Liberty Insurance GAA Games Development Conference

A Closer Look at Effective (and not so Effective) Coaching Practice

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In Association with

newstalk 106-108fm · THE CAMOGIE ASSOCIATION An Cumann Camógaíochta · GAA HANDBALL · LGFA LADIES GAELIC FOOTBALL
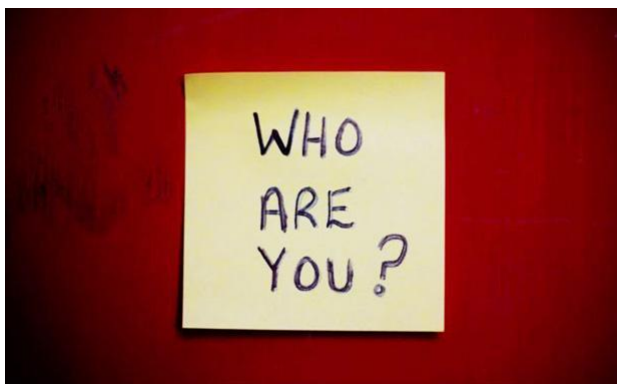
Content

- Non-Negotiables and some Coaching tips
- Traits and Practices of Successful Coaches
- Long Term Development Models – the Issues
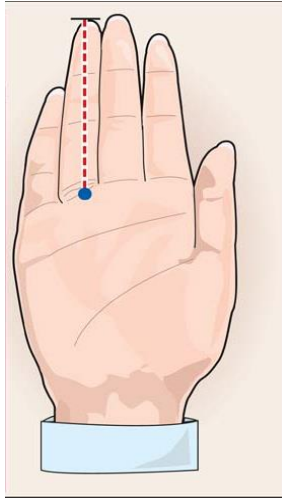- What underpins our Coaching behaviour?

Early Coaching Lesson

''I do not know you, I can not coach you.''

Coaching Tip 1

Getting to Know you

If only it were so easy!

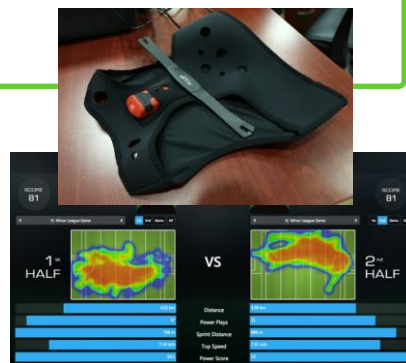Top players in team sports tend to have longer 4th digits. ………

Predicts rowing performance, used in football and downhill skiing talent ID, rowing………

(Manning et al 2000,Paul et al 2006, Longman et al 2011)

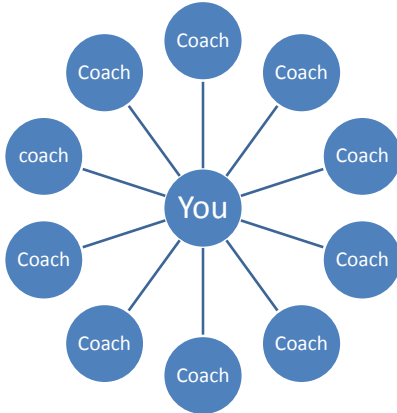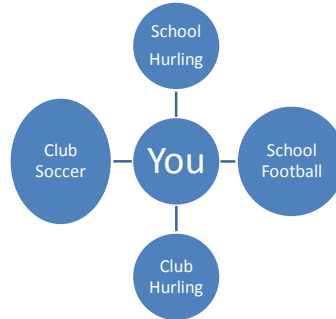# Communication at the heart of effective coaching

Systems

Communication Challenge

GAA Intercounty Coach

Club Youth Football Coach

Coaching Tip 2

The Fundamentals

Courtesy
www.irisharcheology.com

Describe the fundamental types of activity within the segments of the games shown?

Fundamental Activities

Ordered		G	R		F	H	Chaotic
Predictable		G	R		F	H	Unpredictable
Steady	G				R F H		Dynamic
Physically comfortable		G			H F R		Physically stressful
Mentally comfortable				R H F G			Mentally stressful
Controllable		G	R		F	H	Uncontrollable
Passive	G			H F		R	Aggressive

Adapted from Alred 2016

6

We are slaves to Order and Routine

Coaching Tip 3

From www.joe.ie

Be Creative

FACT

Data from Aussie Rules shows that the teams finishing at the bottom of the league have highest workload –

Become more efficient and less predictable

Wisbey et al 2007, 2008

Have we as coaches developed the skills to be effective in coaching creativity, chaos and unpredictability in our players?

Coaching is….

- Not just about what happens superficially in the environment of the pitch or practice arena…………..
- It is also the effectiveness of social, cultural and human interactions….resulting in 'a messy reality' of behaviours….
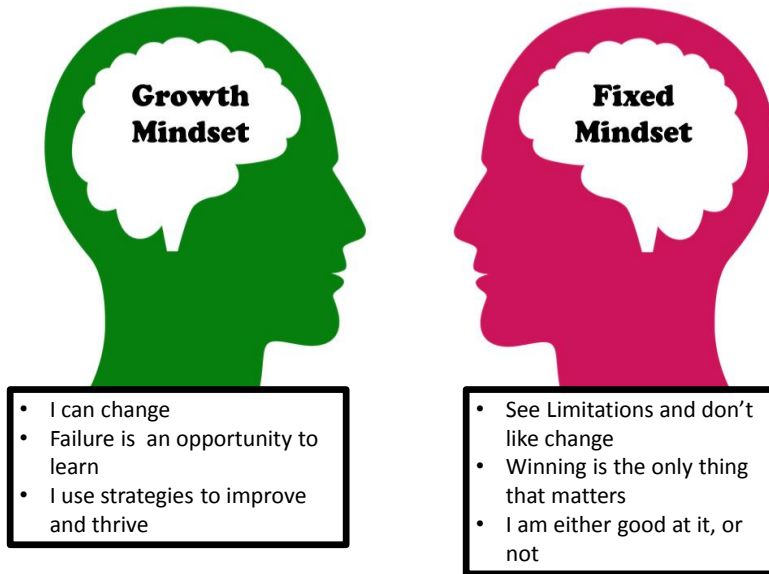
Jones et al 2010

How do Coaches deal with this?

- **34 coaches from professional and amateur team sports, school and college teams and individual sports 10 year period across 10 sports in 11 countries**
- **Coaches placed into Growth and Fixed categories**

Growth v Fixed Mindset

Growth Mindset

- I can change
- Failure is an opportunity to learn
- I use strategies to improve and thrive

Fixed Mindset

- See Limitations and don't like change
- Winning is the only thing that matters
- I am either good at it, or not

Common Traits

- Win:Loss ratio
- Longevity
- Organised
- Passionate
- Highly Knowledgable
- Resilient

Winning Ratio
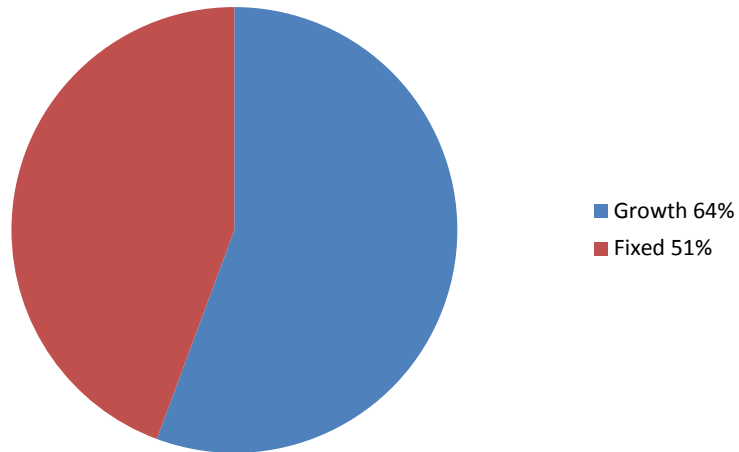
■ Growth 64%
■ Fixed 51%

The 'Fixed' Coach transfers his/her values to the player through behaviour........

The Coach thinks: ''He's slow but maybe he can do a job''

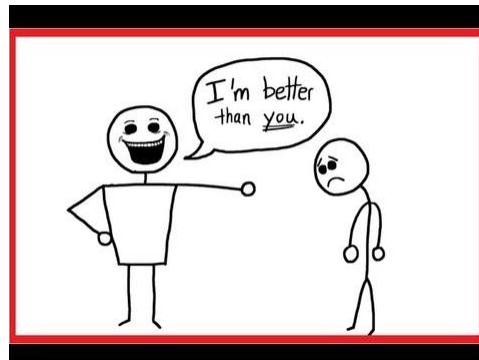**The Coach communicates: ''Just stick to the task''**

The Growth mindset coach transfers his/her values to the player through behaviour......

The Coach thinks: ''He does a great defensive job, let's build on this ''

The Coach communicates: ''You can change and improve. Here's how, lets try this''

Growth v Fixed

Platitudes

''We didn't have the ball''

''……give 110% effort for 60 minutes, lads…''

'' We must work harder….''

''We need to play with more consistency''

Fault Finding

90% of Fixed mind-set coaches start player feedback with a fault

''I don't have to tell you…….''
''Ok, you know where you went wrong…'

Players don't…..

Expect a coach to satisfy them

but they seek the following:

– Positive feedback

– Instruction

– Individualised feedback

Growth v Fixed

**Growth coach manages
relationship between**

Fixed coach emphasises

**Player and
Sport**

**Game
& Result**

**Growth coach celebrates with win and empathises with the player
when losing**

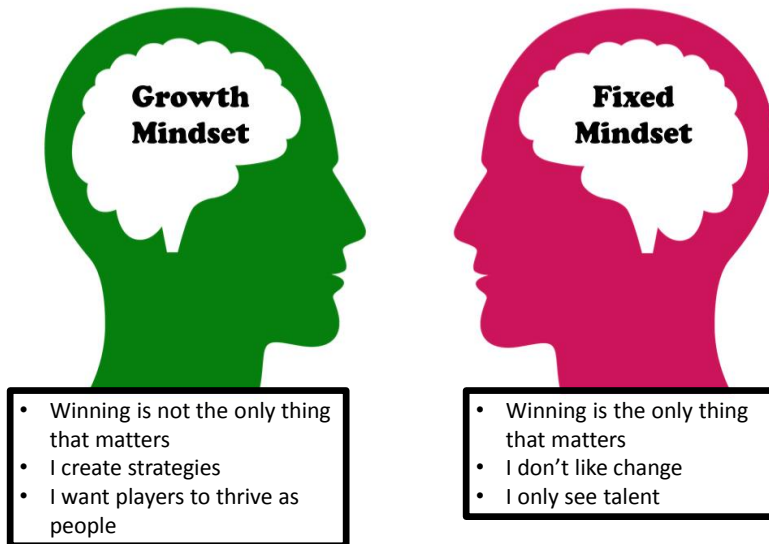**Fixed coach celebrates with win but seeks to blame when losing**

Growth v Fixed

Growth coaches are consistently respectful
Fixed focus coaches can be but are inconsistent

Growth v Fixed

**Over 80% of Growth coaches versus 45% of Fixed coaches
acknowledge seeking advice and assistance**

What are you?

Growth Mindset

Fixed Mindset

- Winning is not the only thing that matters
- I create strategies
- I want players to thrive as people

- Winning is the only thing that matters
- I don't like change
- I only see talent

Coaching Tip 4
Practice 'No Limits'

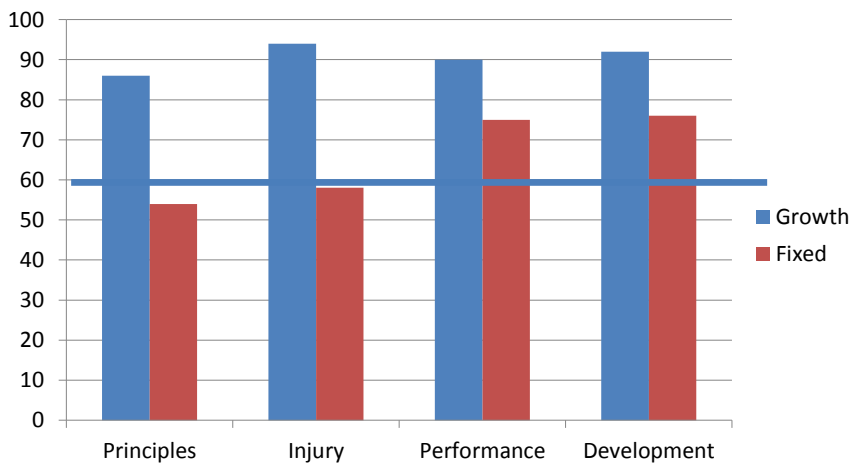**8 OUT OF 10**

A Growth approach to Improve Performance

Players Perception of Coach Impact
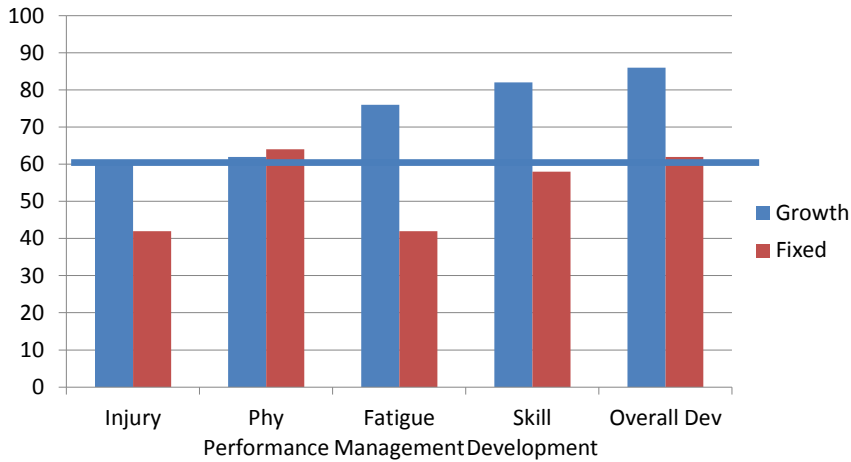
Survey of 56 players from pro, semi and amateur team
sports (Alred and Hennessy 2011-13)

Players Perception of S&C coach Impact

Survey of 56 players from pro, semi and amateur team
sports (Alred and Hennessy 2011-13)

Percentage of total Injuries associated with Growth v Fixed

Tracking of players from pro, semi and amateur team sports: Data from: 2011-2014

A comment on long term player development models

	Balyi's LTAD	Côté's DMSP	Abbott et al's PCDE	Bailey and Morley's Model of Talent Development
Aim	To present 'an all-embracing coaching philosophy that puts the needs of participants/athletes at the centre of decision-making about sports system development' (Balyi, Ross and Duffy, 2010)	'to understand different pathways of sport involvement from childhood to adults' (Côté, per. comm., 23/09/2009)	'to explore prerequisites to success in sport, and the comparative efficacy of employing these prerequisites within talent identification schemes' (Abbot and Collins, 2004)	'to make explicit theorising about the nature, content and character of the talent development process in physical education' (Bailey and Morley, 2006)
Primary disciplinary background	• Exercise physiology • Anatomy (especially biological maturation)	• Social psychology • Developmental psychology	• Performance psychology	• Education • Philosophy
Research methods	• Analysis of literature • Empirical observations of practice	• Retrospective recall with elite performers, recreational participants, and dropouts from sports • Analysis of literature	• Analysis of literature • Retrospective recall with elite performers in various performance domains • Sliding populations tracking with developing elites in various performance domains • Pilot interventions in schools	• Qualitative research with teachers and young people • Quantitative research with schools • Analysis of literature • School-based case studies

10,000 Hour Rule – Deliberate Practice

- **Attractive and simplistic (Gladwell, Coyle, Syed) .**

Application of 10,000 hours – highest injury rate since records began

No evidence in sport for its effect

(Moesch et al 2011, Ford et al 2009)

Need to nurture

The longer you are small the greater you can be

(www.leinstergaa.ie)

Revision of Coach Education and Player Development Pathways

Coaching Tip 5
Get to know the Underpinning Values

Maturity
Dignity
Loyalty
Unity
Authenticity
Objectivity
Empathy
Modesty
Tenacity
Integrity

Daly 2015

Summary

- Our Coaching behaviour and athlete response influenced by value system
- Traits and practices of Growth coaches suggest that a Growth mindset and Growth coaching process impact positively on player behaviour and development
- Coaching pathway requires revision with emphasis on the underpinning values of coaching

Summary of Coaching Tips

1. Know your player
2. Create an effective communication system
3. Develop your creative coaching side
4. Practice a 'No Limits' approach
5. Get to know underpinning values

''Go Raibh Mile Maith Agaibh''

Agus mile buíochas a ghabháil do Padraig O Dalaigh as a
chuid oibre spreagthach i cur síos ar an cosán oiliúin
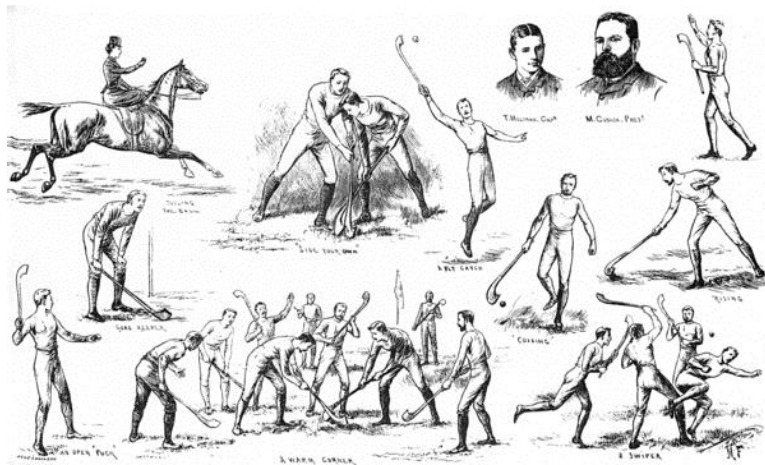
www.football-origins.com

Key Traits

Growth

1.

Growth Mindset and behaviours

2.

Manages the relationship between the athlete and the sport – the goal is to help the player to thrive

Fixed

1.

Fixed mindset and behaviours

2.

Sport is key relationship and Winning is the goal

Surprising Outcome: Progression

Coaches change and become more Growth orientated as they age

Do you use a Growth Process?

Do you practice giving feedback?