ITF Online Coaching Education Scheme

Miguel Crespo, PhD.
ITF Development Research Officer

ITTF Conference, Barcelona May 2010
Goal of the session

- Introduction and insight into the learning tools currently available for coaches and provisions for the future:
  - Background Info.
  - Tennis iCoach development
  - Transfer to new platform
About the ITF

- The ITF is the world governing body of Tennis - one of the few truly global sports
- The objective of the ITF is to further grow and develop the sport worldwide
- The ITF has 205 member National Associations - more than most other international sporting federations
- The ITF is responsible for the Rules of Tennis, including the technical specifications for courts and equipment and the certification of tennis officials
- The ITF controls the two largest annual international team sports events in the world - the Davis Cup for men and the Fed Cup for women
- The ITF is involved at the highest levels of the game, including the Olympic Games, to which tennis was reintroduced as a full medal sport in 1988
- The ITF works closely with the four Grand Slams - the Australian Open, Roland Garros, Wimbledon and the US Open
- The Grand Slam Development Fund and the ITF invest more than US$4 million per annum into initiatives for the growth of the game
- The ITF markets tennis through television, PR, event management and sponsorship
• Juniors
• Wheelchair
• Equipment
• Tournaments
• Training
• Facility grants

www.itftennis.com/development
ITF Coaches Education Programme

- MISSION:
- To assist the National Associations of the ITF to further develop tennis coaches education (More Coaches, Better Coaches) with a particular emphasis on those countries that are considered to be less developed tennis nations.
ITF and Coaches’ Education

● Goals:
  – Help educate NA as to the importance of CE
  – Improve level of coaching worldwide
  – Assist NA develop their own CEP’s

● ITF does NOT certify coaches

● Policy:
  – Development Advisors
  – ITF Coaches Commission
Problems Encountered

- Educating and endorsing on a world scale
  - Knowledge and Playing Levels
  - Money
  - Isolated
- Providing quality up to date information and education with minimum cost and time.
ITF Coaches Education Programme Projects

- Courses
- Conferences
- Publications
- Websites
- ITF/OS Scholarship Programme
- Research
Role of Olympic Solidarity

- Funding for tennis available
- Tennis has benefited considerably
  - Coaches Education
  - Top player training
ITF Coaches Education Courses

- More than 70 coaches courses per year
- 1600 coaches attending per year
- ITF syllabi used by more than 100 nations
- Resources available in more than 10 languages
- Certification (beginner and intermediate, advanced, and high performance), tutor and short courses
ITF Coaches Education Conferences

- Regional coaches conferences:
  - Held every 2 years
  - South America, Central America, Northern Africa, Southern Africa, East and West Africa, Asia and Europe
  - 800 coaches attending every 2 years
ITF Worldwide Coaches Conference by BNP Paribas

- The ITF Worldwide Coaches Conference by BNP Paribas is the showpiece of the ITF’s Coach Education Programme. This five-day event offers a perfect combination of coaches’ education, the latest sport science information and practical on-court coaching presentations.

- 16th ITF Worldwide Coaches Conference by BNP Paribas: 30th October – 3rd November 2009

- Location: Velodrome Luis Puig, Valencia (Spain)
Who did attend?

- Top coaches from more than 100 countries in the world. Davis Cup and Fed Cup Captains, team coaches and travelling coaches.

- Former top professional players.

- Sport Scientists, University professors, researchers and students.

- Physical conditioning experts, tennis psychologists, and other professionals related to tennis and tennis coaching.

- Over 750 delegates representing more than 100 countries are expected to attend.
Speakers

- Davis Cup, Fed Cup, Olympics, Paralympics and Grand Slam Champions and captains, such as Arantxa Sánchez Vicario, Victor Pecci, Pat Cash, Randy Snow, Brad Parks, Albert Costa, Georges Goven, Emilio Sánchez Vicario, Steven Martens, Gustavo Luza, and Niki Pilic.

- Former professional players and touring pros, such as Alex Corretja, Eliot Teltscher, Craig Tiley, and Bob Brett.

- University professors and tennis researchers such as Prof. Bruce Elliott, Dr. Ann Quinn, Prof. Karl Weber and Prof. Joachim Mester.

- Directors and owners of International Tennis Academies such as Nick Bollettieri, Emilio Sánchez Vicario and Lluis Bruguera.
ITF Coaches Education Publications

- **Books:**
  - More than 20 educational books published
  - English, French and Spanish
- **E-books**
- **ITF Coaching and Sport Science Review:**
  - 3 issues/year
  - English, French and Spanish
  - E-book format
- **DVDs:**
  - Doubles tactics
  - Proceedings of Coaching Conferences
Welcome to Issue 33 of the ITF Coaches’ Education Review. This second Issue for 2003 deals with the ever-expanding role of Tennis Development. We have selected what we consider to be some of the most pressing “development” matters facing both our national associations and of course the coaches who are doing their utmost to develop the sport.

Some of the tennis world’s leading authorities in Tennis Development have contributed to Issue 33:

- Keith Armitage (Director of Community Play, LTA)
- Jean-Denis (Development Officer for East and Southern Africa, International Tennis Federation)
- Henri van Huylenbroeck (Director of Coaching for the KNRD, The Netherlands)
- Peter Ingman (Marketing Director and Head of North America, Tennis Australia)
- Terry Black (Development Officer for Asia, International Tennis Federation)
- Miguel Miranda (Development Officer for South America, International Tennis Federation)
- Arne Johnson (Director, Coaching Development, Tennis Canada)
- Anne Pfeiffer (Director of Coaches Education, LTA)
- Brendan Sharp (ITF Coordinator, International Tennis Federation)

We would like to extend our gratitude to them for their help with this issue.

The dates and venues for the year’s ITF Regional Coaches’ Workshops have been finalised and the information has now been sent out to the various countries. Readers are encouraged to contact their National Associations for further information if they have not already done so. Please see inside for additional information including venues and programme schedule. We hope to see you at one of the Workshops.

As a follow on to the Marketing of the Game project and the International Tennis Rating Task Force, 2003 saw the creation of an ITF Introductory Tennis Task Force. The task force’s brief was to investigate how tennis can be marketed more effectively to children and adults worldwide.

As part of the first meeting in June 2003, several sub groups were established:

- Adult Tennis
- Kids Tennis
- Equipment (ball, racquet, and court)

We will keep you informed of further developments in the upcoming issues of the Review.

In 2003, the ITF Coaches’ Commission nominated Anna Skromedowa (Russia) for an Award for Services to the Game at the ITF Annual General Meeting in Barcelona (Spain) in June. Skromedowa was honoured with this Award. Anna is a world renowned tennis scientist who has authored several books and articles, and has worked with top players such as Yekaterina, Safina, Medvedeva, Medvedeva, among many others. We would like to extend our congratulations to Anna. She adds her name to the growing list of excellent coaches who have been recognised for their long and distinguished service to the game on a national and international level.

On another note, in response to an article published in Issue 32 of the Review, we would like to thank several companies that have provided us with new coaching tools for the on-court control of training. These companies include: TennisCoach.com, www.tenniscoach.com, Ace Tennis www.acecoachshirts.com, and Pro-Company www.procompany.net.

As always, we welcome your comments on any of the information published in the Review and remind you that it is available in the new ITF website, www.intennis.org/coaching.

ITF Coaches’ Education Publications

Editorial

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By Anna Skromedova (RUS)

WHEN, HOW AND WHAT TO DEVELOP AS A TENNIS COACH
By Mark van Veenhuizen (NED)

EACHING SUCCESSFUL LESSONS
By Tennis Canada Club

HANDHELD COMPUTER
By Alistair Sharp (ITF)

CREATING A TENNIS DEVELOPMENT PLAN
By Suresh Menez (ITF)

A STRATEGIC PLAN FOR TEMPLEMOUTH TENNIS
By Karl Bonham (ITF)

MARKETING THE SPORT - IT’S A PIECE OF CAKE
By Keith Armitage (LTA)

GROUPING THE GAME: STRATEGIES IN THE UNITED STATES
By Peter Ingman (ITF)

RECREATIONAL TENNIS PROGRAMMES AT CLUB AND COMMUNITY LEVEL
By Miguel Miranda (ITF)

RECOMMENDED BOOKS

ITF 2004 REGIONAL COACHES’ WORKSHOPS

NEW RELEASE: DOUBLE STRATEGIES TACTICS
By Louis Cayer and the ITF

£3.00

103 winning patterns and drills

Double Tactics

Louis Cayer

International Tennis Federation
ITF/OS Coaches Scholarship Programme

- In conjunction with Olympic Solidarity
- Coaches training in ITF Coaching Office and Tennisval High Performance Centre (Valencia, Spain)
ITF Coaches’ Education Research

- Research grants
- Co-operation with Academic institutions
ITF Coaches Education Websites

- www.itftennis.com/coaching
- www.tennisicoach.com
- www.mytennisicoach.com
- https://store.itftennis.com
Target Audience of Websites

- Coaches
- Course Tutors
- National Associations
- Parents
- Players
- Sport Scientists and Physio´s
Welcome to the Coaching Weblight, part of ITF Online
This section of the ITF's Official website contains information on Coaching. Please click on the link above to find out more...

Welcome to Issue 33 of ITF Coaching & Sport Science Review - 02 Sep 2004
This second issue for 2004 deals with the all-encompassing field of Tennis Development. We have selected what we considered to be some of the more pressing "Development" matters facing both our national associations and of course the coaches the world...

Subscribe to Coaching & Sport Science Review
The Official Coaching and Sport Science publication of the ITF published 3 times a year.

ITF Coaching
Regional Coaches Workshops
The Regional Coaches Workshops form a very important element of the ITF's Coach Education Programme. Organised by the ITF, in conjunction with the different national associations, the workshops are to be held in late 2004.

3rd ITF Central American & Caribbean Regional Coaches Workshop
12th ITF Asian Regional Coaches Workshop
10a Workshop Regional De La ITF Para Entrenadores de Sudamerica
4th ITF African Regional Coaches Workshop

Photo Gallery
Coaches/Administrators Education
Details of the programmes run by the ITF in order to educate coaches and administrators. Please click on the link above to find out more...

ITF Publications
The ITF Development Department is pleased to be able to offer for sale the following ITF publications...

ITF Monthly E-Mail Newsletter for Coaches, Year 5, Issue 10, October 2004
(05 Oct 2004) In an effort to keep you informed and updated on ITF coaching matters worldwide, in this issue of the newsletter you will find:

Sign up for the Monthly Newsletter
Have the newsletter sent to your email inbox each month.
The easiest, most comprehensive way to keep up to date with an unmatched range of the very latest tennis videos, advice, tips and educational tutorials, for both tennis coaches and players.
The ITF have been gathering best practice tennis coaching and playing information from every corner of the world since the ITF Tennis Development department was created back in 1984.
The ITF coaching weblet is constantly being updated with news and information on the activities of the ITF’s Coaching Department.

- ITF Coaching Courses
- Coaching Sports Science Review
- ITF Coaching Conferences
- Tennis Coaching News
The Tennis iCoach website is the location the ITF publish all the information the Coaching department gather and generate from all over the world.
It's a subscription based membership website.

Users can register:

• 1 Day Free access
• Full 1 year access
### Tennis iCoach Members Home Page

The Main Categories of the website.

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Information Formats

- Videos (65 GB so far)
  - ITF Coaching Conferences
  - Player Drills
  - Interviews with Experts
  - Conditioning Exercises
  - Professional Player Strokes
- Text based articles
- eLearning Modules
- Over 1,000 sequence Pro player photos
Video Presentations

Exclusive Videos of presentations made at ITF coaching conferences from around the world including the ITF Regional Coaches Conferences and the Worldwide Coaches Conference.
Video of Pro Players

We have over 65 GB of Video footage of coaching conferences, drills, exercises and pro players recorded at various locations from all over the world.
Sequence Pro Player Photos

Over 1,000 sequence photographs together with technical analysis of the top professional players
Technical and Biomechanical Analysis

SWING PHASE
Backswing
Note the beginning of a circular motion which lengthens the distance the racquet head travels to allow the generation of racquet head speed. The non-dominant hand is extended strongly across the body to have the shoulders rotated a greater distance than the hips to create a separation angle between the hips and the shoulders.
Video + Slideshow Presentations

LEARNING TOOLS / DISTANCE LEARNING

Miguel Crespo and Scott Over
eLearning Presentations

We have 55 eLearning presentations produced and narrated by the experts in their field from all over the world.
Tennis.... Play and Stay

Increasing Tennis Participation Worldwide
The ITF Coach Education department developed eLearning modules to help candidates prepare for their Coaching Beginner Players Course. Modules cover all the information included in the ITF Coaches Manual.
A low compression ball, which is ideal for mini-tennis, has the following characteristics:

- It is lighter and softer than a regular tennis ball
- It is harder than a regular tennis ball
- It is a lot cheaper than a regular ball
- Both a) and c) above

Score so far: **10 points out of 30 (33%)**
We have over 500 tennis specific articles written by experts from all over the world.

Tennis Technique
Tennis Training
Tennis Conditioning
Mental Training
Tennis Tactics
Stroke Variations
Some Stats

- Over 12,000 people have registered
- Users from 181 different countries
- Special agreements with National Federations to provide access to Tennis iCoach via their National Federation
- Anybody can subscribe and become a member of Tennis iCoach

View and listen to exclusive Flash based eLearning Presentations delivered by experts
Coaches’ Licence scheme

- Using icoach as contents for the:
  - Long – Life – Learning
  - Continuous development
  - Personal improvement
  - How to?
  - Advantages
Major Nations

- Australia
- Italy
- South Africa
- Ireland
- UK
- Portugal
- Spain

- Netherlands (January 2010)
- Canada (January 2010)
Comments from Stakeholders

- Enhance eLearning modules to enable National Federations to track usage and pass, fail outcomes.
- Provide a download facility for videos.
- Better categorisation of information.
- Improve search functionality.
- Additional languages.
Future Developments

- Migrating to new platform: Drupal.
  - Better categorisation of information.
  - Improved search functionality.
  - Opportunity to Add languages.
- Provide a download facility for videos.
- Advertising (Geo-targeting)
- User generated content.
- Attracting more NA´s to sign up, more languages, more coaches.
- Attend and record more Matches, Events and Conferences.
Welcome to mytennisicoach.com

MyTennisCoach is the first comprehensive digital platform for tennis coaches' education.

You can use it to improve in your continuous professional development as a tennis coach. How can you do this? The engine created by the ITF takes you through a step-by-step process that identifies the areas in which you can improve as a tennis coach and guides you towards the resources in the ITF webpage http://www.tennisicoach.com/ that will assist you in this process.

Read more..

Obtain personalised information in 7 steps

Account login

- Username
- Password
- Remember me

Login

Lost Password?
No account yet? Register

Who's Online?
The programme starts by helping you define your individual profile as a coach.

Apart from your general data, you will have to indicate all your different backgrounds; playing, coaching, academic, and other aspects. Besides, you will have to select specific areas in which you would like to improve. This step also offers you the option to continuously update your curriculum vitae in order to have on file all your life-long-learning experiences.

You will have to fill in the background information as accurately as you can, so the system can have a glimpse at what type of coach you are.
Introduction to Self Assessment

The platform then takes you to a self-evaluation of your professional coaching competencies (step 3).

You have to indicate how competent you perceive yourself by answering a battery of questions related to both your skills and knowledge in the different areas of tennis coaching: training, competition, management and education. You will also have to indicate how knowledgeable you think you are as per the different sport sciences: biomechanics, medicine, nutrition, psychology, methodology, conditioning, and other relevant fields.

Planning the training

CBTP1: I know how to promote participation.

CBTP2: I know how to follow a Code of Conduct for tennis coaching.

CBTP3: I know how to consider the different elements of the long-term development of tennis players.

CBTP4: I know how to ensure the basic session plan enables everyone to take part to the best of their ability, according to their needs and avoids discrimination or stereotyping.

Organising the training

CBTO1: I know how to ensure safety procedures prior to the session.

CBTO2: I know the basic characteristics of most appropriate equipment and facilities for players/peo
Introduction to Evaluation

The next step (4) is your evaluation.

You will have to answer several questions that the platform has selected based on the profile and self-evaluation of competencies you entered previously. This step consists of a battery of specific and individualized multiple choice questions on sport science and coaching contents. Please go through all the sections: training, competition, management, and education. Select the answer you think is the correct one for each question and proceed to the next one. Your answers will be analysed by the programme and taken into account for the next step of the process.

Good luck!

Questions on Planning the training

ETP 1: Which style of coaching is compatible with the objective of Athlete first, winning second philosophy.

- Submissive style
- Co-operative style
- Command style
- None of the above

ETP 2: Sexual discrimination does not include

- Intimidating sexual remarks
- Homophobic graffiti
- Homosexual behaviour
- Physical contact

ETP 3: Ideally the coach should be able to perform five types of feeding, among these are:

- Underhand loss/ Drop feed
- Heavy topspin feed
- Feed in a rally situation
- Both a) and c) above

ETP 4: Private lessons differ to group because

- They expect an individualised program
- They are more enjoyable
Introduction to GAP Analysis

The next step (5) gap analysis consists of the comparison of the results of the answers in the evaluation to your profile and competencies entered in previous steps of the process.

The platform is able to calculate the difference between your perceived knowledge and skills (step 4) and your assessed knowledge (step 4) from the previous battery of multiple choice questions.

The gaps (step 5) on your competencies as a tennis coach found in this process will determine the next step.

Chart Results for Training GAP Analysis

Please find below a chart result in which it is depicted the comparison between what you know (red column), taken from your answers to the multiple choice questions in the evaluation and what you think you know (blue column), taken from your self-assessment of the competencies for this area.
Introduction to Individualised Plan

In this stage (b) you will find your personal individualised development plan.

After you completing the registration, your profile, finalising your self-assessment and answering the relevant questions in the evaluation stage, the programme has identified the competency areas you need to improve from the details and information you have provided in the gap analysis stage. In this stage, the programme is able to find the adequate resources tailored to your development and improvement as a coach. By doing this, the platform is directing you to the recommended content you are suggested to cover in the wealth of information included in tenniscoach. Please feel free to go through the links and resources indicated and complete the activities and tasks in each of them.

Plan for improving your competencies in training

**Competencies extremely recommended:**

From the gap analysis produced by the programme and the information included in tenniscoach, we strongly recommend you go through the following resources.

**Philosophy of coaching:** Philosophy of coaching is the study of the purpose, process, nature and ideals of tennis education. This can be within the context of education as a societal institution or more broadly as the process of human existential growth, i.e. how our understanding

| Tennis Player Development Philosophy (Philosophy of coaching) |
| Safety in class organisation (Training session safety) |
| Leadership behaviours: The implementation of behaviours to guide players during the session |
| Myths of tennis coaching (Leadership behaviours) |
| Record coaching improvement: Ability to record improvement |
| Goal setting (Record coaching improvement) |
# ITF Coaches’ Education Overview

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Conclusion
ITF Coaches Education Programme Challenges

- Funding
- Languages
- Education
- Structure
- Mentality