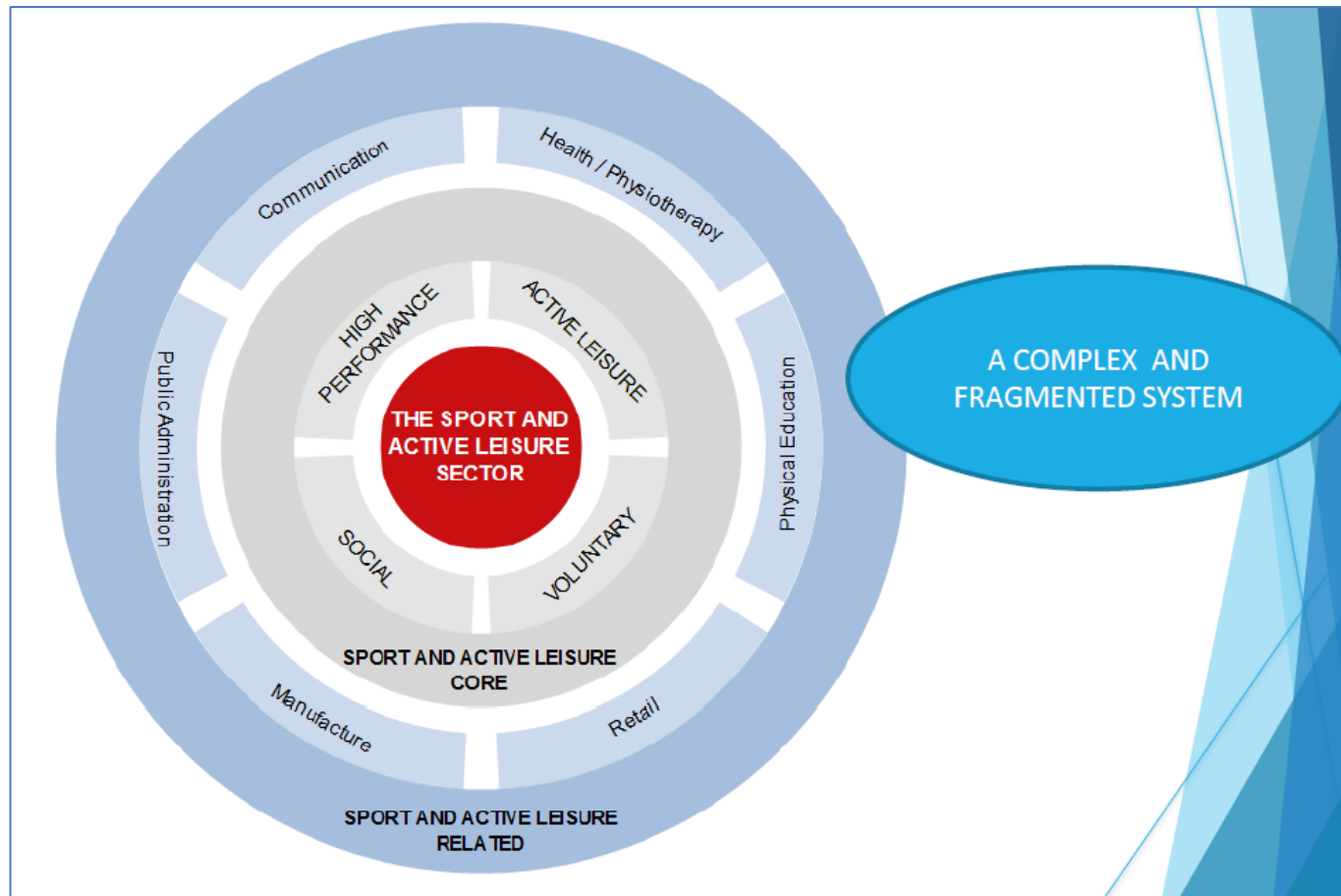


# Sports Coach Qualification and Competencies



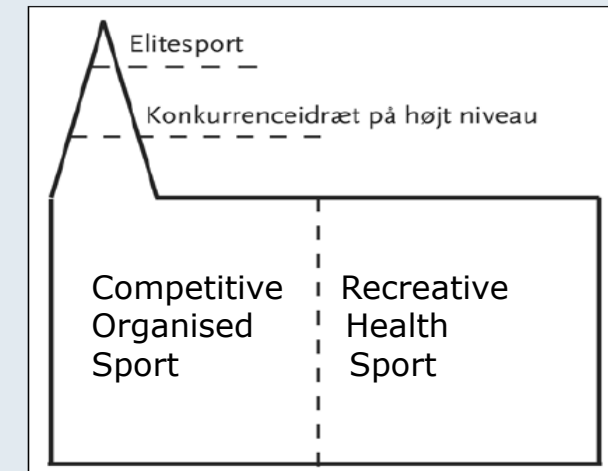
- The future role of the sports coach has many aspects
- the biggest need is for coaches/instructors to take up new roles



Figur 2: Trekantmodellen



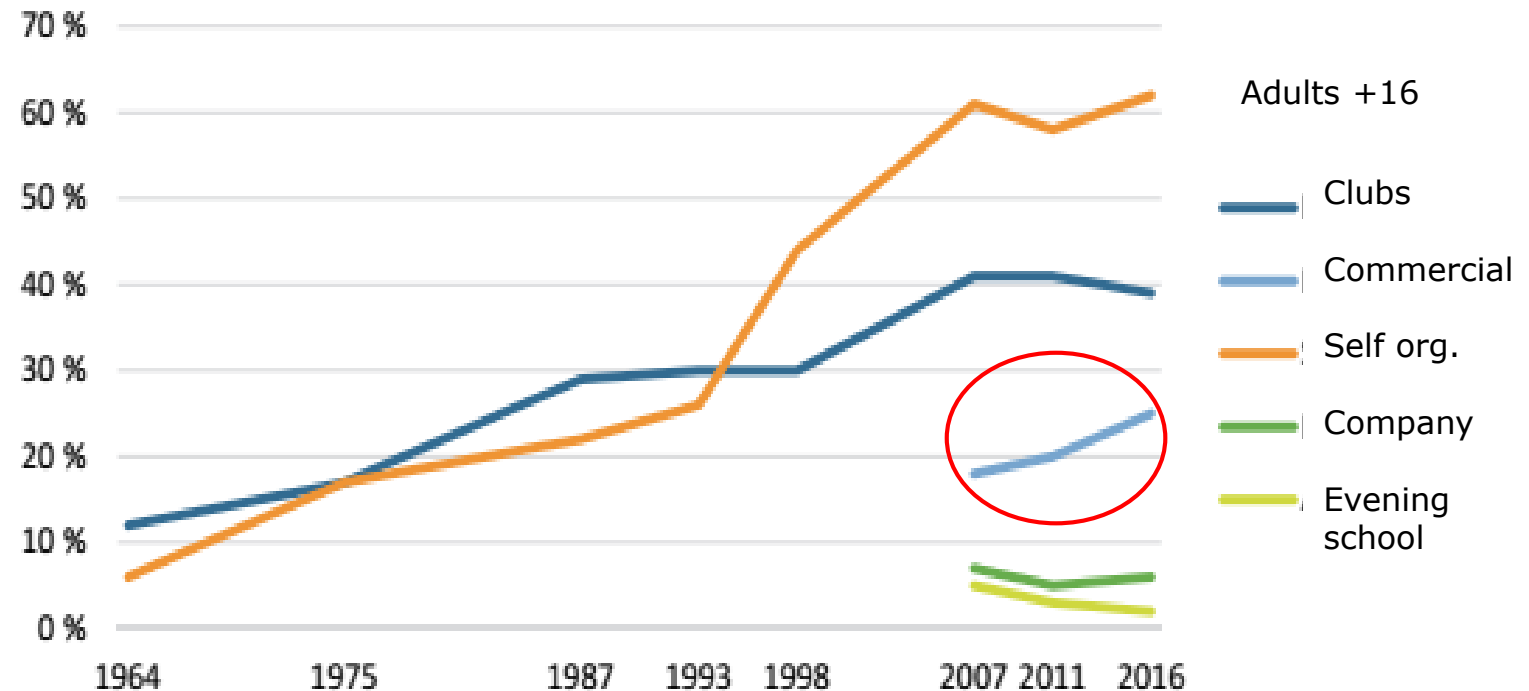
Figur 3: Kirkemodellen



EOSE definition of the sports and leisure sector

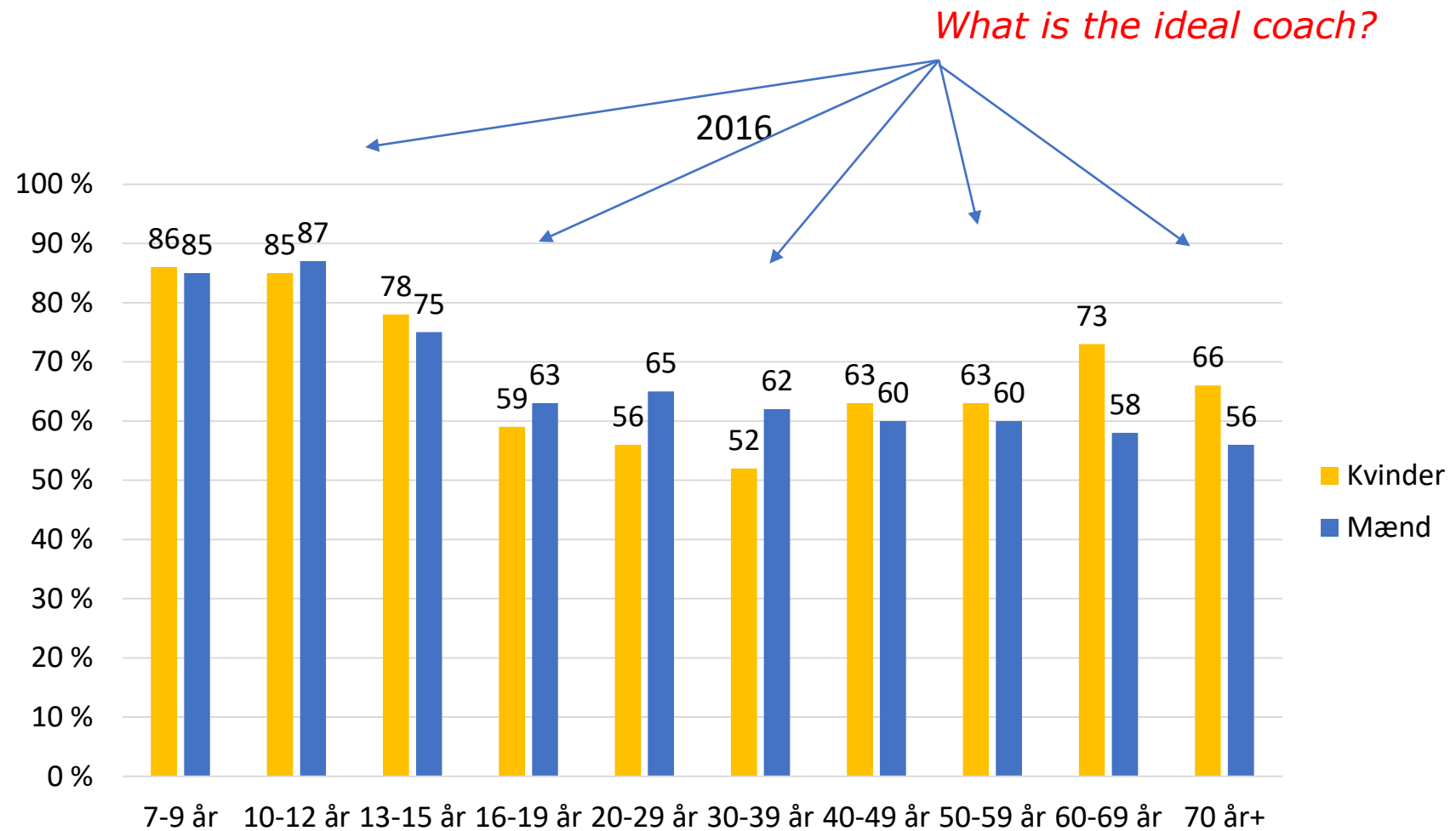
# More sectors compete for people (and coaches)

**Figur 2: Udvikling i organiseringsformer viser en forskydning mod mere uformel organisering af sport og motion blandt voksne**

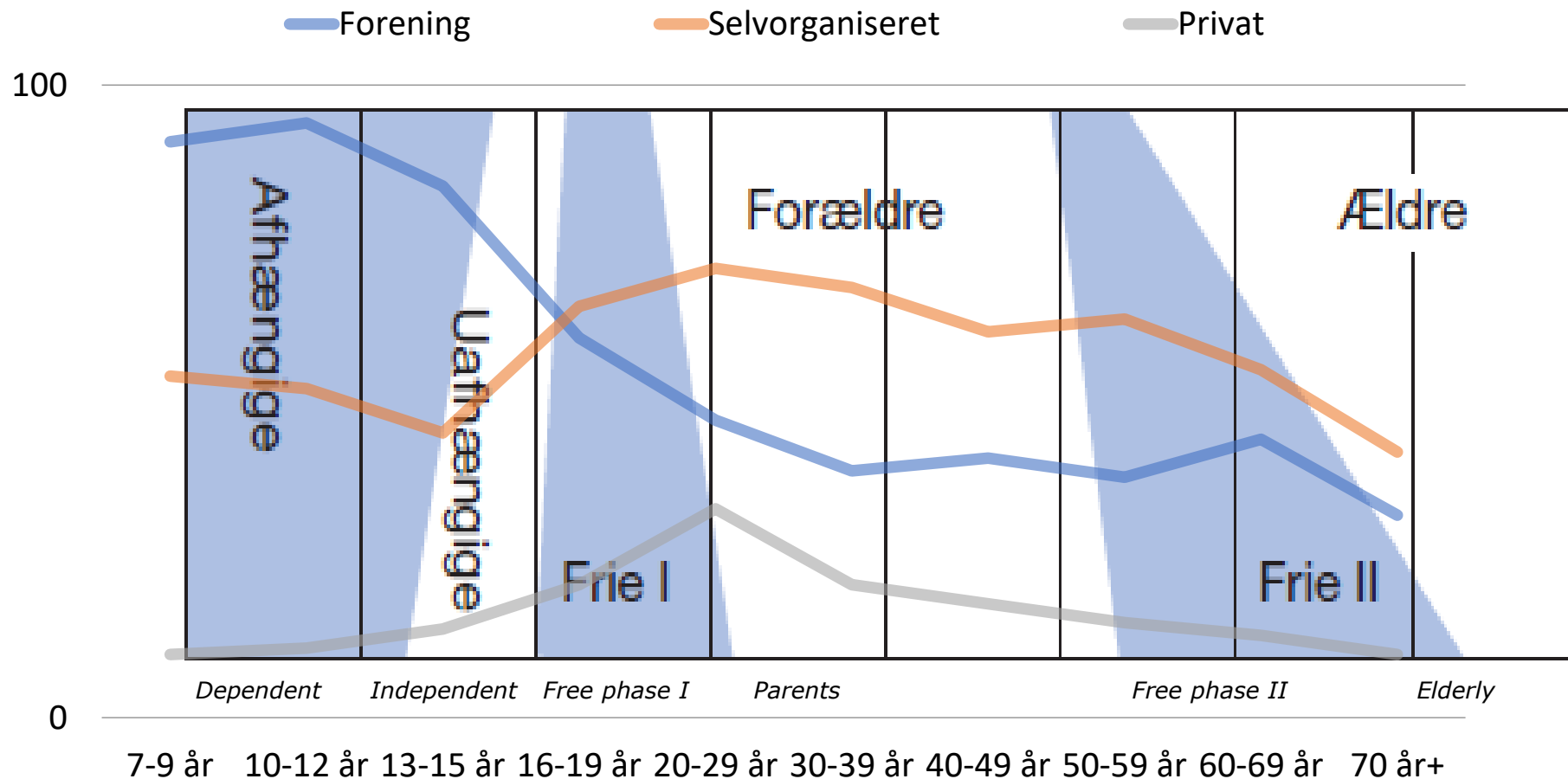


Figuren viser andelen af alle voksne respondenter (16 år+), der organiserer sport og motion i forskellige organisatoriske regier. Fordelt på undersøgelsesår.

# The definition of a good coach depends on the task



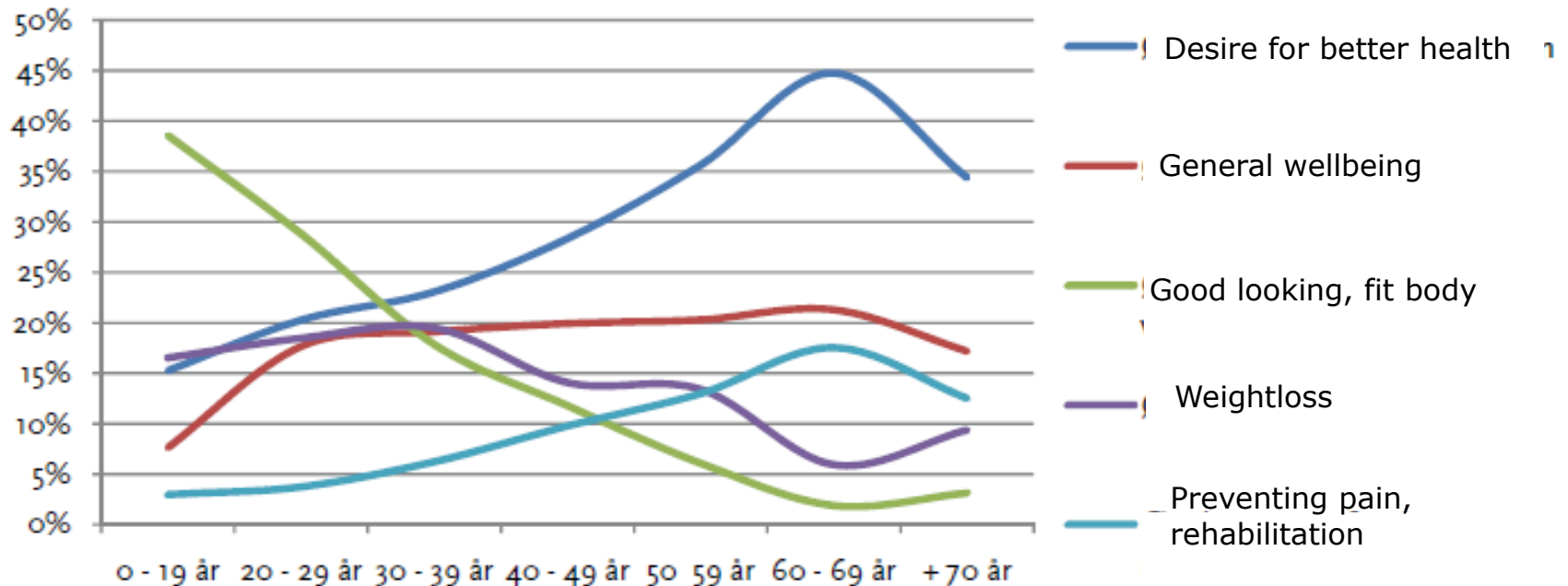
# A good coach understands the life phases (and education of coaches takes different approaches)



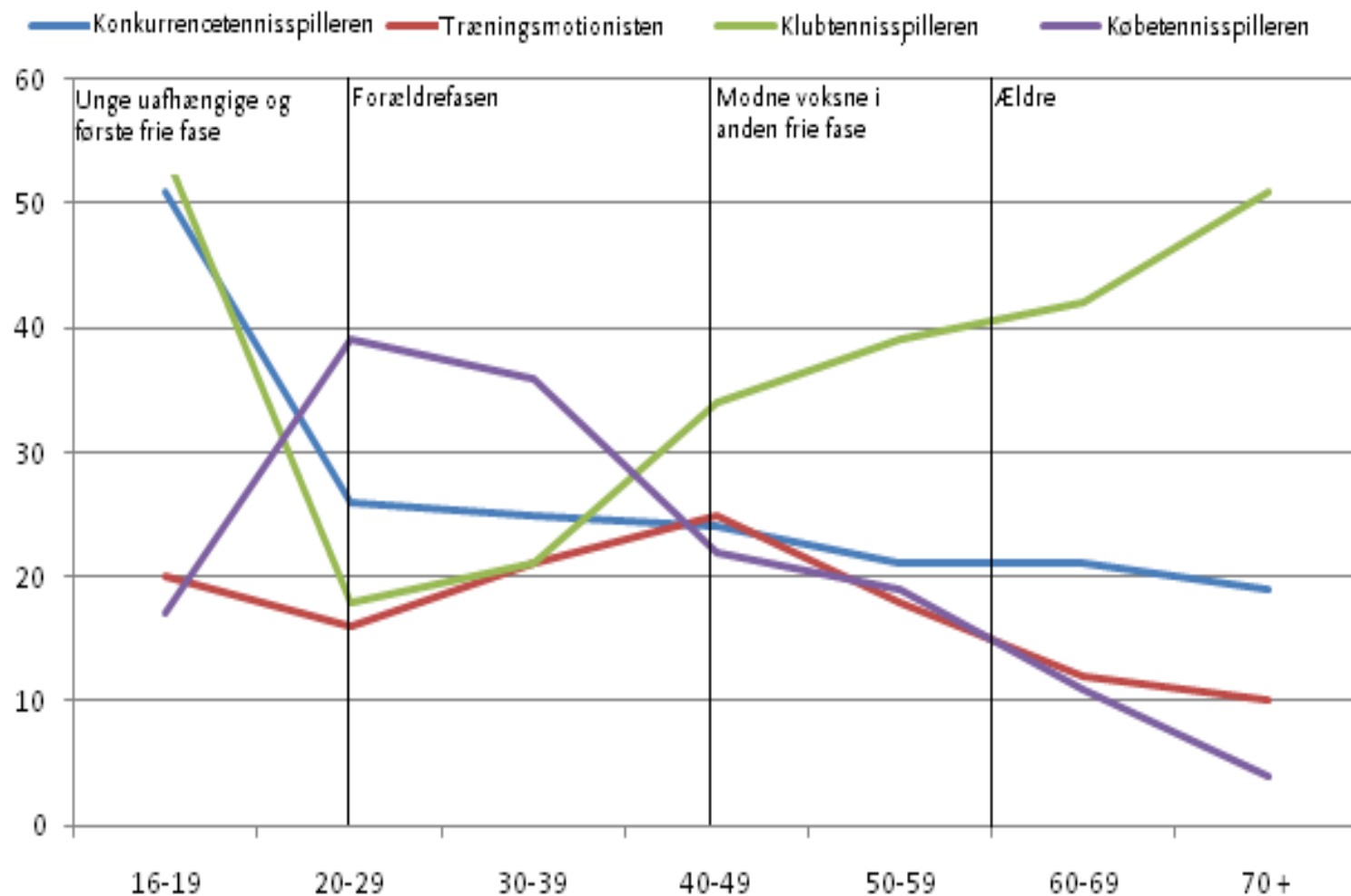
# The coach must understand that motives vary a lot

## Motives for going to the gym

Figur 41: Udvalgte træningsmotive og -begrundelser fordelt på alder: Hvad var den vigtigste årsag til din indmeldelse i dit fitnesscenter? – fordelt på alder



Which 'arch types' do you know from your sport?  
– and do you have coaches/skills to cater for them all?



## Tennis

Competitive player

Training player

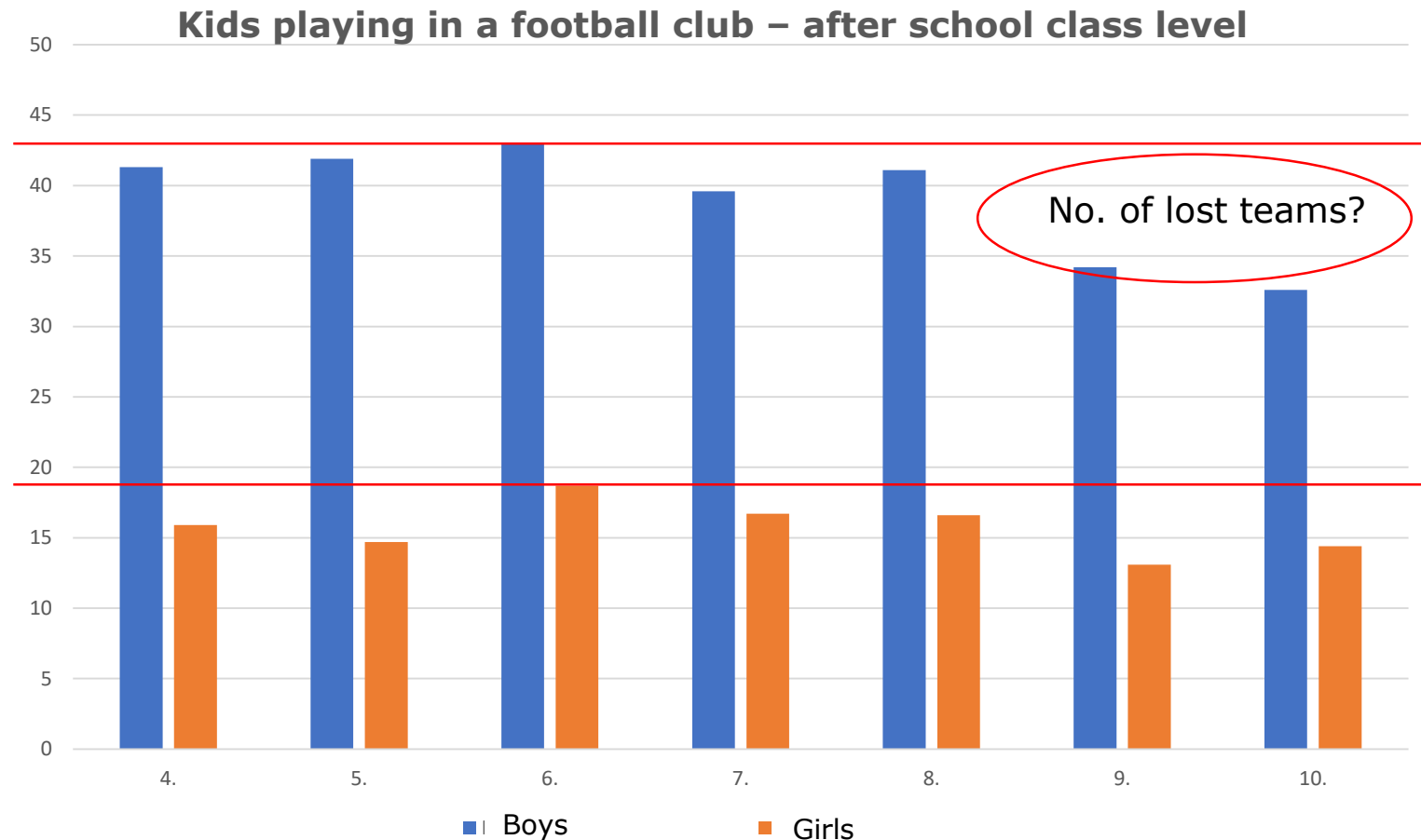
Club player

Pay and play player

*Tennis i Danmark – en  
medlemsundersøgelse i  
Dansk Tennisforbund.  
Idrættens Analyseinstitut  
2010*



Football in a club is peaking in the 6th class – at this stage we already laid the foundation for succes (or failure)



If more than 40 % of all boys and almost 20 % of all girls play football in a club in the 6th class.

What are we then doing 'wrong' since we know we are going to lose almost all of them in the next years?

What is the role and the responsibility of the coach in this?

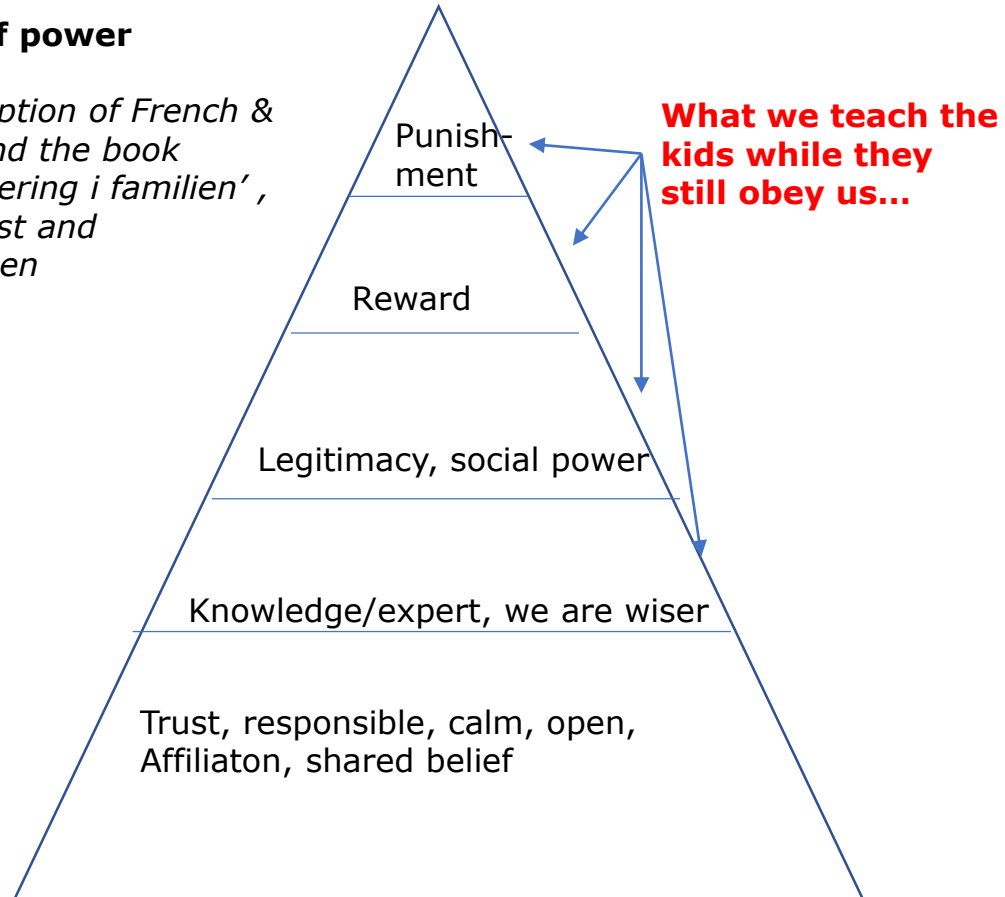
*Kilde: Svar fra 32.853 skolebørn fordelt på 16 kommuner, 2014-2017. Idrættens Analyseinstitut/CISC*



# Which climate do we offer our kids – and what are the consequences (at a later stage)?

## Bases of power

*Free adoption of French & Raven and the book 'Mentalisering i familien', Hagelquist and Rasmussen*



'Restores' justice.  
Removes trust and readiness to learning

Time consuming, expensive. Without continued reward the wanted behaviour disappears.

Law, structures, culture  
Often the role of the coach is based on this, which does not create trust and respect

The position of the coach as 'the wisest' is only for loan. In some areas kids are wiser than the coach. Use it.

The coach/leader must have an insight into his own mind and the mind of the player/athlete and hereby gain natural authority. The coach must be a light house, just and fair and create an environment based on trust and understanding of the counterpart

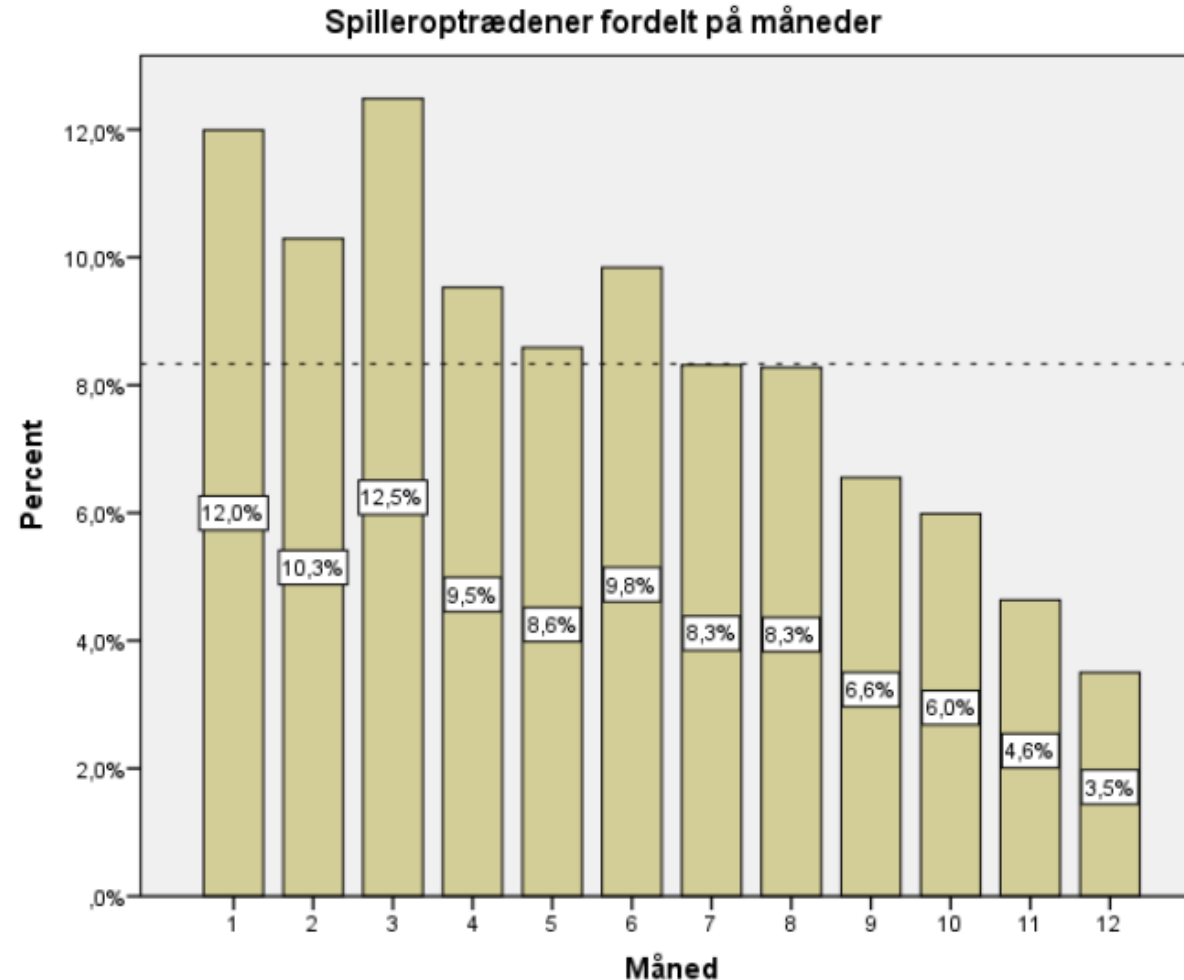
Bedre  
fodboldmiljøer.

Mange  
frustrationer og  
fejltagelser  
(frafald) kunne  
måske undgås,  
hvis trænerne  
vidste mere om,  
hvad børn/unge  
reelt kan på  
forskellige  
udviklingsstadier?

# The mental development of kids must be part of the toolbox

	4-8 år	9-12 år	13-18 år
<b>Feelings</b>	Svært at regulere, mangler perspektiv	Dialogue, can regulate feelings (and manipulate)	Complex and changing feelings and reflexions, further distance to parents and .authorities.
<b>Physique</b>	Fornemmelse af mestring. Tumbler helt af sig selv	In control of/confident of the body, adolescence beginning.	Massive changes of the body, unsatisfied (maybe) with the body, sexuality
<b>Behaviour</b>	Optaget af regler	Wants to learn and reach a higher level (which can also cause negative experience). Ready to learn. Friends might begin to mean more than sport.	Compelx world gives escape to simplicity (computergames, realuity shows), risk behaviour/quest for excitement.
<b>Relations</b>	Bevidst om hierarkier	Compares with others, conscious of appearence, friends are very important including fights for 'position'.	Peers more important than adults, friends very important, parents are important one day, hopeless the next (but they must be there in the background).
<b>Self</b>	Oplever sig selv som kompetent, forældrenes rammer er vigtige (et fyrtårn)	Findes oneself competent, outer identity starts to mean more, friends/role models are getting more important, not just the parents. Sports-id might grow further or be replaced by other identities	Inner life hidden from adults, seeking identity, many lighthouses, need for thinking breaks.
<b>Cognition, concentration</b>	Én ting ad gangen, Tiltro til egne evner	More focused, ability to plan	Must maintain abilities, can act with complexity in some areas and be totally off target in other areas.

# Reality is often different from the theory. Relative age effect



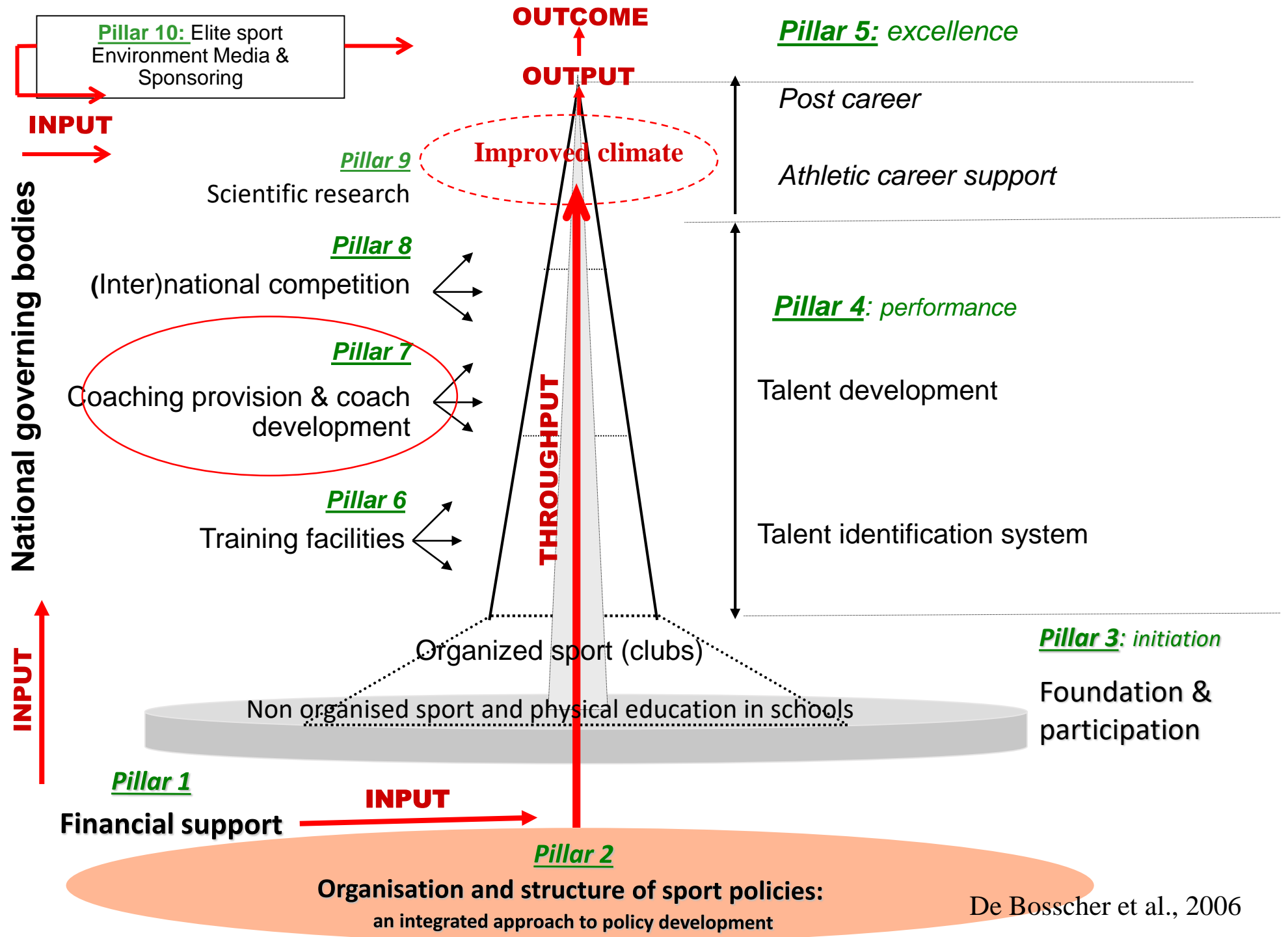
Figur 6: Spilleroptrædere i GL fordelt på måneder

## Does the best coach always win?

Distribution based on birth month in the Danish FA 'Golden League' for U11-U12 players (despite awareness of the relative age effect and efforts to counter the effects)

Kilde: Et casestudie af Golden League med fokus på relativ alderseffekt i dansk børne- og ungdomsfodbold. Nicolai Noe og Rasmus Porse, Institut for idræt og ernæring, KU

It is just not the same as sport for all. Maybe we need SPLISS for sport for all environments?



# Is there such a thing as a 'fourth team coach' education?

SPLISS Elements	'Førsteholdstræneren'	'Breddetræneren'
<b>Finances</b>	We can always afford a bus and new shirts	A bus for away matches or new playing kits. Forget it.
<b>Policies and structure</b>	Development of good players is always the (unsaid) major goal of the club. The first team is the project of the club (and players)	Many clubs says 'everybody welcome' but in practice the distribution of pitches, equipment, recruitment of coaches, allocation of time of the management etc. tells a different story. The third team is the project of the players
<b>Recruitment base</b>	Only the best. Always quality in the training – and the poorest ones are sent away. All players have an inner motivation... Be too late and you are out.	The poorest players might affect the quality and experience of the training. Motivation is varying. Some players will only play if they can play a fixed position. The coach has no sanction if he wants a team for the next match. Little interaction before/after training, substitution during a game makes the team poorer...
<b>Talent development and talent-ID</b>	I select only the best. I select my team the day before and they are ready + parents will drive to the match and support the team... Football is number one in the life of the players...	I need to think about friends and social relations when I select the team. If PK stops, JP will stop as well. I need to select 28 players fto assemble one full team, jobs/social pastures are more important than football. Football is not number one... How the f... do we get to the next away match...
<b>Carreer support</b>	Elite sport classes in school, parent support, physios, nutrition, pocket money, dad will drive... even four times a week.	'I forgot my football boots again', Oh, he cannot play because he didn't pay the membership fee, yet. Oh, he just didn't show up for the match...Parents... we don't know them...
<b>Coach</b>	License, courses, salary, prestige	Anybody... No pay, no qualifications. Pedagogical skills are at least as important as sporting skills. A young licensed coach would run away from this U17 third team immediately...
<b>Competition environment</b>	International tournaments, training culture, long season. I am a football player	Poor pitches, many cancellations, shorter season, no real training culture. I go to a football session... sometimes... No real challenges for the eager players (late bloomers)
<b>Knowledge</b>	Tactics, performance enhancement, set pieces, playing patterns, nutrition, physical training	F..., only 7 showed up today, last time we were 21. Oh, we only have a quarter of a pitch today and its getting dark early. Anybody who speaks Afghan? Are there public transportation to the next away match because no parents are driving?

Hvornår begynder elite forresten i en fodboldklub. Er der nogen, der kan definere det?

Skal vi arbejde med demotiverede spillere – eller lade dem gå og få et lettere og sjovere trænerliv?

Må man sige til dårlige spillere, at de måske skal droppe fodbold og lave noget andet?

Hvornår skal man ikke længere tage sociale hensyn i holdudtagelsen?

**Idrættens Konsulenthus**  
Henrik H. Brandt  
Tlf. +4529210972  
henrik.brandt@idkon.dk

# Seeing the bigger picture through the local club...

Fra U13 og opefter er klubberne reelt i benhård konkurrence om spillerne med andre klubber og andre fritidsinteresser og den generelle livssituation.

Trænernes kompetencer er derfor afgørende for det 'produkt', man kan tilbyde.

Idrættens Konsulenthus  
Henrik H. Brandt  
Tlf. +4529210972  
henrik.brandt@idkon.dk

Hold/årgang IF Lyseng	Antal medl.	Heraf fra 8270 Højbjerg	Heraf fra 8260 Viby J	Heraf fra 8000 Aarhus C	Heraf fra øvrige postnr.	Andel medl. fra 8270 i %	Andel medl. fra 8260 og 8270 i %	Andel medl. fra andre postnr. i %	Andel af beboerne i Holme og Skåde sogne i % **
<b>Piger/kvinder</b>									
U6 Piger, 2013	6	6	0	0	0	100	100	0	5
U7 Piger, 2012	6	6	0	0	0	100	100	0	5
U8 Piger, 2011	21	20	1	0	0	95	100	0	15
U9 Piger, 2010	13	10	3	0	0	77	100	0	8
U10 Piger, 2009	20	18	1	0	1	90	95	5	14
U11 Piger, 2008	19	17	1	0	1	89	95	5	13
U12 Piger, 2007	26	22	2	0	2	85	92	8	17
U13 Piger, 2006	15	11	1	0	3	73	80	20	8
U14 Piger, 2005	20	12	3	0	5	60	75	25	9
U15 Piger, 2004	22	14	2	0	6	64	73	27	11
U16 Piger, 2003	24	14	0	1	9	58	58	42	11
U18 Piger, 2002 og 2001	23	6	3	1	13	26	39	61	2
Senior, kvinder	59	13	9	18	19	22	37	63	
Fodboldfitness	13	11	2	0	0	85	100	0	
<b>Drenge/mænd</b>									
U6 Drenge, 2013	23	15	6	0	2	65	91	9	12
U7 Drenge, 2012	45	40	4	0	1	89	98	2	31
U8 Drenge, 2011	54	42	6	0	6	78	89	11	32
U9 Drenge, 2010	41	31	7	1	2	76	93	7	24
U10 Drenge, 2009	48	41	3	1	3	85	92	8	32
U11 Drenge, 2008	60	46	10	0	4	77	93	7	35
U12 Drenge, 2007	52	33	13	2	4	63	88	12	25
U13 Drenge, 2006	41	28	10	2	1	68	93	7	22
U14 Drenge, 2005	57	34	9	3	11	60	75	25	26
U15 Drenge, 2004	78	41	16	10	11	53	73	27	32
U16 Drenge, 2003	58	35	11	1	11	60	79	21	27
U17 Drenge, 2002*	77	32	13	6	26	42	58	42	25
U19 Drenge	50	17	3	3	27	34	40	60	7
Senior mænd	102	31	6	39	26	30	36	64	
Old boys	92	55	1	8	28	60	61	39	
FC Prostata	23	1	4	1	17	4	22	78	
Fælles	6	0	0	0	6	0	0	100	



# IF Lyseng boys 2002 – a succes story hiding many failures...



April 2014, U12: 63 players (4 not from '8270')

April 2015, U13: 88 players

April 2016, U14, ca 105 players (6 league teams)

April 2017, U15, ca. 105 players

April 2018, U16, ca. 90 players (5 league teams)

August 2018, U17, 61 + 16 players (16 in boarding school), Only 42 pct. from 8270, (4 league teams)

August 2014 (73 players, U13), only 11 left! (one in the first team+ one AGF U17Liga, prof), 10 in boarding schools

Today we are still 77 players in U 17 but only because other local clubs were doing even worse and lost the whole teams...

(IF Lyseng football has the 4th largest youth department 13-18 years in Denmark)

Today it is too late to educate the players... All the internal fights for time slots, subsidies, equipment, 'first team' logics, respect, parents backing etc. that we didn't get right when the kids were 10 years are now coming back to haunt us.



# Summary: What does the mental aspect and various levels of the kids mean for coaching qualifications?

If we base our coaching only on our authority...

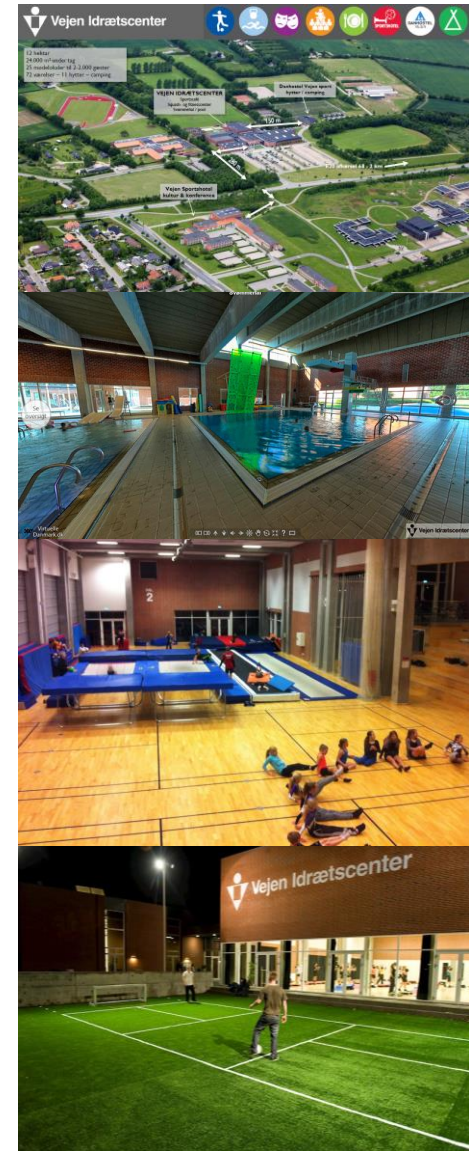
If we base our coaching and approach on the 'sporting pyramid' from a young age...

(which is the general rule in most sports...)

We lose a lot of talent because of the relative age effect (some 'talents' fade out, other 'talents' never got selected to the good 'school', some late bloomers never get the chance...

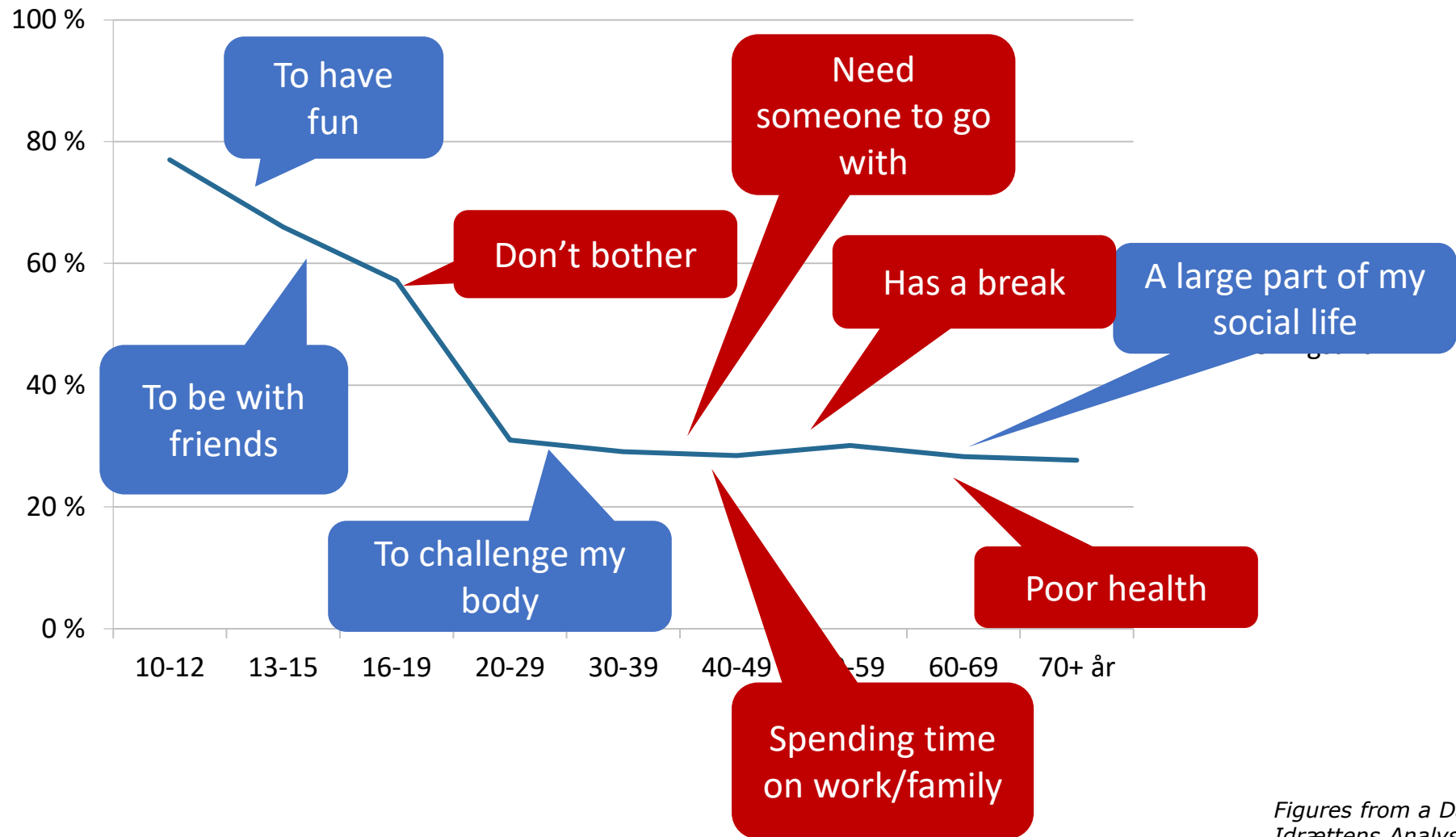
We lose an awful lot of teenagers because they get other priorities, and our authority and (contact to the parents) disappears (because we did it the wrong way when they were smaller kids and we 'had them' in our hands)

**Solution: We must create good and engaging training/social environments for everybody – not just focus on talent selection/development from an early age...**



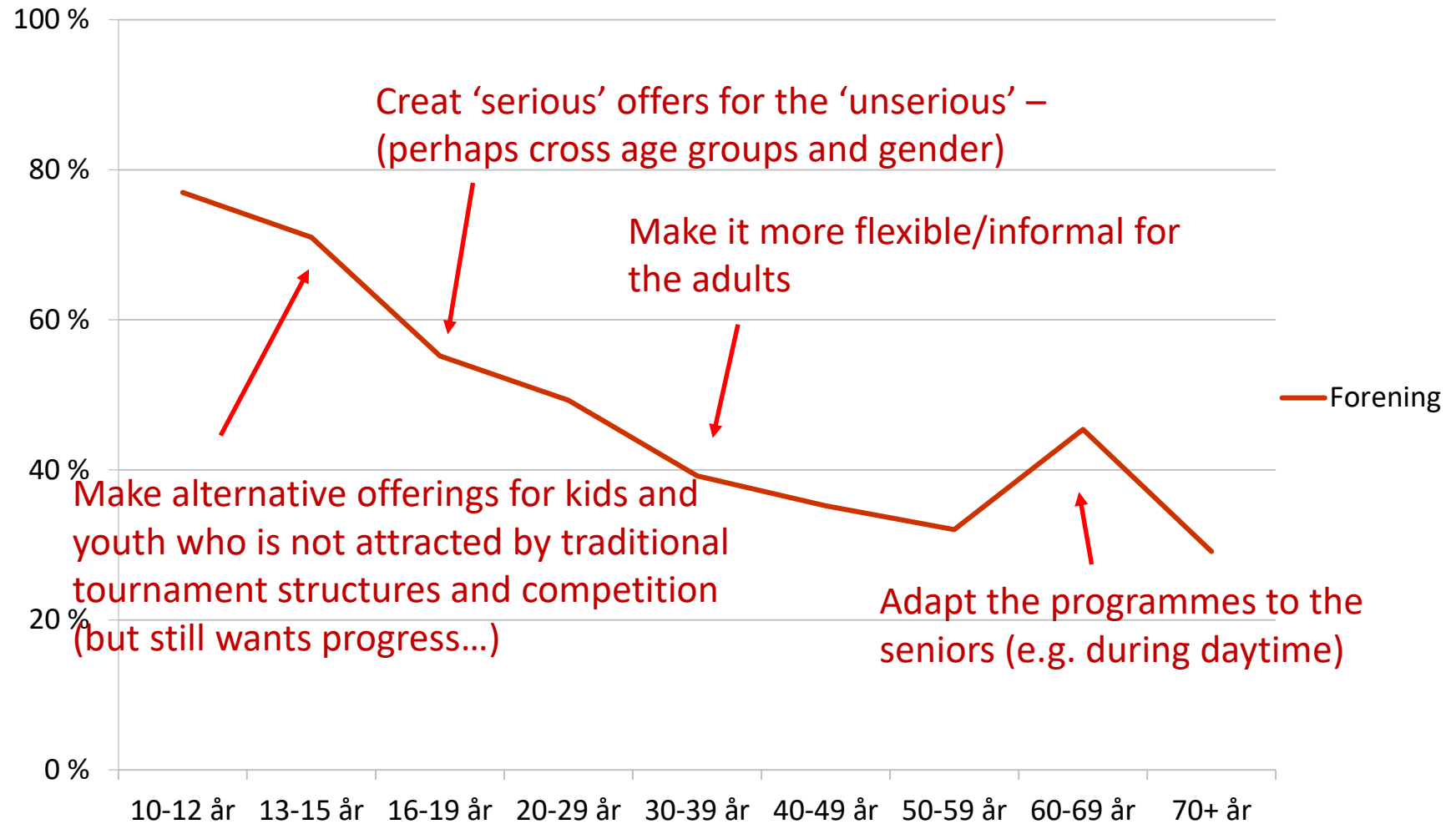
Vejen Idrætscenter, DK

# What about coaches for adults and the inactive?



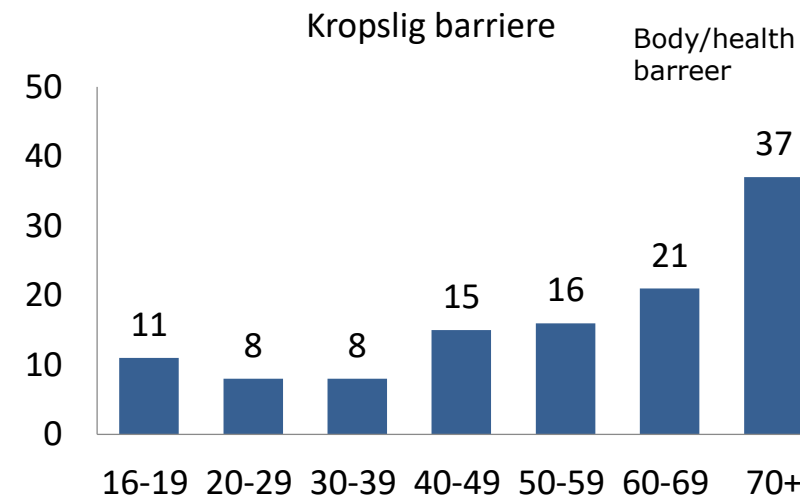
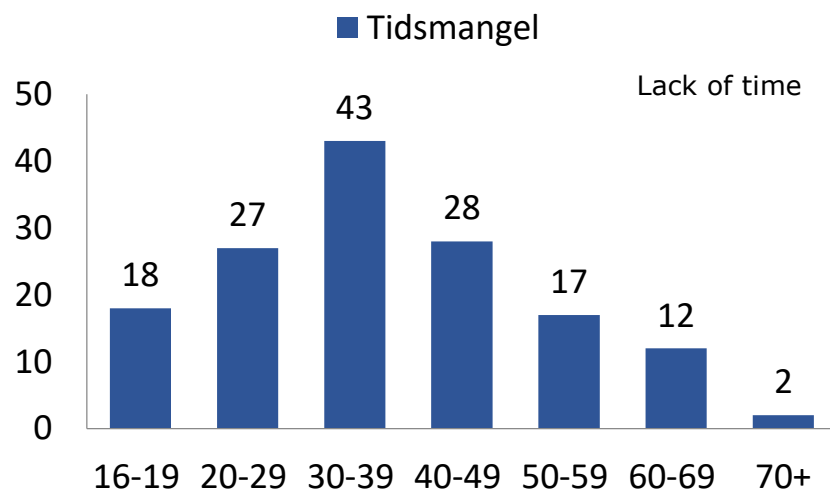
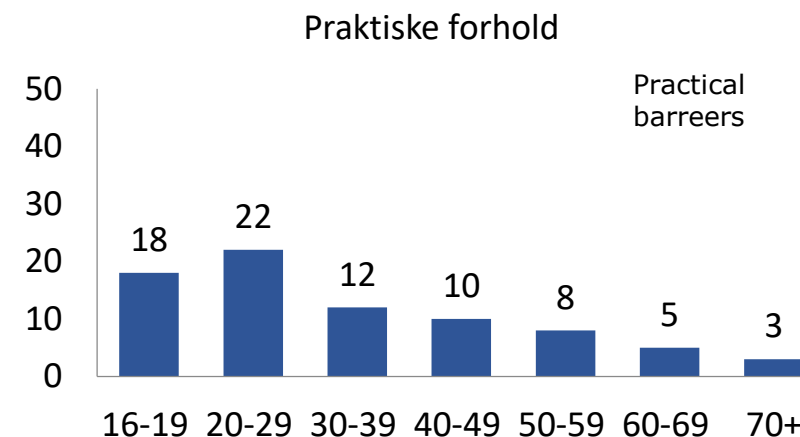
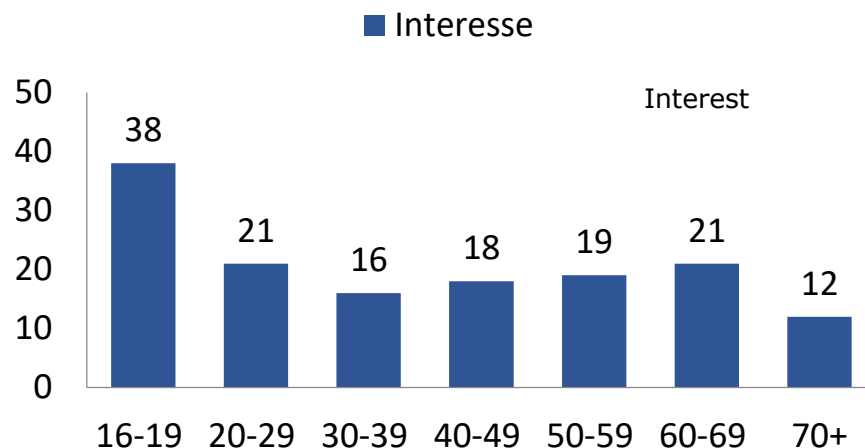
*Figures from a Danish municipality,  
Idrættens Analyseinstitut*

# Can clubs get them back in? What does it mean for coaching?

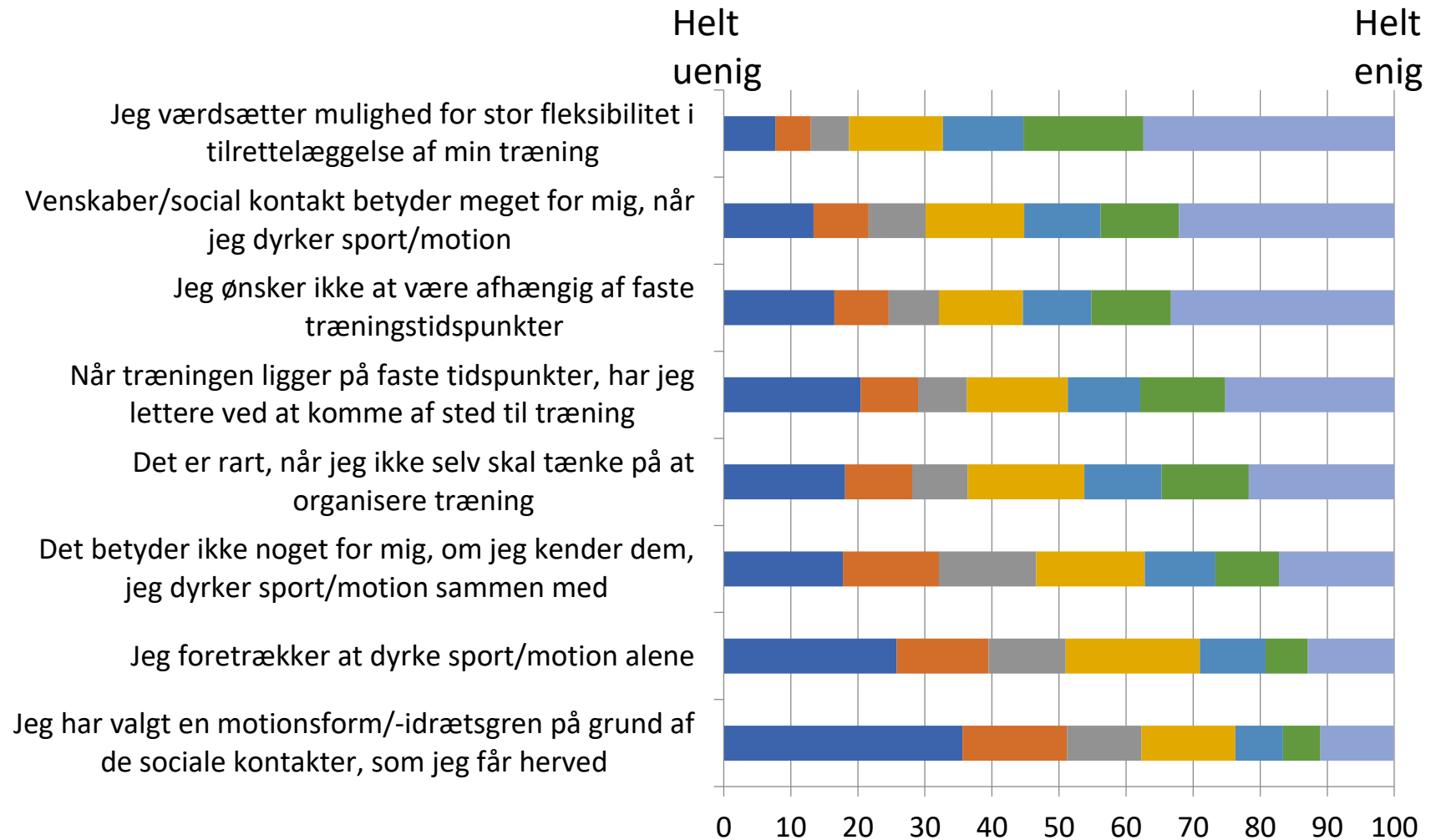


Kilde: Fremtidens idrætsfaciliteter i Ringsted Kommune

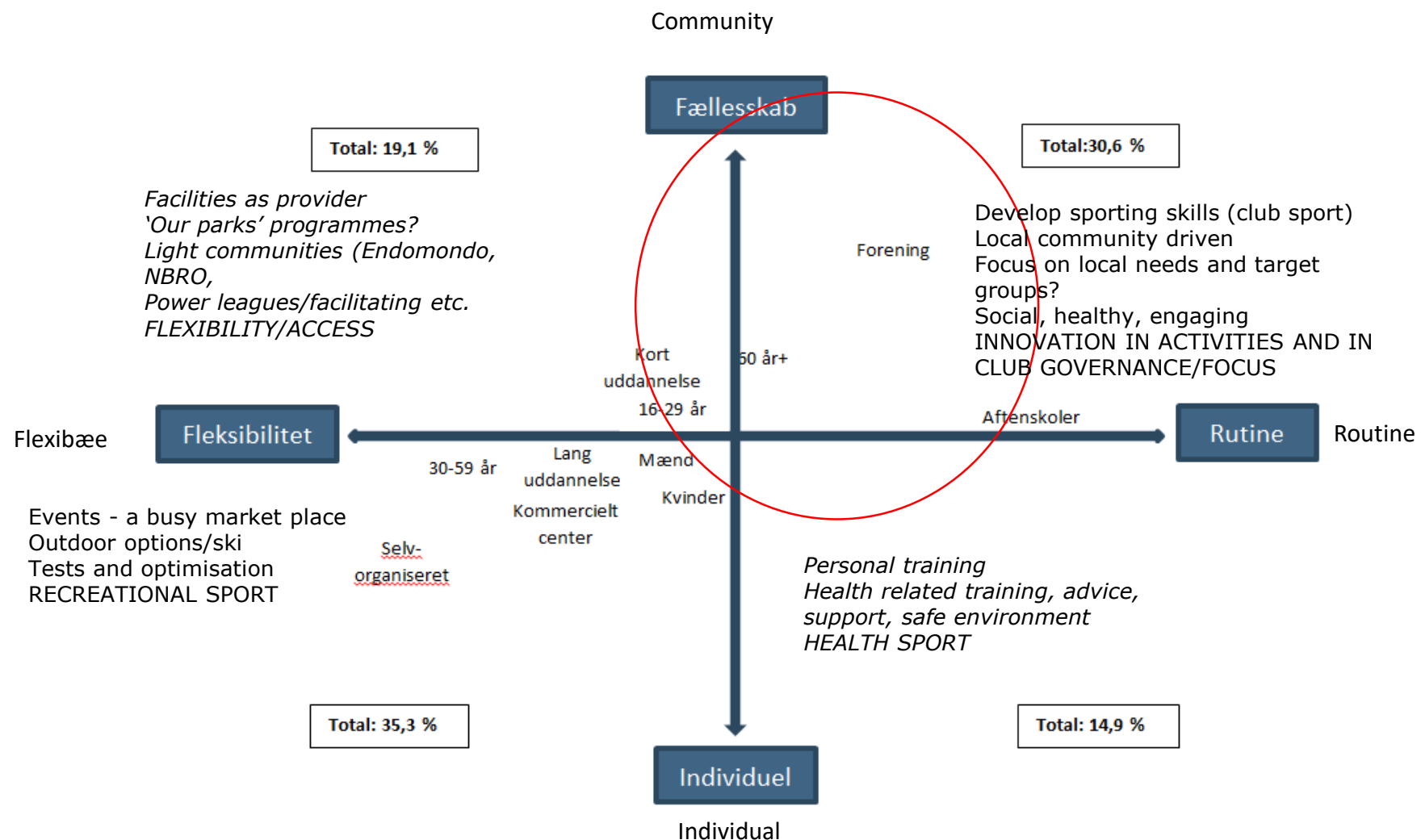
# Can coaches assist in overcoming barriers?



# Sports providers must deliver on many values/motives

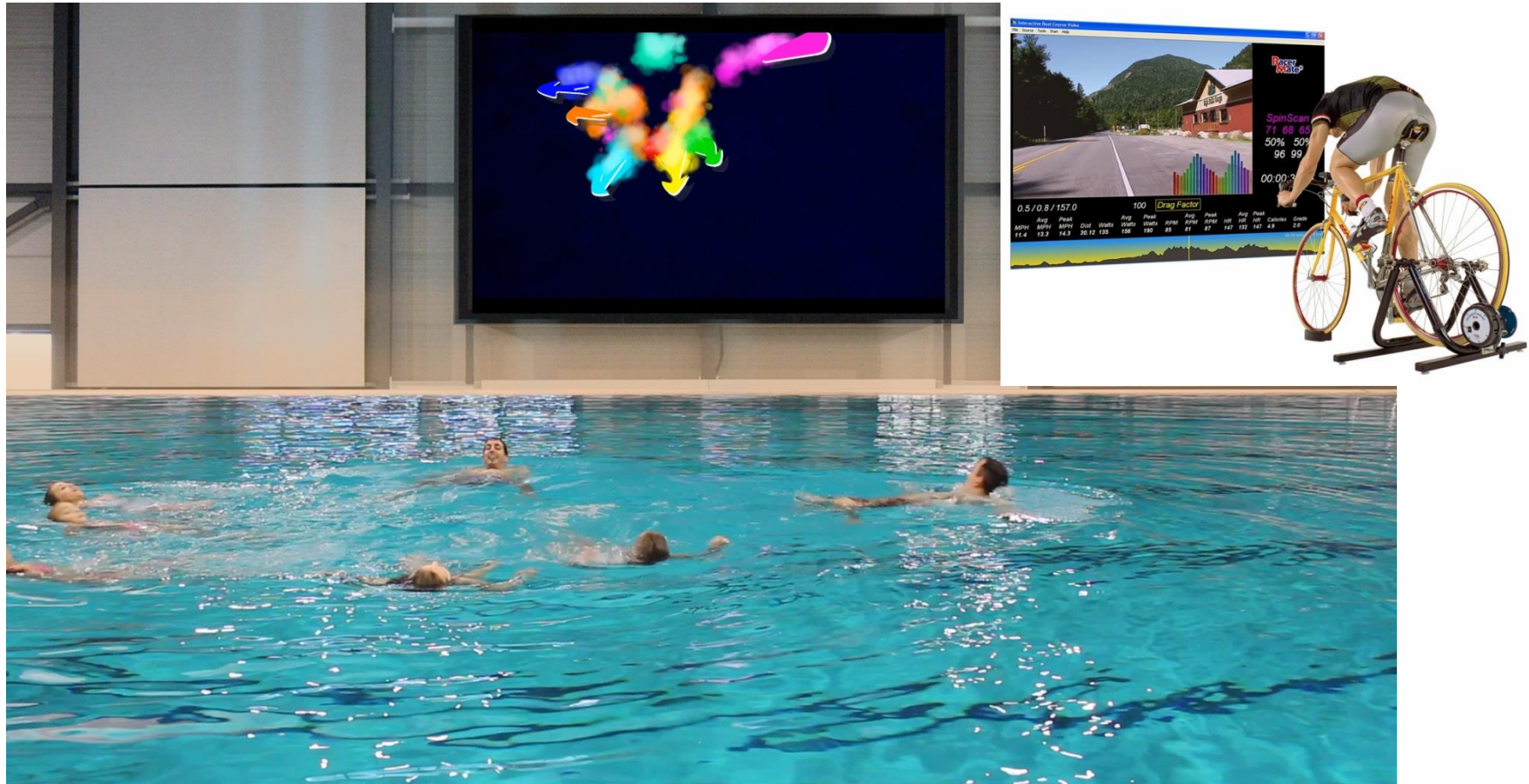


# A grid of the various roles of coaches/instructors





## Trend 1: Entrepreneurship, exergaming



inspiration: athliit.com, barbrothers.dk, outdoorconcept.dk,  
dansketrailløbere, trailbuilders osv. osv.



## Trend 2: Flexible team sport. Who runs mass football of the future?



The image displays a screenshot of the 'goals' soccer centres website, overlaid with a large blue downward-pointing triangle. The website features a navigation bar with links: HOME / LEAGUES / TOURNAMENTS / OUR / CORPORATE / GOALS TV / KIDS PARTIES / KIDS ACADEMY / KIT SHOP. A login section for 'My Goals Login' is visible. The main content area includes a banner for 'GET OFF THE BENCH' with a player sitting on a bench, and text promoting 5-a-side, 7-a-side, Veterans & Student Leagues. A 'BOOK ONLINE' section provides a form to select a location, pitch type (5-a-side), and time. Below this are links for 'CHECK YOUR LEAGUE RESULTS', 'ENTER A TOURNAMENT', and 'MY GOALS'. A 'SELECT YOUR LOCAL CENTRE' dropdown menu is also present. The bottom right corner shows a photo of a football pitch with players.

goals soccer centres

What is My Goals? | Join | Forgotten your Password?

My Goals Login: email address [ ] SIGN IN

HOME / LEAGUES / TOURNAMENTS / OUR / CORPORATE / GOALS TV / KIDS PARTIES / KIDS ACADEMY / KIT SHOP /

**GET OFF THE BENCH**

and back into the game at Goals  
5-a-side, 7-a-side, Veterans & Student Leagues  
all kicking off at a Goals Centre near you!  
Register today

**GOALS 5-A-SIDE FOOTBALL**

Goals are top of the league when it comes to **5-a-side** with over 42 football centres throughout the UK. Not all **5-a-side** pitches are created equal which is why we have **all-weather 3G 5-a-side pitches** just like Europe's top clubs!

If you want to play late, floodlights will keep your match going till 11pm. If you want a casual game every so often or fancy the challenge of a league or an exciting tournament, Goals offers **5-a-side** the way it should be - hassle free and easy.

Book or reserve your next game of **5-a-side** online at your local Goals Soccer Centre.

**BOOK ONLINE**

Our best rates are always available online & you can book an extra day in advance

Where would you like to play?  
Please select... [ ]

Pitch type:  
5-a-side [ ]

When would you like to play?  
[ ] at Hour... [ ] Mins... [ ]

**CHECK AVAILABILITY »**

**CHECK YOUR LEAGUE RESULTS >**

**ENTER A TOURNAMENT >**

**MY GOALS >**

**SELECT YOUR LOCAL CENTRE**  
Choose a centre [ ]

OR

**FIND YOUR LOCAL CENTRE**  
Please enter your postcode  
e.g. G13 2QT  
GO

[View a map and full list of all our centres](#)

## Trend 3: Some coaches are rock stars. Direct to consumer



inspiration: athliit.com, barbrothers.dk, outdoorconcept.dk, dansketrailløbere, trailbuilders, Calisthenics Unity osv. osv.



## Trend 4: What will technology mean for the role of coaches?



The screenshot shows a webpage from Sporttotal.tv. At the top, there are navigation links: NEWS, PRE & MORE, BUSINESS-CLIPPING, KALENDER, BLOG, and ZUGANG ERWERBEN. The main image shows a 180-degree camera setup on a tripod, with a tablet in the foreground displaying a football match between Real Madrid and Barcelona. The tablet screen shows the score 0-0, the 18th minute, and a tactical diagram of the pitch. Below the image, the article title is 'Ist das der Tesla des Sportbusiness?' by Holger Rehm, dated 27.02.2017. The article text discusses the use of 180-degree cameras in amateur football. Social media icons for email, print, Twitter, and Facebook are on the left. A 'DER AUTOR' section on the right shows a portrait of Holger Rehm and a link to 'Meinung mitteilen'.

SPORTTOTAL.TV

### Ist das der Tesla des Sportbusiness?

Wige Media hat mit Sporttotal eine digitale Plattform geschaffen, die mithilfe einer 180-Grad-Kamera- und Software-Technologie den Amateurfußball voll automatisiert übertragbar macht. Mit dem Geschäftsmodell, das international und auch in anderen Sportarten skaliert, könnte die Sportmedienvermarktung in eine neue Dimension vorstoßen. Die Zahlen, die mit dem Konzept einhergehen, sind auf dem Papier gigantisch.

Die Partie SpVgg Drochtersen/Assel gegen den 1. FC Germania Egestorf-Langreder endet eins zu eins. Vor Ort, im Kehdinger Stadion, verfolgen das Spiel exakt 683 Zuschauer. Auf den ersten Blick ein ziemlich gewöhnliches Spiel der Regionalliga Nord, wäre da nicht ein 30 Zentimeter hoher, 18 Zentimeter breiter und 10 000 Euro teurer weißer Kasten, der auf circa sechs Meter Höhe an einem Flutlicht-Mast auf Höhe der Mittellinie hängt.

Bei dem weißen Gerät handelt es sich um eine fest am Spielfeld installierte 180-Grad-Kamera-Technologie mit vier eingebauten 4K-Kameras. Nun ist eine Kamera in einem Stadion nichts Ungewöhnliches. Die Idee

27.02.2017 PRE & MORE

DER AUTOR

HOLGER REHM

Meinung mitteilen

180 graders kamera, software, high lights, personlig vinkel

Kilde: Sponsors.de

## Trend 5. Facilities. Who can sweat the asset?





Communication skills are very important (and difficult)  
Should be part of coach qualifications...



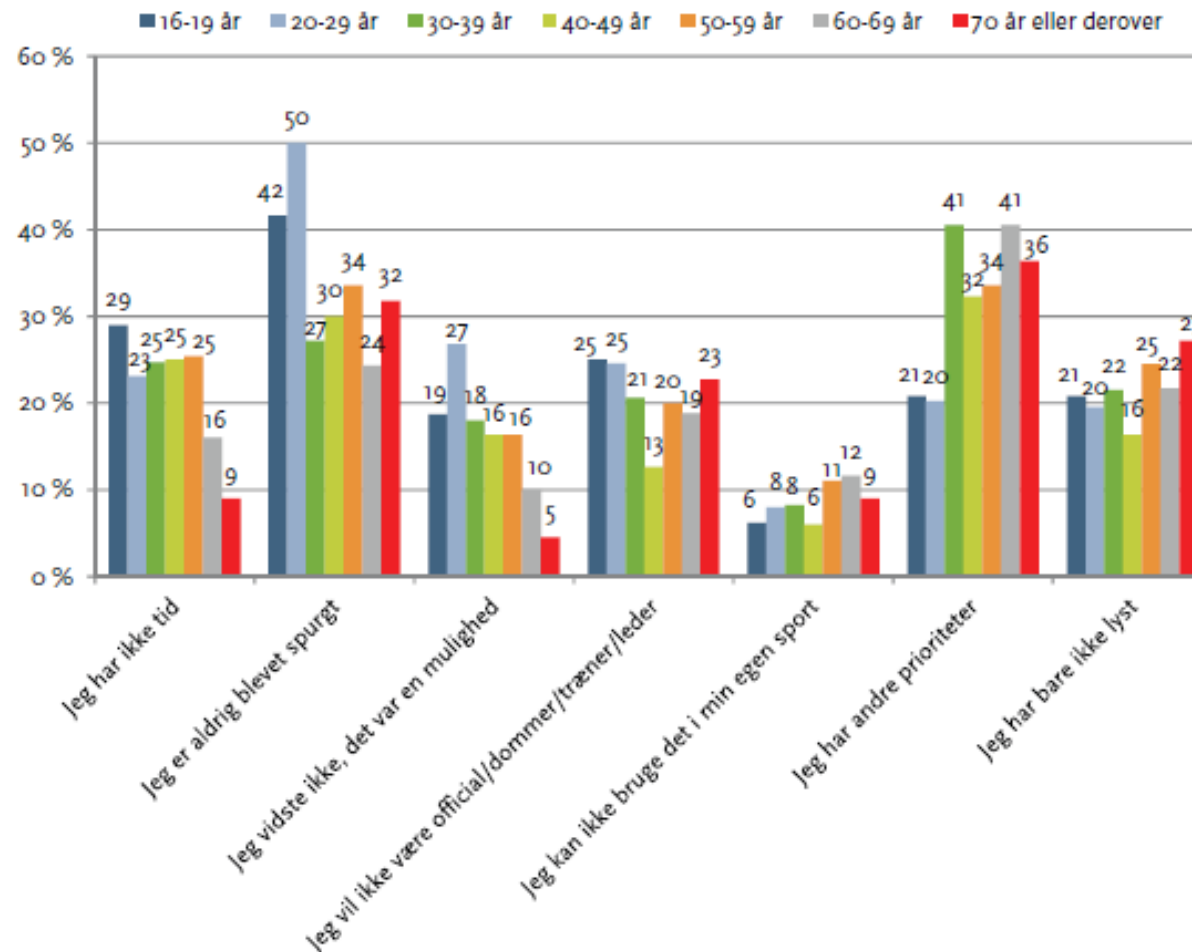
**TONSSER**



# Education. How do we create the right workforce of coaches?

The three largest reasons for not taking courses among young coaches:  
Never asked!, no time, didn't know it was an option...

Figur 51: Aldersmæssig fordeling i forhold til barrierer (pct.)



## Important factors:

- Marketing
- Willingness to learn take courses after age, role, own leven, experience etc.
- Club environment and tradition
- Priorities of clubs, authorities, and organisations
- Practical organisation of courses depending on age, ambitions etc. of the participants
- Content and objectives of the courses

Thank you for the attention. And good luck with your coaching!

