- keep children engaged in sport longer
- develop (fundamental skills that transfer between sports)
- utilize sport as an avenue to an active and healthy lifestyle
- grow the pool of athletes from which Olympians and Paralympians are selected.
Explain the High Performance Planning Process

What is High Performance:

• High performance refers to the point at which a sport commences the organized identification of talent and implements systematic programs to develop talent and maximize potential.
Explain the High Performance Planning Process

What is High Performance Planning:

• HP planning refers to the planning and associated allocation of resources that goes into identifying and developing young talent to produce athletes who are capable of achieving success at national/international level.

• Planning is an essential process for any organization, large or small. HP planning is an integral component of a sport’s overarching strategic plan and subsequent operations.

• The USOC uses High Performance Planning to allocate funds to sports, expose areas of weakness in programing and align support for athletes to give our sports the best chance of winning medals.
Explain the High Performance Planning Process

Performance Planning Team:

The following representatives from [NGB Name] and the United States Olympic Committee (if applicable) were involved in the development, communication, and modification of the [year(s)] High Performance Plan. By signing below, each member of the performance planning team indicates active participation in, and approval of, the process and contents of the High Performance Plan. In addition, all team members listed on this page have an updated copy of the High Performance Plan in their possession.

[NAME], NGB / PSO Executive Director

[NAME], High Performance / Technical Director

[NAME], Men’s National Team Coach

[NAME], Women’s National Team Coach

[NAME], Coaching Education Director

[NAME], National Team Athlete Representative

[NAME], USOC Sport Performance Team Leader

[NAME], USOC High Performance Director
1. **Performance Mission and Operational Values**
   a. Defining the specific performance mission and core operational values.
   b. Assembling and engaging a performance planning team.

2. **Competitive Analysis**
   a. Employing extensive international competitive analysis.
   b. Performing a critical internal performance review.

3. **Critical Performance Factors**
   a. Performance leadership, organizational structure, and staffing.
   b. Identifying key athlete and coaching competencies.
   c. Identifying critical athletic success factors.
   d. Identifying critical programmatic success factors.

4. **Performance Targets, Prioritized Initiatives, and Resources**
   a. Setting short-, medium-, and long-term performance targets.
   b. Identifying prioritized performance initiatives and timelines.
   c. Integrating key fiscal, human, and facility performance resources.

5. **Performance Monitoring**
   a. Evaluating program/plan effectiveness.
   b. Measurement metrics.
   c. Establishing regular HP Plan reviews.

6. **International Relations**
   a. Developing consistent international sport federation presence.
   b. Cultivating international exchange opportunities.
HP Plan Keys:

Keys:

• Know Your Team
• Know Your Staff
• Know Your Competition
• Know Your Capabilities
• Write a Plan
• Execute a Plan
How Do We Apply These Concepts

• Take Athlete Development Concepts
• Take Performance Planning Concepts

Progress them to be usable by Coaches
How to Apply to WIN

LTAD Keys are:
- Skill development
- Multi-sport participation
- Developmentally appropriate (within mental and physical reach of athlete)
- A fun and engaging atmosphere
- Focus to maximize future potentials

WIN HP Plan Keys:
- Know your team
- Know your staff
- Know your competition
- Know your capabilities
- Write a plan
- Execute a plan
Know Your Team

Developmental and Foundational Skill Level

• Technical
• Tactical
• Psycho-Social
• Physical

Analyze Your Players and Team as a Whole
Player/Team Profiles from Year to Year

• Doctors Keep Records......
  – Teams and Athletes Should Keep Records!
    (SHOW PLAYER PROFILE)

• Consult last year’s coach and next years coach
  – Interview Athletes each season on game plan!!
    (INTERVIEW SHEET)

• Staff should evaluate Team as Whole – End of year and Start of Next Year
  – Team Scout Process (scrimmage and practices)
    (SCOUT SHEET)
    (Game Plan Sheet)
Know Your Staff

• What do they know? Developmental?
  – Are they Certified?? (NFHS Learn, US Soccer, Etc.)

• Who is taking what key building block to Max Potential?
  – Technical, Tactical, Physical, Psycho-Social

• Evaluate to understand if you are effective?
  – (Coach Evaluation Sheet)
  – (Athlete Evaluation)
Know Your Competition

Analyze your League Teams, District, State – Where do we fall?
- MaxPreps

Who’s a Win-Loss-Draw on your schedule?
- Schedule 2013/2014

Analyze Loss and the Draws
- How do they train?
- Where do they play?
- Who do they have?

Are They Doing It Better?
What Can We Steal?
Innovation Beats First Place

“You don’t finish in first place by copying what first place does! By the time you catch up you will be 3-4 years behind.”

- Andy Smith
  Pacific University Field Hockey

Are You Multi-Sport??
Multi-Sport = Cross Training
Know Your Capabilities

• Do you have funds to pay extra coaching?
• Do you have ability to fundraise for facilities?
• Do you have the right players or enough players?
• Do you need/Can you put in more hours?
• Will the team comply?
Write the Plan

• Outlines
• 1 Page Documentation
• Highlights
• Put it out their if you can!
  – *Valor Example* Soccer
  – Softball
Execute the Plan

Does it:

• Build a fun and engaging atmosphere
• Focus to maximize future potentials
Thank You

Want Resources? Email Me

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Go Team USA!!