



PROFESSIONAL DEVELOPMENT ROUTEMAP



It's My Game!

The Global Kids Tennis Conference

August 14th - 23rd 2020



Now for the Hard Work

Thanks again for attending the It's My Game Kids Tennis Conference, at this point you should have some information in your blueprint. You can look at this as the destinations that you are trying to reach. This document, your Route Map is designed to help you top get there.

The Blueprint and Routemap are designed to work together. A great program needs a

- Great Car
- Great Map and
- Great Driver

Within it we are going to looks at four key areas

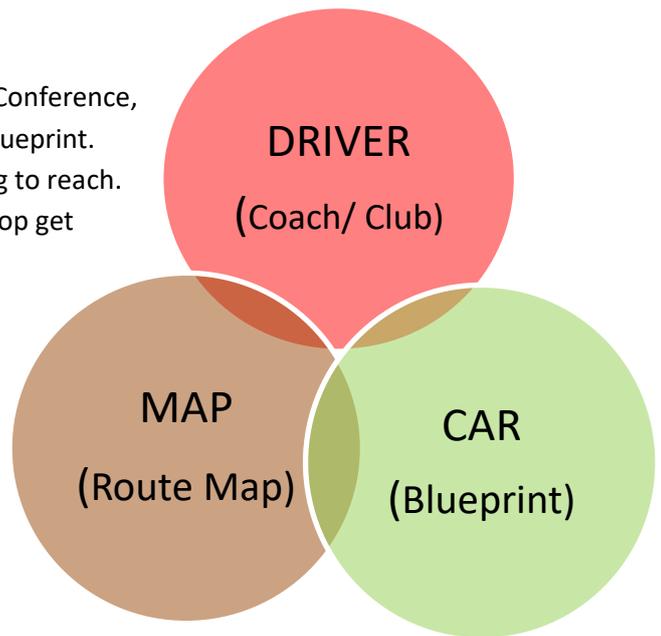
- Understanding why evolving your program is challenging
- How to get your team on the same page and moving forwards together
- What makes change stick and how to implement it
- What the next twelve months of development might look like

Throughout we are going to try to get you to think of the development of your program as an evolution defined below!

Evolution def

“Adaptations in an organism (organisation in our case) triggered by the environment and based on meeting fundamental need!”

We want you to consider the idea that your players, parents and connections have needs and these needs change. Your program, organisation and your team must be ready to evolve your offering to meet these needs and this is an ongoing process.



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Notes

Even Good Change is Painful!

Understand the pain of change (History)

We are creatures of habit and so any change as an adult usually comes with a degree of discomfort so first understand that even changes that make a program better mean that your team and possibly your parents and players may be a little uncomfortable for a period.

Consider what drives partners (Coaches = Respect, Money, Efficiency)

Each of us has a different reason for coaching and pressures from other parts of our lives. So think of a coach's motivation as being a combination of these three factors and consider how any evolutions that you make must be explained to the team and tick all these three boxes. If you can tick these three then most coaches will say yes to the change.

- Respect – Will the adjustments you make help the coach to do their job better, develop more players and gain respect from their peers, parents and the industry
- Money – Will the adjustments help the coach to make more income or give them the chance to.
- Efficiency – Will the adjustments make a coaches life more time efficient or create systems that make their life easier or less stressful

Communicate expectations to everyone (Coaches, parents, committees, players)

Coaches are seen as expert figures so if you want to ensure that everyone is pulling in the right direction then you need to communicate expectations across the whole environment. When everyone knows what to expect then the coach can't decide to unilaterally go off message.

Build a Stealth Period

Before you announce changes to your program, coaching or philosophy consider a stealth period. This is a period where the coaches get to practice then changes without being under the pressure of expectation from players, parents and others. This could be a few weeks to a few months but as we stated above coaches are seen as experts so make sure that they are given the time to learn and absorb the developments so that they are not embarrassed during their learning phase.

Where possible add / evolve rather than change

Be careful that in your excitement that you present adjustments as evolutions! Remember this means small adjustments based on the needs of your environment. As part of this highlight to your team then things that will not change and things that they are doing well already. For example if you are asking coaches to make amendments that are very technical explain to them that this is very important but you just want to add a game first so kids realise how important the technical teaching is and how this will make kids listen more when the the coach wants to be technical.

iphone development approach (Expect it)

Just like an iphone you and your team should be looking constant and never ending improvement. It is not "if" things will change but "when!" Once your team get into the mindset that things will keep evolving they will be less fearful of these adjustments.

Map change into key phases (evolve consolidate cycle)

As we have stated change is both challenging and takes time. Major changes in a program can take upwards of a year to full implement so think of the steps that you want to take as like learning to spin plates. If you have every seen this the acrobat spins one plate on a long stick and then once this is moving well gradually adds more. Sometimes they go back and manipulate the previous ones to keep them all moving but in performing this task your goal should be to get one moving well and only when you are happy it has balance moving to the next, then remember to go back to check the original is still working.

From your Blueprint: What are the major challenges you face in evolving your program?

Motivating your Team

Advocates, Adventurers & Architects (Focussed Autonomy)

At evolve9 we have a phrase we say we want to create focussed autonomy. This means we want our team to own the change, but we all need to be moving in the same direction. People can take different levels of ownership or involvement in this process, but we need to make sure that we are all on the same bus and moving in the same direction. Sure, some people will want to drive, some be the conductor and keep order, and some will sit at the back of the bus. Each one of these people is still valid in our organisation as long as they are committed to the journey.

So, we try to encourage

- Advocates – People that believe in and actively support our vision
- Adventurers – People that want to bring new ideas
- Architects – People who are happy to help shape the program

To make this happen we we

1. Clearly define the objectives (Connected) – Agreed by everyone
2. Find Early Adopters and create success (Top Down, Bottom Up) – Work with the people who are most enthusiastic and help them to be successful
3. Wear the badge with pride – Identify these people with recognition and rewards
4. Make it fit for purpose (Practical Simplicity) – Keep things simple. Don't create a model that so complicated that busy people can't use it. Remember the drivers from the last pages
5. Create a culture of constant evolution from inside – this is the iPhone concept we already discussed
6. Communicate (Inform & Listen) – A big part is LISTENING, only when you do this well and genuinely will get you the respect from your team. Your role in leading a team or evolving a program is to work together to create a bus that everyone wants to board
7. Make work fun – don't forget that when people are having fun they will pass that joy on to others so if the process has no joy in it you are probably doomed before you start.

Now back to your Blueprint: Add your challenges and victories to getting your team on board

Creating a Team Training Program

Here are some of the keys you should remember when putting together a training program for your staff. The next two pages can be used as handouts to explain this to your team but before you get to that consider the following:

Top Down Training is not the most effective

The best way to get your team to buy in to the training is to get them to train each other. When managers or senior staff run trainings a percentage of the team will zone out. Instead try to see this process

- 1) Calendarize the training you want to implement
- 2) Allocate areas to be developed monthly with specific training responsibilities to one or preferably pairs of coaches (working together is a valuable exercise)
- 3) Give them the time and resources to prepare a training session with one-page handout
- 4) Check in with them one week before so they can present their content and you can, answer questions, reassure them and make additions if anything has been forgotten
- 5) Let them run the session and wait until the end to give additional points for discussion
- 6) Thank them for their effort and initiative

Why not just do the training yourself

- Coaches will have to learn and understand the subject in order to present it
- The coaches in the audience will engage more as they know the roles will be reversed in future months
- The messages may not be exactly as you want but the learning will be greater and you will create a bigger sense of autonomy across your team

Peer Presentation and Mentoring

The best way to learn something is to try to teach someone else ...

In developing as coaches we need to understand that the program and its' curriculum and principles are like a car and a map. Granted these are both important items but the ultimate success of the program will be determined by you the driver.

On a monthly basis you and other members of the team will be asked to present back to your colleague. This will create a greater depth of understanding and ownership of the program. This is not about cloning but owning!

Your Presentation

Topics are listed on the next page. The Director of Tennis will allocate areas and you will present in tandem with another teaching professional. Your presentation should take the following form:

- 1) It must be on court and practical
- 2) Highlight the core principles that are behind all on court activity
- 3) You should present the area with practical drills and information relevant to players in the program
- 4) Try to show how the drills, activities or principles will change across the levels
- 5) Include the use of the checklists or program resources
- 6) Take no more than 1 hour, including time for questions and feedback

Effective Feedback

When not presenting you will be part of the team receiving the information. You still have an active role in giving effective feedback to the presenting team. This means you must:

- 1) Give feedback on the month following on how coaching behaviour has improved following last month's presentation
- 2) Prepare questions in advance to ask the presenting team on the given topic
- 3) Identify the key principles, following the presentation and commit to making changes
- 4) Select three items that you feel the presenter did well (explanation, communication, drills or organization)
- 5) Select one item that you feel could be added to what was presented
- 6) Buddy up with a fellow coach and commit to work together on the area covered (and / or meet to discuss progress before the next training)

Development Schedule

Each month we will revisit one element of your programs' development. Below you will see the dates and sign posted presentations from the It's My Game Website.

You can use the Peer Training tools on the previous pages to create your own schedule or follow the one on the next page.

- Set up the training topics based on the grid on page 8
- Ask your team to watch the key presentations that you select based on your program blueprint
- Go on court after an agreed period of time and work through the information
- Note the agreed conclusions on your blueprint
- Agree on actions and accountability
- Put aside any questions you might have to connect with key speakers through the It's My Game Platform

We will also invite key speakers to present at the end of each month via zoom and fb Live in the way we delivered locker rooms during the conference.

If you need further help you can join one of our Master Groups or sign up for our Mentoring Program! See evolve9.com – Details will follow post conference.

Post Conference Schedule

October 2020 - Program Overview

Sign Posted Presentations that will help:

- *K1 The Big Picture – Laramie Gavin*
- *K4 - Leading from Within – Simon Gale*
- *K2 – Motivating Kids to Play - Mike Barrell*
- *B3 - Positioning Tennis in your community – Emma Wells*
- *B7 – Build it and they will come – Juan Sala Ramos*

November 2020 - Program Philosophy

Sign Posted Presentations that will help:

- *K9 – Finding the Why of Your Lesson – Deanna Penman*
- *K2 – Motivating Kids to Play - Mike Barrell*
- *K10 – Stop Teaching and Let the Learn – Wayne Elderton*
- *K13 – Developing Smart Kids – Kris Soutar*

December 2020 - Fundamental Needs

Sign Posted Presentations that will help:

- *K2 – Motivating Kids to Play - Mike Barrell*
- *K9 – Finding the Why of Your Lesson – Deanna Penman*
- *K12 – The Developing Child – Dr Anne Pankhurst*
- *K11 – Its not all pink and blue – Rosemary Owino*
- *B9 – Why boys ask so many questions*
- *OB12 – Do You Get Me – Katerina Sevcikova*

January 2021 - Do you get me? Understanding Children

Sign Posted Presentations that will help:

- *K2 – Motivating Kids to Play - Mike Barrell*
- *K9 – Finding the Why of Your Lesson – Deanna Penman*
- *K12 – The Developing Child – Dr Anne Pankhurst*
- *K11 – Its not all pink and blue – Rosemary Owino*
- *B9 – Why boys ask so many questions*
- *OB12 – Do you get me – Katerina Sevcikova*

February 2021 – Motivating Young Players

Sign Posted Presentations that will help:

- *B3 – Positioning Tennis in your community – Emma Wells*
- *B5 – The Magic Key – Espen Lilleaas*
- *B7 – Build it and they will come – Juan Sala*
- *B8 – What Game Designers Know – Kate Zgaga*
- *OB4 – Words Matter – Emma Doyle*

March 2021 - Competition

Sign Posted Presentations that will help:

- *K2 – Motivating Kids to Play – Mike Barrell*
- *B10 – The Tipping Point – Jason Wass*
- *K13 – Am I Ready to Play – George Papachatzis*
- *OB13 – Competition Formats – Jason Wass*
- *Competition Conference December 2020*

April 2021 – Skills Development

- *K5 - Skill Development – Severine Tamborero*
- *K6 - Black and White and Grey – Nick Jacques*
- *B6 - Learning Frameworks – Craig Jones*
- *OB5 – Playful Learning – Butch Staples*
- *OB9 - Developing the Little Athlete – Kenneth Bastiaens*
- *OB2 – Making Connectons – Nick Jacques*

May 2021 Coaching Principles

Sign Posted Presentations that will help:

- *K8 - Action Stations – Martin Rocca Coco*
- *K10 - Stop Teaching and Let then Learn – Wayne Elderton*
- *OB15 – Activity Principles – Laramie Gavin*
- *OB14 – Back & Forth – Brian Parkonnen*
- *OB10 – It’s In the Game – Rita Gladstone*

June 2021 - Tactical Technical Framework

Sign Posted Presentations that will help:

- *OB6 – Next in Line – Severine Tamborero*
- *OB1 - Getting it Right from the Start – Mark Tennant*
- *OB7 – Phases – Adhemar Rodriguez*
- *OB3 – Making Technical Improvements – Suresh Menon*
- *OB11 – Dubz – Scott Mitchell*
- *K13 – Developing Smart Kids – Kris Soutar*
- *K13 – Am I Ready to Play – George Papachatzis*

July 2021 Community, Outreach & Messaging

Sign Posted Presentations that will help:

- *B3 - Pointing Tennis – Emma Wells*
- *B4 – Making Social Media Work – Christina Mihaela Carare*

Notes