

#50 It's Time for Coaching Educators to Start Teaching Coaching and Stop Teaching Sport Science with [Olympic Coaching Educator Wayne Goldsmith](#)  
<https://changingthegameproject.com/50-time-coaching-educators-start-teaching-coaching-stop-teaching-sport-science-olympic-coaching-educator-wayne-goldsmith/>

Coaching & Religion: the most conservative things around....they seldom change....

**What is coaching?** “...the art of change through **emotional** connections...”

Well of 50% of what most coaches do is **content**.....the “Sciences’ of coaching....drills, reps., technique, X’s & O’s.....coaches assume too much.... That every athlete regardless of age will arrive at every practice...’inspired’; motivated; enthused; ready to give maximum efforts... and inspired 100%

... whereas, it is INTENT (emotion) that should be emphasized.... ‘caring’; inspiration; fairness; empathy;

COACHES SPEND TOO MUCH TIME ON **WHAT TO TEACH**.... INSTEAD OF **HOW TO TEACH IT!**

One problem is that **coach education** got farmed out to individual sports:

Rules

- Tactics
- (X’s & O’s)..... They need to know HOW to coach/teach....  
(teachers spend over 4 years learning to teach.... What do most coaches get?.....but youth do not change at 3:30....)

**Level 1 coach education:**

In **coach education\***, one should NOT teach anything that they cannot find easily on the WEB\*:

TEACH:..... <how> components of teaching: KNOW...

- ◆ The kids.... Mentally, psychologically; emotionally, physically, culturally, environmentally (family)
- ◆ A teacher knows: how to
- ◆ LEARN:
  - Communicate
    - Direct
    - React (feedback)
      - Positive 75%
      - Negative (corrective= sandwich approach) 20%
  - Plan
    - The program:
      - Priorities
      - Goals....(how will success be measured???)
      - Time
    - The sport.....(in relationship to all of the above)

## How to inspire players

“Players don’t care how much you know until they know how much you care!”  
Most athletes can tell you the moment they knew a coach cared....

1. Have fun
2. Keep them engaged
3. Excited
4. Moving

1. Get to know them...name, interests,\_\_\_
2. Build relationships
3. Caring & trust
4. “Why are you here?”
5. “What do you want to achieve?”

Use of Deliberate\* Practice: make practice meaningful;

Players who are engage work harder and learn quicker....greater efficacy = greater efficacy in less time (TIME ON TASK)

Parents: “How do I know if my kid has talent/”.....”My child is brilliant!” “...but my kid is special!”

SPORTS ARE **LEARNED BEHAVIORS**:.... No such thing as a ‘soccer gene’....

(No such thing as a GREAT or natural born great athlete..... 10 year old!)

Some of the real ‘glues’ to excellence are:

- ⇒ Dedication
- ⇒ Commitment
- ⇒ Resilience
- ⇒ Honesty
- ⇒ Integrity
- ⇒ Discipline
- ⇒ Honor

Four types of kids:

1. No talent; no interest; no desire
2. Some TALENT EARLY, BUT PAMPERED/FAVORED.... No character; privileged; lazy; no respect; no teamwork  
(**HARDLE ever get to the top**)
3. Great kid; variable skills; hard working; coachable....
4. “THE PACKAGE”.... Less than 1%

**ASK PARENTS TO STAND UP IF:**

- ⇒ Fill and empty water bottles
- ⇒ Take dirty workout clothes and game stuff and wash, fold & put them away
- ⇒ Remind kid when practice is...when games are....
- ⇒ Etc
- ⇒ Etc

**THEN YOU YELL:** “STOP DOING THAT” .....what has your kid learned by 10-12...?? Cell phone; WEB; Internet; etc etc..... but they cannot pick-up towels? Wash and dry their dirty socks????

- ⇒ Accountability
- ⇒ Responsibility
- ⇒ Human qualities
- ⇒ Honor
- ⇒ Commitment
- ⇒ Honesty

⇒ .....PUT CHARACTER BEFORE TALENT

⇒ co-dependent..... precocious ..... take responsibility for their own outcomes

⇒ PARENT: “Yes, but you don’t know my kid!!!!!!”

⇒ “Talent” at 11-12-13 rarely (if ever) leads to high performance at the top....

⇒ Coaches at USOC have gone from TELLING to ASKING\*....

“\* This is your team/sport....”Why did you choose to do this...and how high do you want to go?