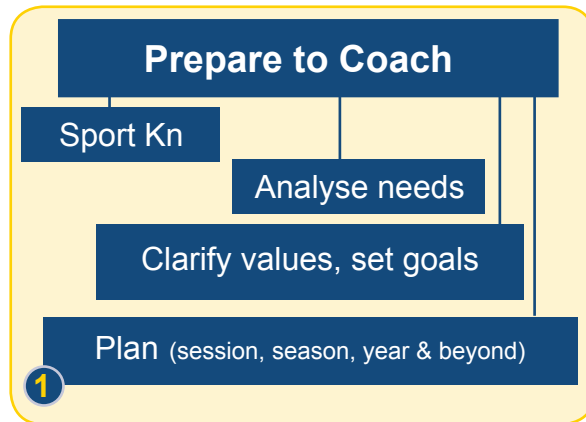
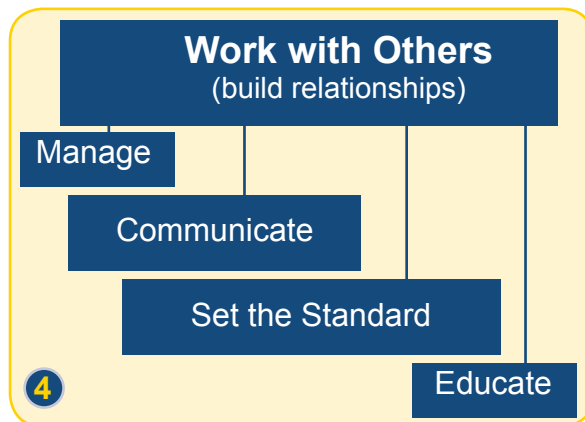


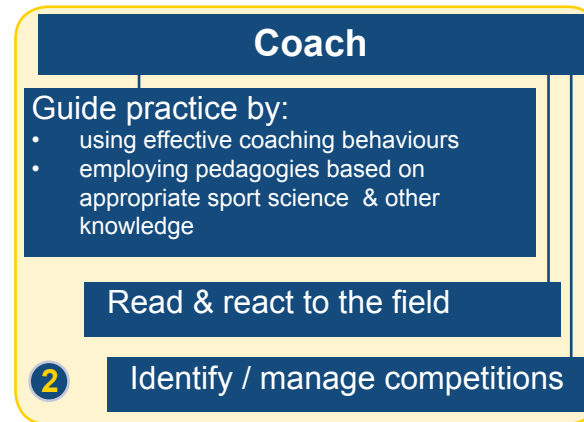
## What Coaches Do (functional areas)



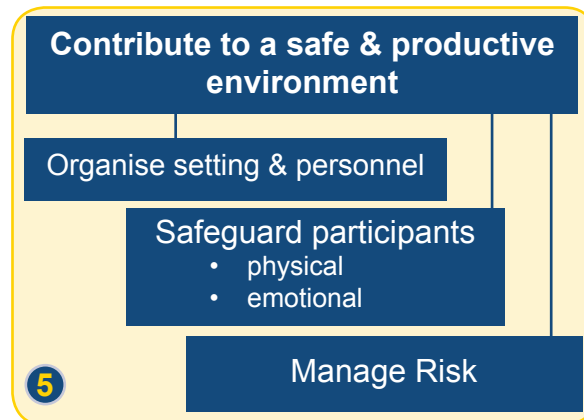
A coaching philosophy is translated into a vision, strategies and plans consistent with the needs and developmental stages for the group. Measures of progress & achievement should be built into the planning process (See 'Learn, Reflect & Develop'). 'Coaching' (see #2) is what coaches do to implement the plan.



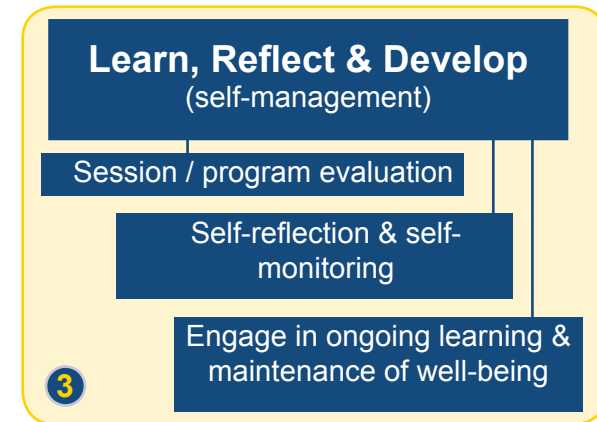
The coach is responsible for contributing to the organisational culture through role modelling and building positive internal & external relationships. Leadership & management roles will vary according to the status for the coach. Relationship management & educating others is important.



Conducting practices & guiding/supporting athletes in competition is at the core of what coaches do. As coaches build their competence through experience & ongoing learning, they will better 'read & react to the field'. This process involves: observing, making decisions, adjusting & recording & evaluating<sup>1</sup>. It applies to on- & off-field matters.



Coaches play a major role in shaping the participation environment. Planning & evaluation are important contributors to a safe playing environment. The identification & recruitment of athletes, coaches & others are crucial to shaping the participation / coaching environment.



The coach evaluates the programme as a whole as well as each practice & competition. Evaluation & reflection underpin a process of ongoing learning and professional development<sup>1</sup>. Innovation is a likely outcome.

Coaches at the highest level may be called upon to demonstrate specialist skills in areas such as:

- the use of technology in performance analysis, education/communication, self-improvement and as a day-to-day efficiency tool
- dealing with the media
- fund raising
- selection of coaches for panels
- representing state or country on committees
- writing articles for different media
- various roles with travelling teams
- possessing specialist knowledge
- contributing to athlete selection
- conducting competitor country analysis
- possessing legal knowledge relevant to the sporting scene
- possessing knowledge of integrity in sport / member protection legislation, policy etc