The Professional Swim Coaches Course

This course has been developed by the World Swimming Coaches Association with the objective of providing coaches at all levels, and in all areas of the world, comprehensive and insightful material that will help them construct a professional, purposeful, successful, and athlete and culture-centered program.

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Course Overview

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A Holistic Approach

The Professional Swim Coaches Course touches on every critical component of program and athlete development; including swimmer, team, and club management, culture building, training, technique, and competition management, with step-by-step methodologies. The final chapter looks at the life and career of you, the coach.

Focus on Professionalism

The course emphasizes, if not implores, the importance of professionalism in coaching. In conjunction, it promotes ethical conduct, athlete well-being, and the critical need for the coach to be the quintessential role model in all areas. An additional theme is that of higher calling, purpose, and life (athlete) impact.

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Course Structure

Comprehensive Content

The course contains ten interconnected chapters, with each focusing a key area of coaching. At the conclusion of each chapter is a quiz, a real-life scenario, and key points to remember.

Enhanced Learning

Beyond the core curriculum, additional non-tested sections explore peripheral topics such as open water swimming, team travel, dryland training, parent interaction, goal setting, and inspirational articles for team leadership.

Assessment and Certification

A final digital exam with 200 questions (true false and multiple choice) will test your understanding of the material. Upon successful completion, you will receive a digital certificate.

Flexible Learning Options

The course is available in digital format, printed book form through Amazon, and via remote webinars. If mutually agreed upon, WSCA will also offer in-person sessions.

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Course Philosophy

1 A Focus on Growth

We believe that truly effective coaching extends far beyond theoretical or even practical knowledge. It's about nurturing a deep passion for the sport, elevating the delivery of instruction and guidance, connecting at a deeper level, and nurturing the potential of each athlete.

2 The Power of Transformation

This course aims to be more than just an educational offering, or a certificate of completion. It should be a catalyst for personal and professional growth and transformation, empowering coaches to reach *their* full potential while elevating the experience and development of each athlete.

3 The Connected and Collaborative Coach

There is also an emphasis of the coach as the consummate selfless teammate, supporting all aspects of the organization, and supporting the community, and the sport, through goodwill efforts.

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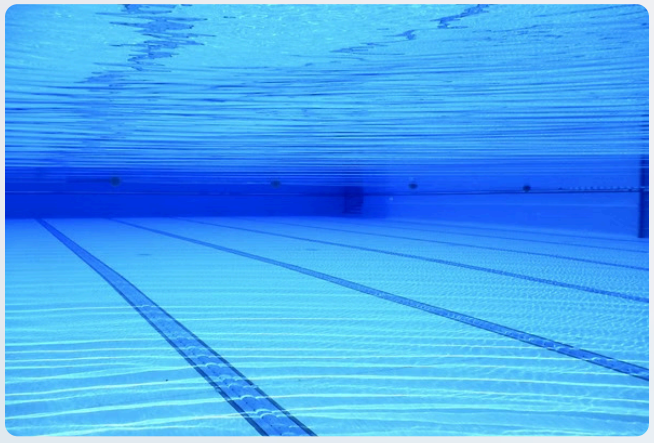
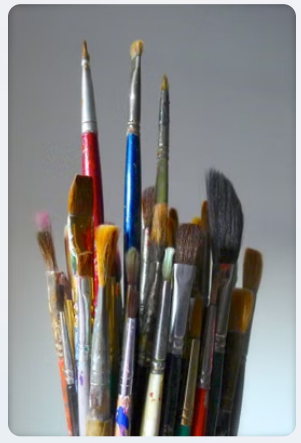
The Power of Vision and Potential -

the blank canvas of the pool





Envisioning Athlete Potential

Coaches should envision the ultimate potential (or greatest version) of *each* athlete, in swimming, and in life; to see in the modest swimmer, or timid child, as an elite athlete, and a team leader. This is the real power of coaching, and the life-changing benefits of the sport, and it begins with the coach, and a vision.

At the Group/Club Level

Vision and potential exists at the club, cultural, and organizational level as well. The adept coach sees what is possible for the organization, inspires others, and creates a pathway to extraordinary outcomes. He or she aligns stakeholders and unites the organization toward a common and well-defined mission, and outcomes.

Direct Application of Vision

The course walks through careful and methodical processes with regard to the development of technique, training, and competition, and begins each chapter with the construction of a vision. That vision sets in motion each of these interconnected aspects of the sport, and allows the coach, the staff, and the athletes to work in unison.

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From Vision to Process-Driven Coaching

1

Vision

Success at any level is preceded by a vision to that end. Coaches must take the lead in articulating a clear vision for the organization as a whole, as well as *sub-visions* for each area, including technique, training, competition, and culture.

2

Organizational Alignment

Coaches must unite the organization, including athletes, staff, parents, and board or management, to their vision and pursuits. All must move forward as one.

3

Methodology

The most efficient pathway to development is employing and managing a productive methodology with processes in place at every level, with common themes. With an effective and connected methodology, each group will leverage the next, and accelerate the growth and success of the overall program.

4

Culture

Culture becomes the rising tide that elevates every aspect of your program. Cultures must be cultivated, sold, and managed, every day, in every area of your program, with actions, words, and intentions. The material will go in-depth into the mechanics and maintenance of culture-building and culture-management.

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Intended Audience

Target Audience

Coaches at all levels, who are sincere in enhancing their organization's success and overall experience, as well as their own. The course will benefit coaches who are just beginning their coaching journey, and even high-level coaches looking to enhance their effectiveness.

Beyond the Coach

This course can also benefit athletes, parents, and club administrators, as it is holistic and process-oriented in nature, with the material presented in manner that all parties can gain insight and direction from.

A Long-Term Resource

With the blend of philosophies and methodologies, the manual can be used as a long-term resource for staff and club representatives, and replace many disparate or fragmented educational pursuits.

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Course Benefits

Course Advantages

The Professional Swim Coach Course offers real world proven and practical techniques, concepts, and methodologies that have produced extraordinary results, over many decades, in the most positive, motivating, and inspiring cultures.

Certification

The completion of the course will enhance a coach's resume and suggest a commitment to professionalism and continuing education.

Evaluation and Connectivity

The course will help coaches assess their strengths and weaknesses, and those of the organization, and will encourage a connection of all areas of athlete and club development.

Course Support

WSCA will be an ongoing partner on your coaching journey with regular live Q&A's.

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Enhanced Experience

Inspire, Develop, and Grow

The message and recurring themes of the material can transform the "job" of a coach, into a mission, purpose, and life's work. The course is highly empathetic to the life, journey, and challenges of the coach, and intends this work to support coaches to connect more deeply, and to make the journey truly extraordinary.

Quote on Purpose

"I cannot believe that the purpose of life is to be happy. I think the purpose of life is to be useful, to be responsible, to be compassionate. It is, above all to matter, to count, to stand for something, to have made some difference that you lived at all." Leo Rosten

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Join the WSCA

www.wscacoach.org

Enroll in The Professional Swim Coaches course, as a WSCA member, to elevate your contribution to your athletes, your club, and to your own coaching experience, and to reconsider the higher calling that coaching presents. Visit the **World Swimming Coach Association** website for more information about the course.

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