



# Coaching achieving the best results possible

*“One of the frustrations of former rowers trying to coach is that they have all this experience inside them but do not have the communication skills to be an effective coach.*

*Without good communication skills you cannot be a good coach.”*

John Parker, NZ and Worcestershire County Cricketer and Coach Educator

The session will be led by Jim Flood. Jim coaches at Reading Rowing Club and also occasionally at Malmö Rowing Club in Sweden. He has been a consultant on the ARA Level 2 Coaching Award and has written “Know the Game: Rowing” for the ARA which will be published in June of this year. He is keen to see good practice in coaching adapted from other sports.

**Friday 30th March 2007** 7pm until 9pm  
Kings College School Boathouse, Embankment, Putney, London SW15

To book your place, please email [info@rowperfect.co.uk](mailto:info@rowperfect.co.uk)  
or call Rebecca Caroe on 07970 734330

[www.rowperfect.co.uk](http://www.rowperfect.co.uk)

**£5**  
per attendee

## This year's Rowperfect Seminar is about the skill of coaching.

**This workshop is about two things: the knowledge and communications skills of the coach and how to balance the boat so that the best possible results can be achieved.**

In order to achieve this, a skilled coach has to be able to educate crews and individuals (shape their knowledge to each individual rather than the individual to the coaches knowledge) rather than the coach retaining power and control which limits the achievements of the athletes and may prevent them achieving their potential. Effective communication skills in the coach enables this process to begin.

Then a coach must know the techniques required plus the process of implementing them. A coach must also know how to develop the best teams/crews possible with the skills available.

### **Broad aims:**

This will be an interactive workshop to explore the ways in which communication between coach and crews can be improved. It will introduce techniques for analysing lack of progress and in particular, suggest ideas for achieving rapid results with beginners and improvers.



### **Learning outcomes:**

At the end of the session, participants should be able to:

- Analyse how they communicate with crews and have new techniques to try out with the aim of improving this aspect of their coaching
- Understand the way in which feelings can be created by using words and how to use this technique when coaching
- Try out some practical communication methods to enable beginners and improvers to make quicker progress
- Understand the possibilities and limitations of athletes and crews participating in the coaching process
- Manage troublesome individuals