

Sustainable Winning: Lessons from Serial Winning Coaches

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**LEEDS
BECKETT
UNIVERSITY**



ICCE
International Council for
Coaching Excellence



What is a Serial Winning Coach?





**Zeljko
Obradovic
9-time
Euroleague
Winner**

A photograph of two athletes celebrating. On the left, a man with a shaved head, wearing a red and white German national team jersey with an Adidas logo and a German crest, is smiling broadly. A gold medal is around his neck. On the right, a woman with blonde hair tied back, wearing a white sleeveless German national team polo shirt with a German crest, is laughing joyfully with her arm around the man's shoulder. The background is a blurred stadium setting.

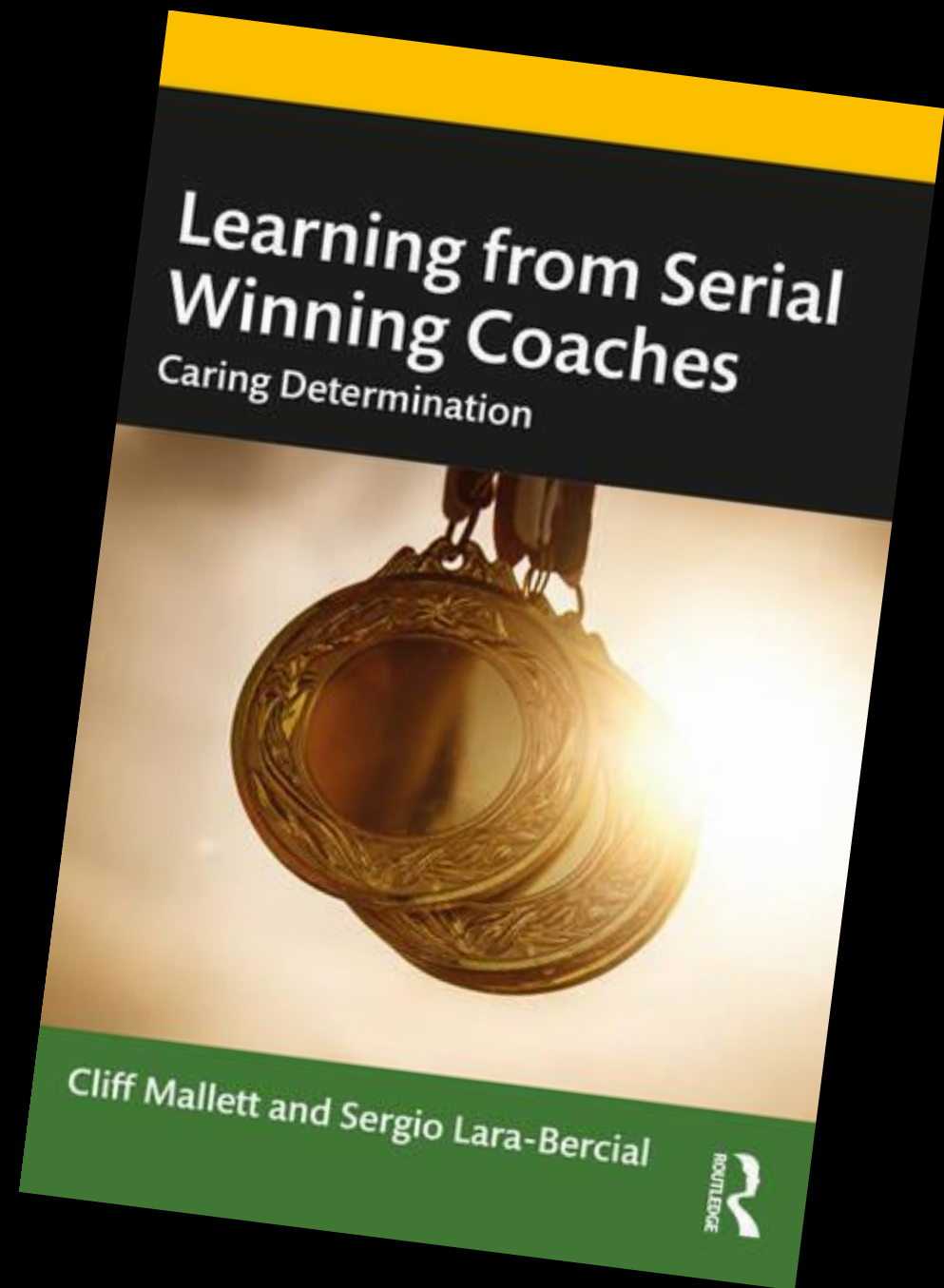
**Marcus
Weise
3-time
Olympic
Gold**



**Mel Davidson
2-time
Olympic
Gold**

Learning from Serial Winning Coaches (Routledge 2023)

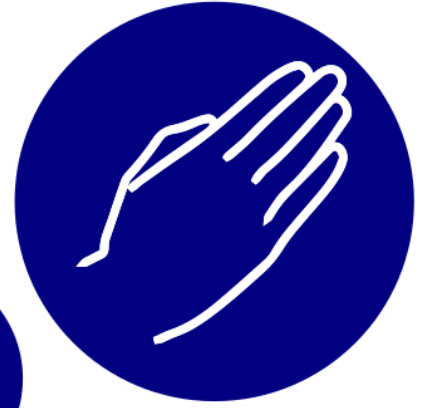
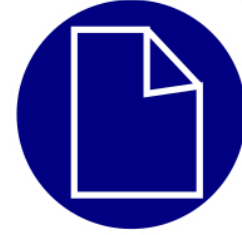
Available in all good
bookshops... and some
really bad ones....





TM

PARIS 2024



Scissors
beats paper



ROCK
beats scissors

Paper
beats rock



An iceberg floating in the ocean. The tip of the iceberg is above the water line, and the much larger base is submerged. The sky is blue with light clouds, and the water is a deep blue. The text 'Coach Behaviours' is positioned above the water line. Two white double-headed vertical arrows are on the right side of the image. The top arrow spans from the water line down to the 'The Job of The Coach' box. The bottom arrow spans from the 'The Person Behind The Coach' box down to the bottom of the frame. The text 'The Job of The Coach' is inside a white-bordered box within the submerged part of the iceberg. The text 'The Person Behind The Coach' is inside a white-bordered box further down in the submerged part of the iceberg.

**Coach
Behaviours**

The Job of The Coach

**The Person
Behind The Coach**

Game Plan:

- 1. The PERSONALITY of Serial Winning Coaches?**
- 2. How can winning be SUSTAINABLE?**



Blind Origami Competition

A dirt road winding through a forest. The road is flanked by tall, dry grasses and brush. In the background, there are evergreen trees and bare deciduous trees. The sky is overcast.

**If content is King,
context is God.**

Gary Vaynerchuk



1. The PERSONALITY of Serial Winning Coaches?



The Big 5 Personality Traits

Emotional Stability

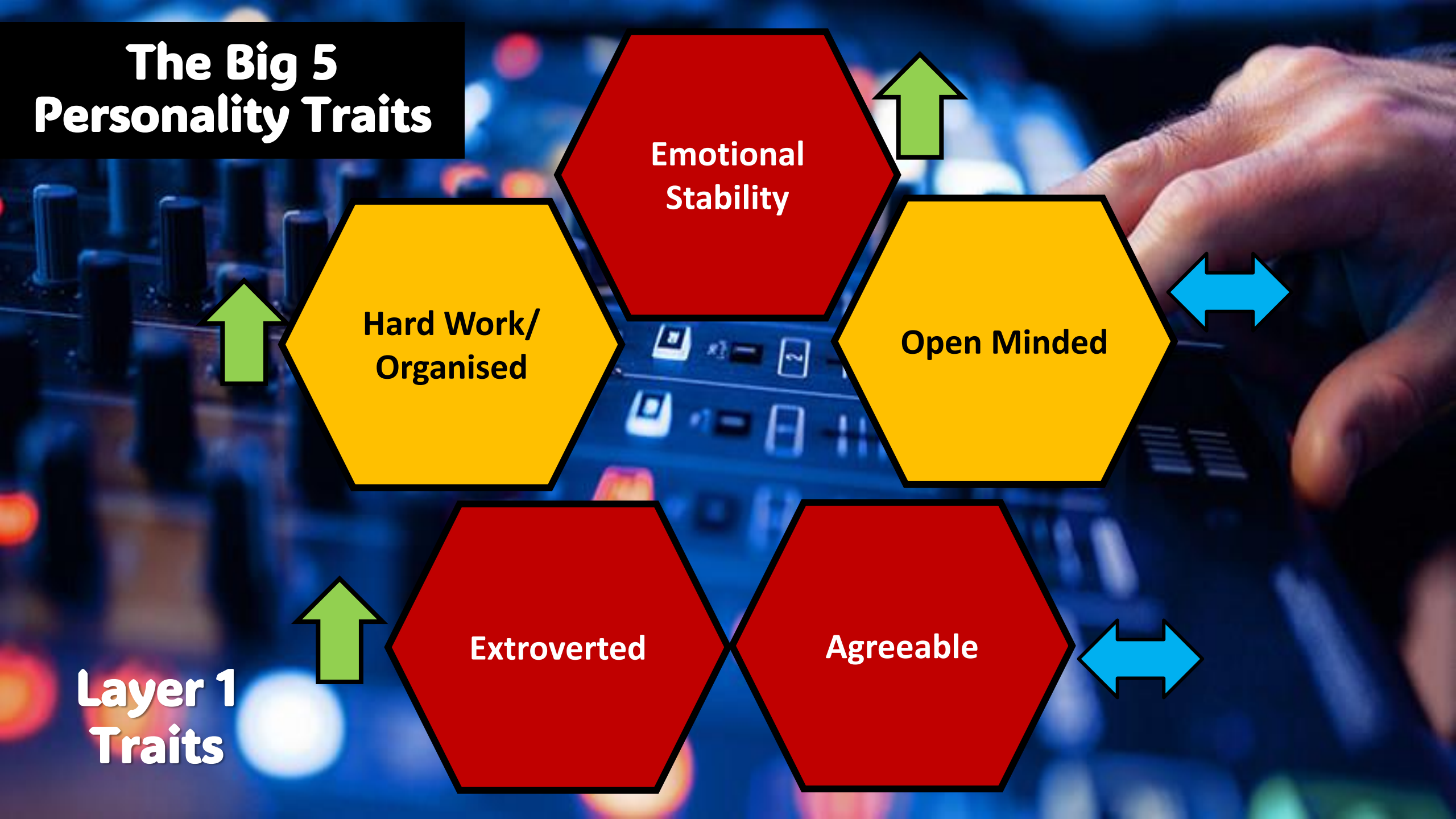
Hard Work/
Organised

Open Minded

Extroverted

Agreeable

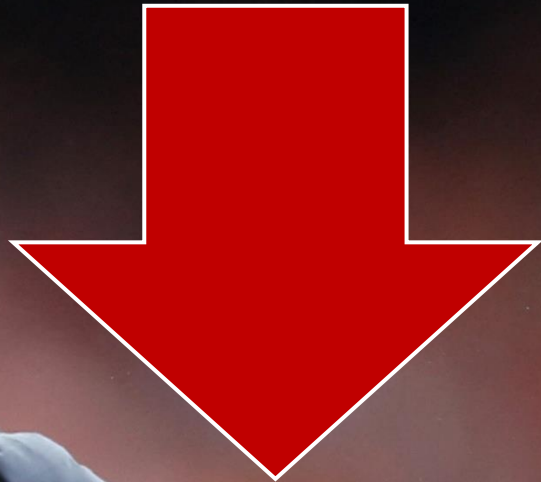
Layer 1
Traits



Motivational Themes



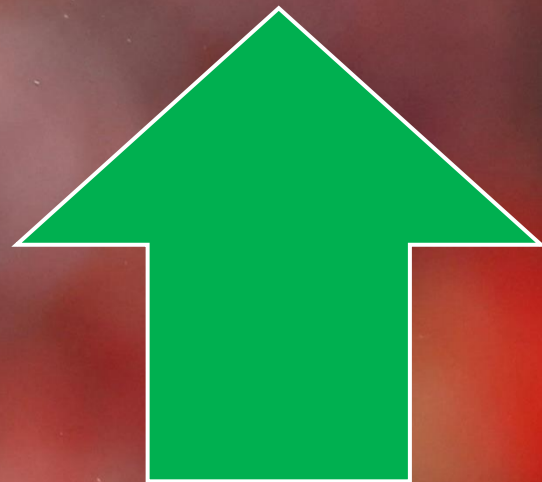
**Layer 2
Motivations**



**For
Me**



**For
Others**



**Coach
Behaviours**



**High Moral
Stance**



**Athlete as
Compass**



**Work-Life
Balance**

**Values &
Beliefs**

Personal Narratives: The Stories Coaches Tell About Themselves

Key Narratives

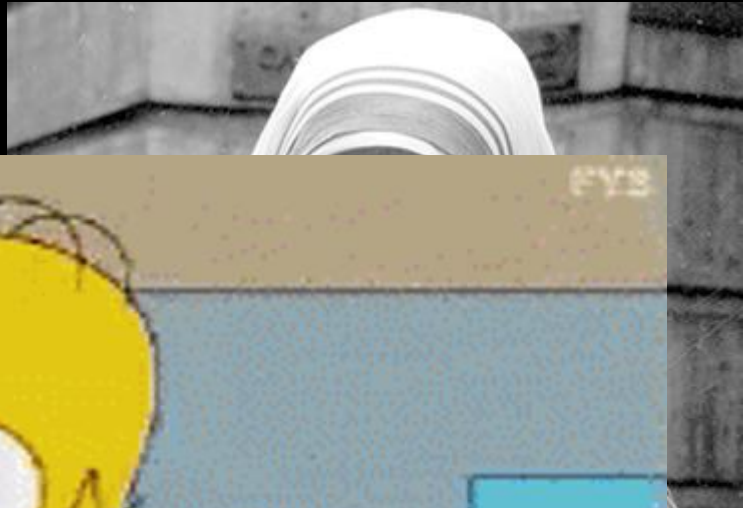
1. Redemption/
Reconstruction
2. Innate desire to
Help/Teach/Coach
3. Serendipity & Risk
Taking
4. Serial Insecurity



**Layer 3
Our Story**

Who Are They Really?





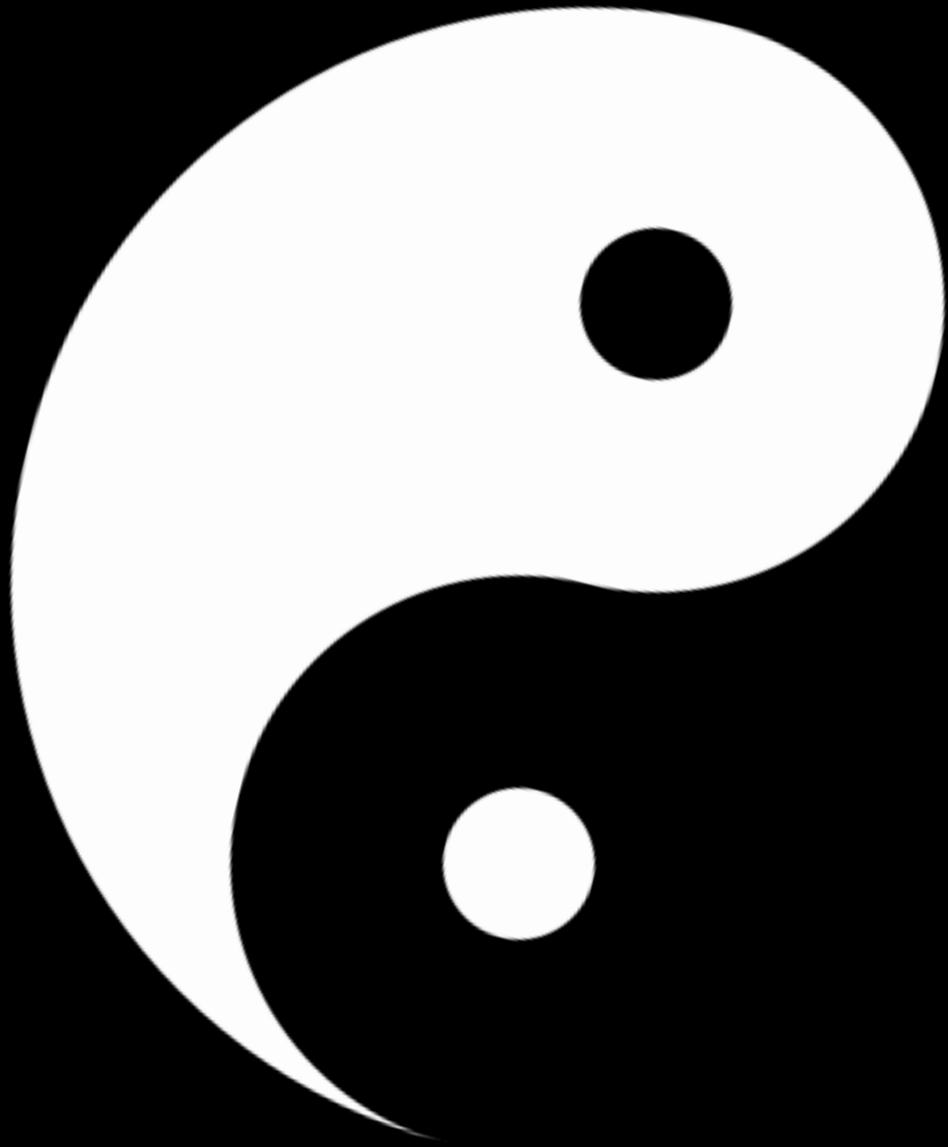
2. How can winning be **SUSTAINABLE?**



Sustainable Leadership:
CARING DETERMINATION

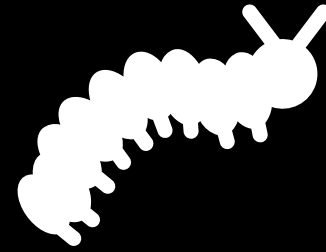


The *relentless pursuit of excellence* balanced with a *genuine and compassionate desire to support athletes and oneself.*



**Sustainable
Coaching... for the
Coach?**

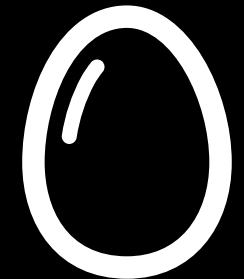
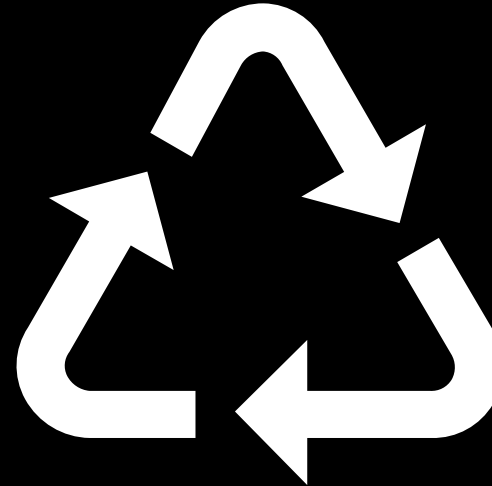
***THE LIFE CYCLE OF
THE COACH***



STRIVING

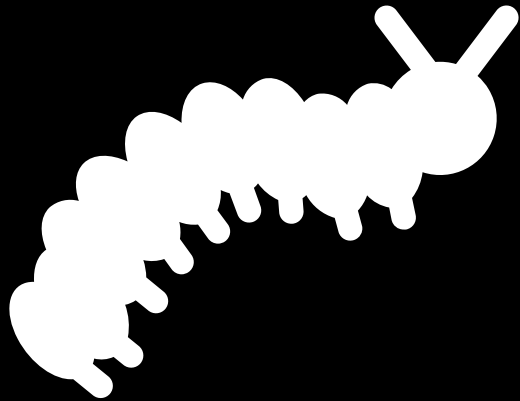


THRIVING



SURVIVING

STRIVING



***VISION OF
EXCELLENCE***



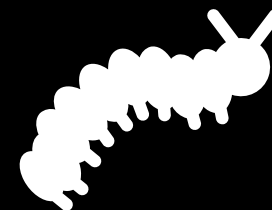
ATONEMENT

STRIVING

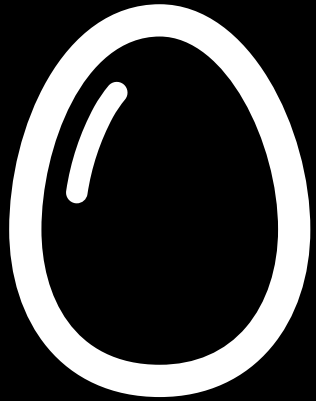


“I learnt the hard way. I worked myself sick and had to stop coaching for 2 years. Since then, I go about it in a different way”

Coach 7



SURVIVING

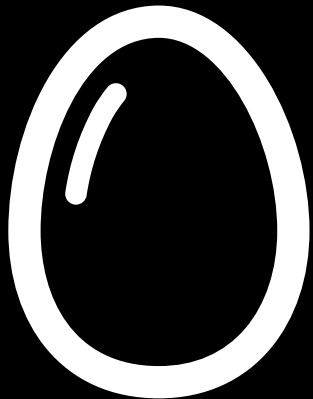
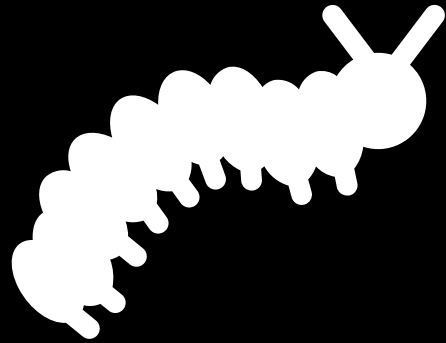


COMPLEXITY



PATHOS

STRIVING & SURVIVING



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PRACTICAL ADVANCES

Position Paper: Rationale for a Focused Attention on Mental Health of High-Performance Sports Coaches

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Cliff Mallett,^{9,10} and Peter Olusoga^{11,12}

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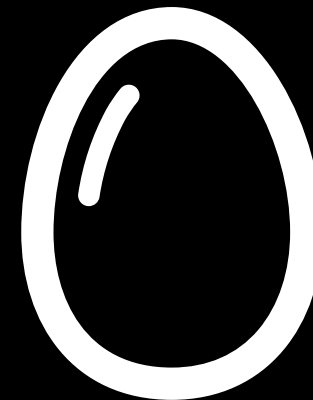
High-performance (HP) coaching has been described as “a complex, social, and dynamic activity that is not easily represented as a set of tangible and predictable processes.” Coaches are not only responsible for extensive planning, monitoring, and leadership in a dynamic and complex environment but also have responsibility for supporting athlete development and safeguarding their athletes’ overall health, well-being, and psychological and physiological safety. However, HP coaching is often considered an unsustainable profession, due to the levels of stress and subsequent mental health challenges that are frequently part of the role. Therefore, this position paper will focus on the concerns, challenges, and resources needed to prevent and manage mental ill-being and support the mental well-being of sport coaching professionals in HP sport, and provide recommendations for individuals, systems, and organizations that work with HP sport coaches.

Keywords: well-being, ill-being, stress, sustainability

SURVIVING



RESILIENCE



BUY TIME

COPING

SELF-CARE

***NOTICING &
LEARNING***

***REALISTIC
ATTRIBUTIONS***

SOCIALISING

REFRAMING

***HEALTHY
HABITS***

PASSION

ME TIME

THRIVING



***HOLISTIC FUNCTIONING
(PERFORMANCE + WELLBEING)***

***COMFORTABLE
SURTHRIVING...***

***BUILD YOUR
GREENHOUSE***

ADAPTABILITY



The Enabler: Adaptability





Cognitive Flexibility

1. Open-Minded
2. Multiple Viewpoints and Solutions
3. Flexible and Responsive
4. Innovative.

Emotional Flexibility

1. Emotional Control
2. Resilience
3. Social Competence
4. Egoless (when needed to)

The Enabler: Adaptability



THE ENABLER: ADAPTABILITY



Thank You!
Danke! Merci!
Grazie! Gracias!

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