



**BRITISH
SWIMMING**

Identifying junior swimmers in Great Britain
and preparing them for the rigours of senior
international competition

TIM JONES

A BRIEF BACKGROUND

**ATHLETE
COACH
ADMINISTRATOR**



**BRITISH
SWIMMING**

Head of Performance Pathway

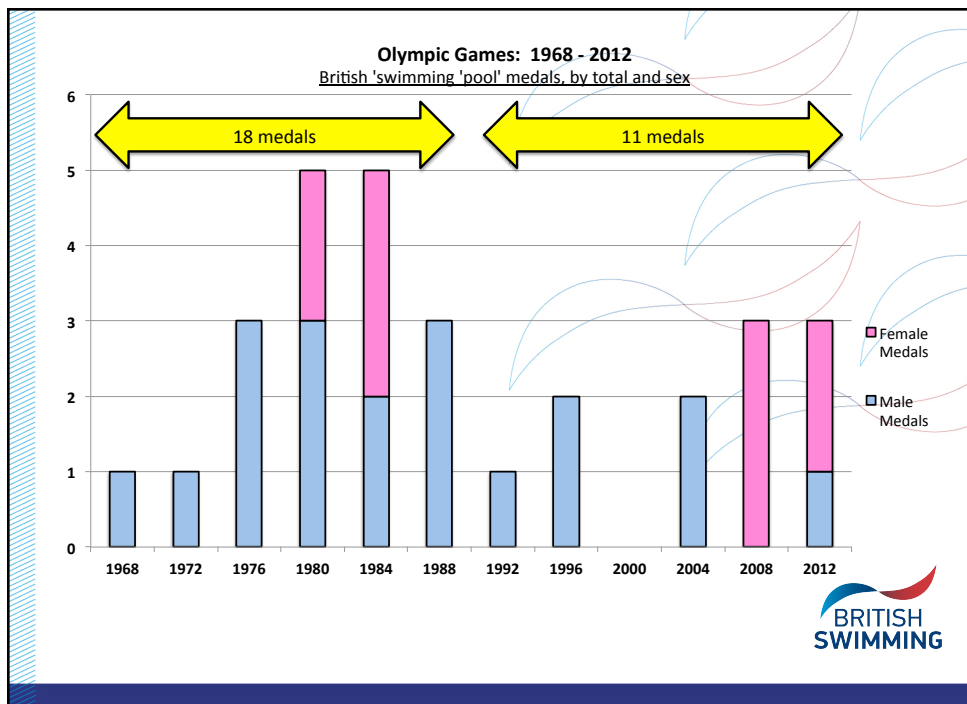
2 fundamental areas of responsibility:-

1. The 'Here and Now'

- Hands on - supporting the coaches
- Responsibility of a large group of World Class swimmers
- Attending camps, competitions and extended tours
- Assist with the immediate turning of the ship for Rio outcomes

2. Long term strategy (2020 and beyond)

- Performance Pathway Strategy and associated projects



The Context for Change

- In the Lottery funding era, British pool swimmers have been no more successful than in the pre-funding period
- Recent 1992 - 2012 medal haul is lower than the preceding span of 6 Games (11 versus 18).
- Whilst there has been continual improvement in our performances at European Junior Championship level, this has not translated into significantly better senior results
- There has been a large investment of public money and heightened levels of scrutiny by Government
- We have a clear 'no compromise' approach to our financial support. With this aim in mind, no element our preparation can be compromised if we are to succeed



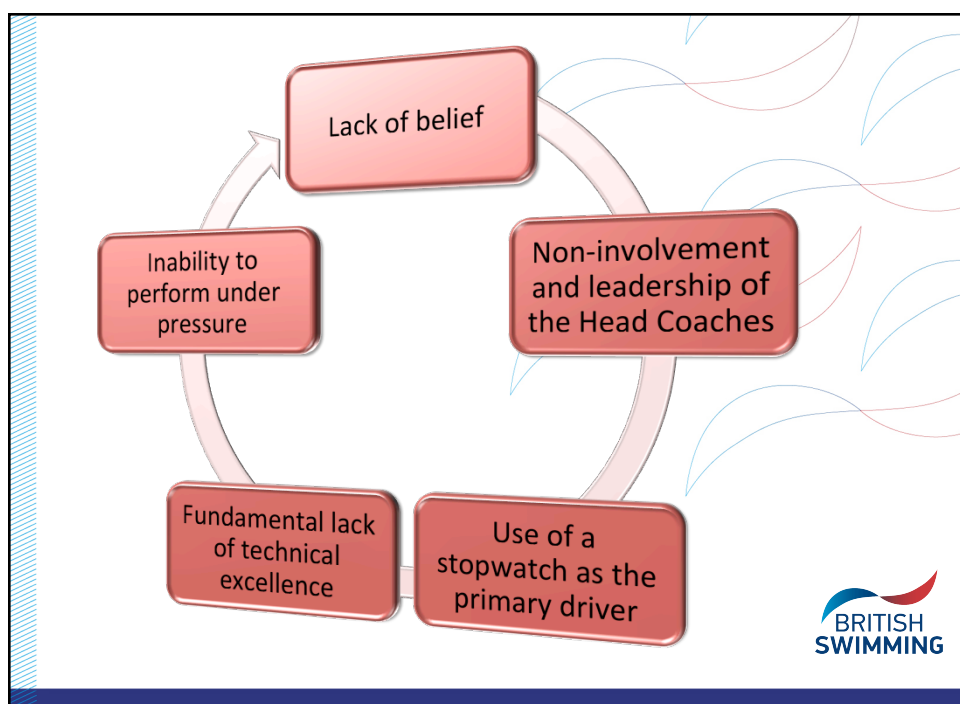
What were the challenges we saw in Great Britain?

- Limited athlete numbers involved in performance programmes
- Low levels of technical skill – particularly around starts & turns
- Most coaches trying to glean a maximum return from a minimum level of investment in training
- Speed apparently more important than skill development in early years!
- A less than optimal domestic competition structure
- Selection and financial support seen as an entitlement, rather than an investment in a future return
- Fragile coaches.....leading to fragile athletes
- Low numbers of the 'ideal' raw material



And some typical shortcomings.....

- Lack of belief and mental robustness in the best talent
- Outcome rather than process-focussed swimmers and coaches
- The stopwatch used as the primary driver to develop swimmers
- Extreme focus that is placed on junior outcomes
- Lack of involvement of club Head Coaches in their junior programmes
- Not enough swimmers concluding a productive 'whole' season experience
- Inability of the best senior swimmers to perform skills under pressure
- Poor tactical awareness and a limited ability to win the close battles
- Inability of the best swimmers to perform optimally when it matters
- Inability to perform strong qualifying heat/semi-final swims as a 'clinical action', and then be at their best in finals

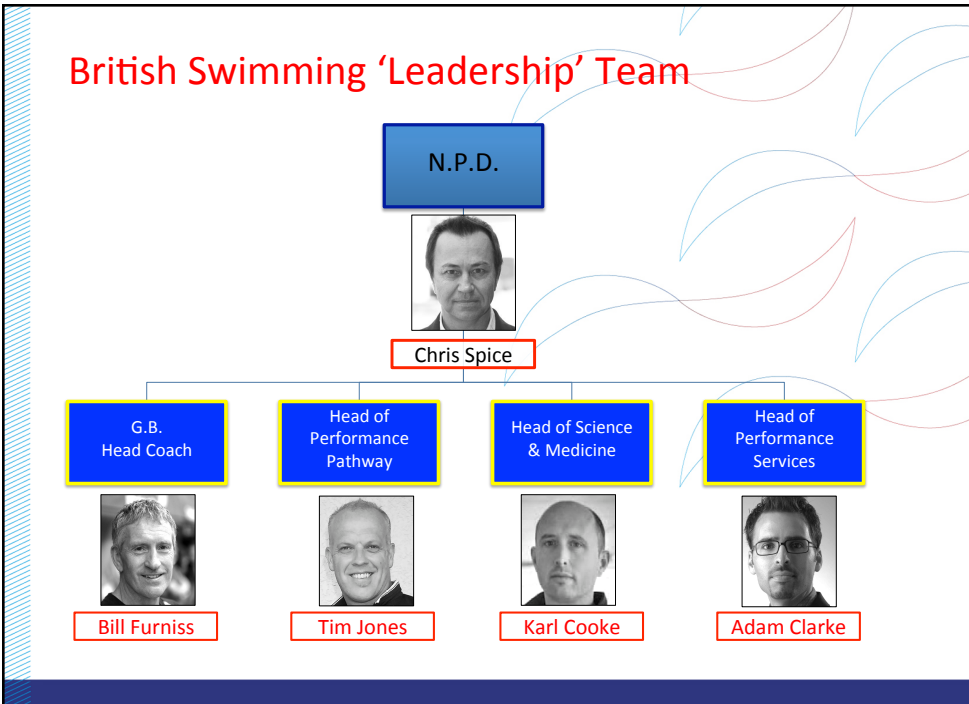




Format of this presentation

- System
- Structure
- Selection
- Skills

SYSTEM



Support for swimmers in the UK:

- The financial support for our programme comes from Government and through UK Sport with little commercial assistance
- We have a set number of athlete places that we can use to support athletes
- Our support provides cash, science & medicine service provision, and training & competition opportunities
- In the Rio cycle the total of athlete places was 67: 22 focussed on immediate success and 45 looking longer term

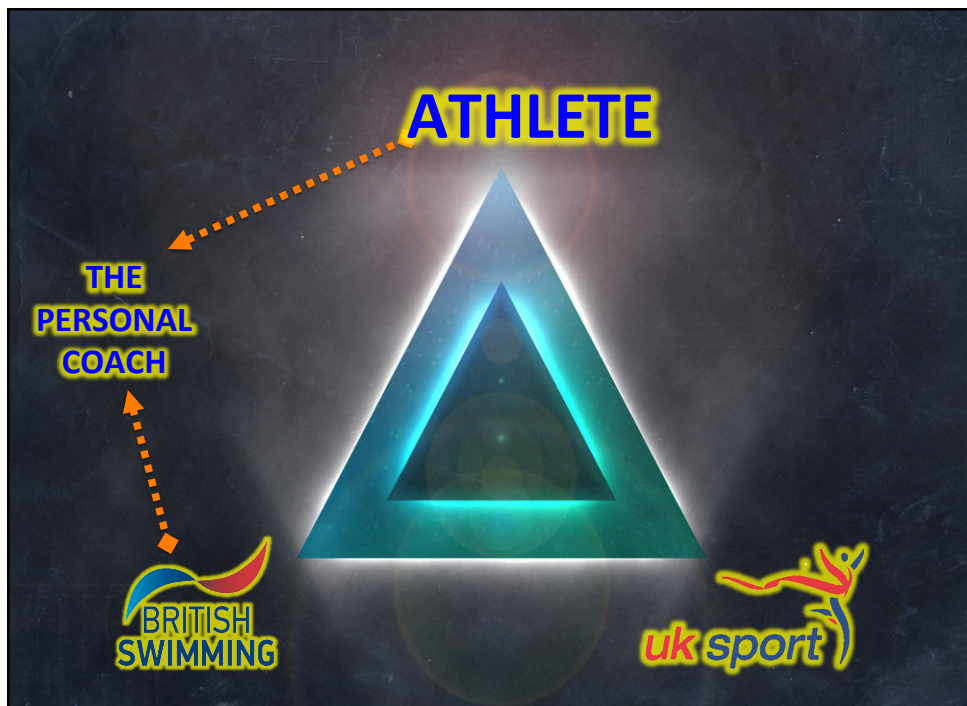


Swimmers with a 2016 Rio focus:

PODIUM				
A	£28,000	<i>£12,142</i>	<i>£15,858</i>	Current World Long Course Championship medalist in an Olympic event (see 4.4)
B	£21,500	<i>£9,323</i>	<i>£12,177</i>	Top 8 finish in an Olympic event at the 2015 World Long Course Championships (see 4.5)
C	£15,000	<i>£6,504</i>	<i>£8,496</i>	A review of an athlete's profile in relation to 4.6. Consideration of performance in Olympic events at benchmark meets, performance dashboard and programme commitment. Olympic relay medal potential will also be considered.

Swimmers with a 2020 Tokyo focus:

PODIUM POTENTIAL				
D	£7,000	-	-	In consideration of the measures outlined in 3.3 and 4.9. Typically, but not limited to, athletes who have been selected for the World Class Podium Potential Programme for 3 or more consecutive years.
E	£5,000	-	-	In consideration of the measures outlined in 3.3 and 4.9. Typically, but not limited to, athletes who have been selected for the World Class Podium Potential Programme for their second consecutive year.
F	£3,500	-	-	In consideration of the measures outlined in 3.3 and 4.9. Typically, but not limited to a new addition athlete who has been selected for the World Class Podium Potential Programme for their first year.

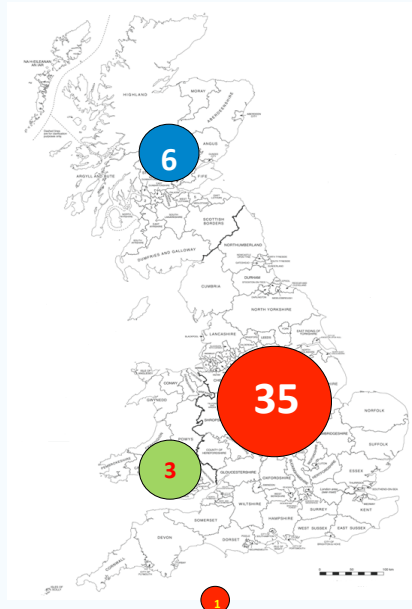


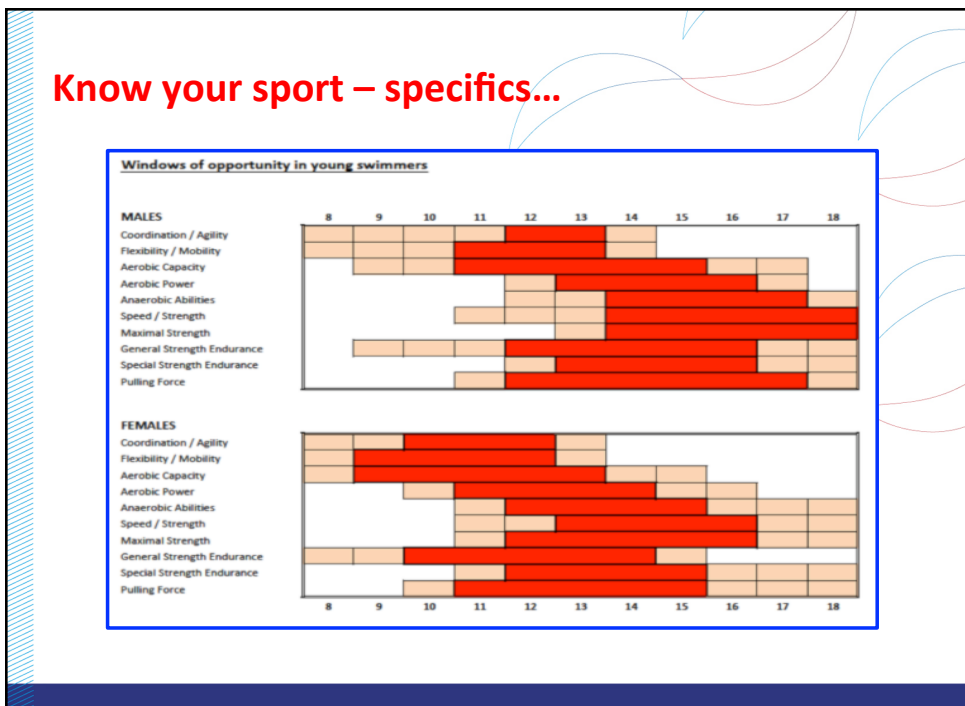
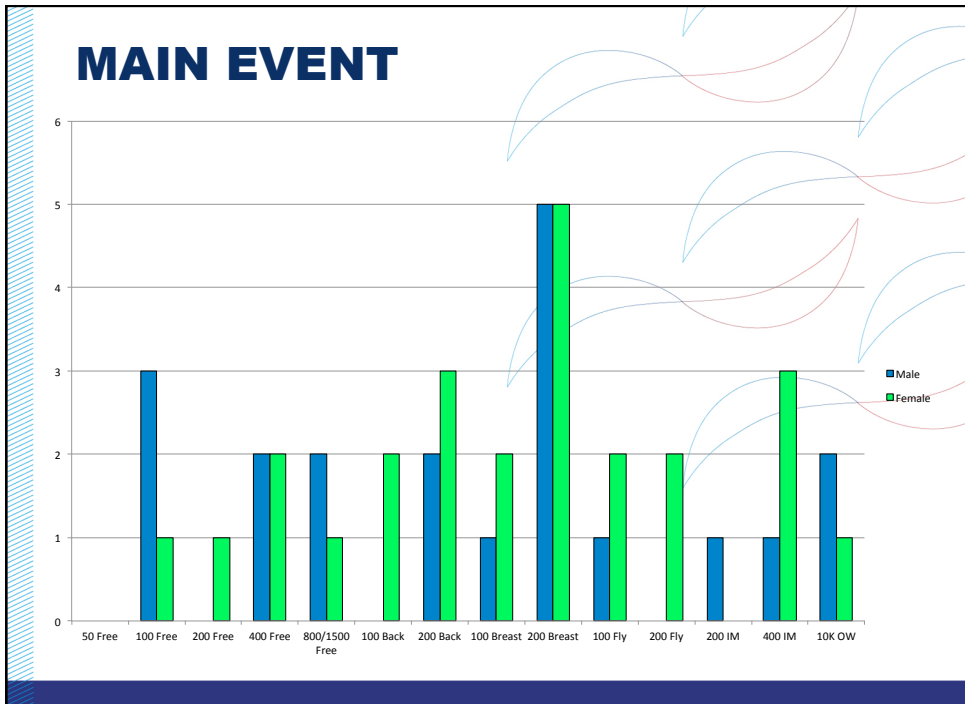
CURRENT PODIUM POTENTIAL BY NUMBERS

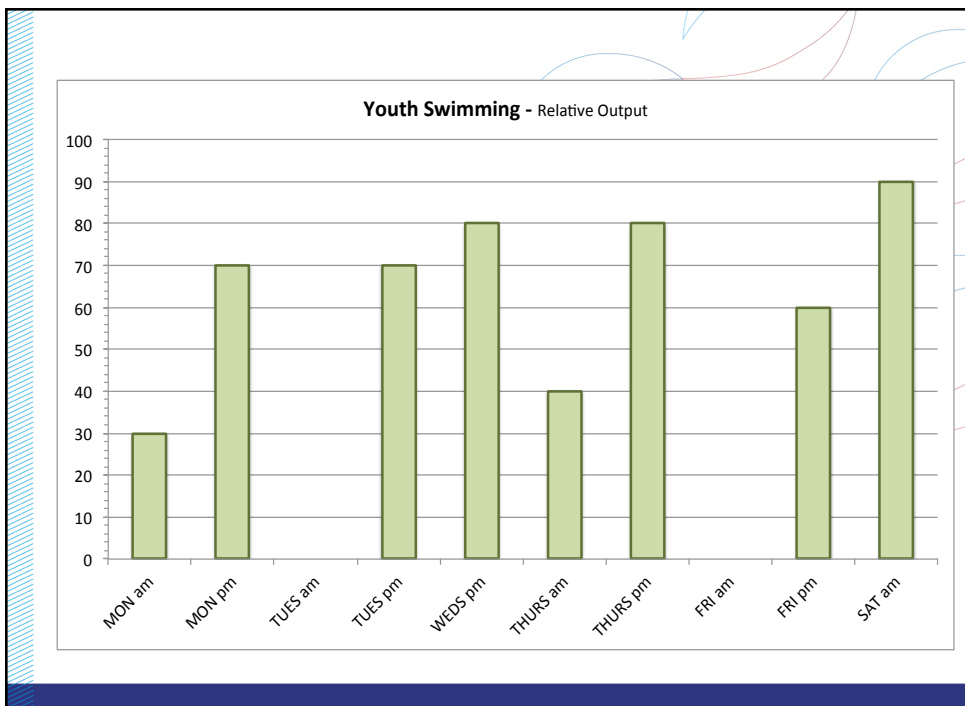
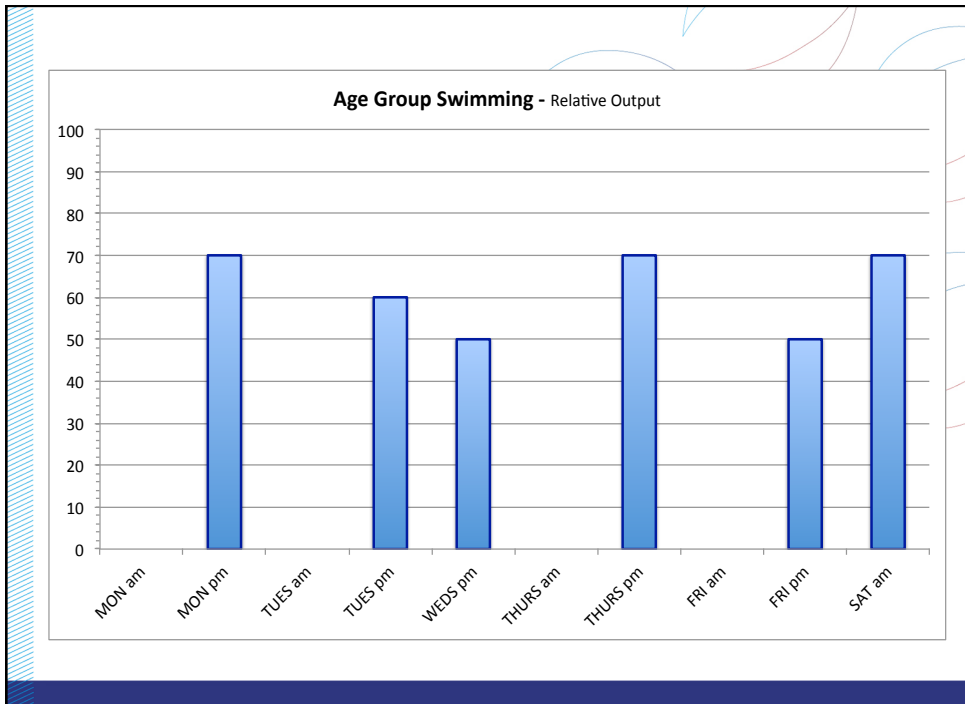
- 45 ATHLETES
- 14 NEW TO THE WORLD CLASS PROGRAMME
- 25 PROGRAMMES AROUND BRITAIN
- 13 PROGRAMMES WITH 1 ATHLETE
- MOST PROLIFIC PROGRAMME: LOUGHBOROUGH – 6 ATHLETES
- 20 MALES
- 25 FEMALES

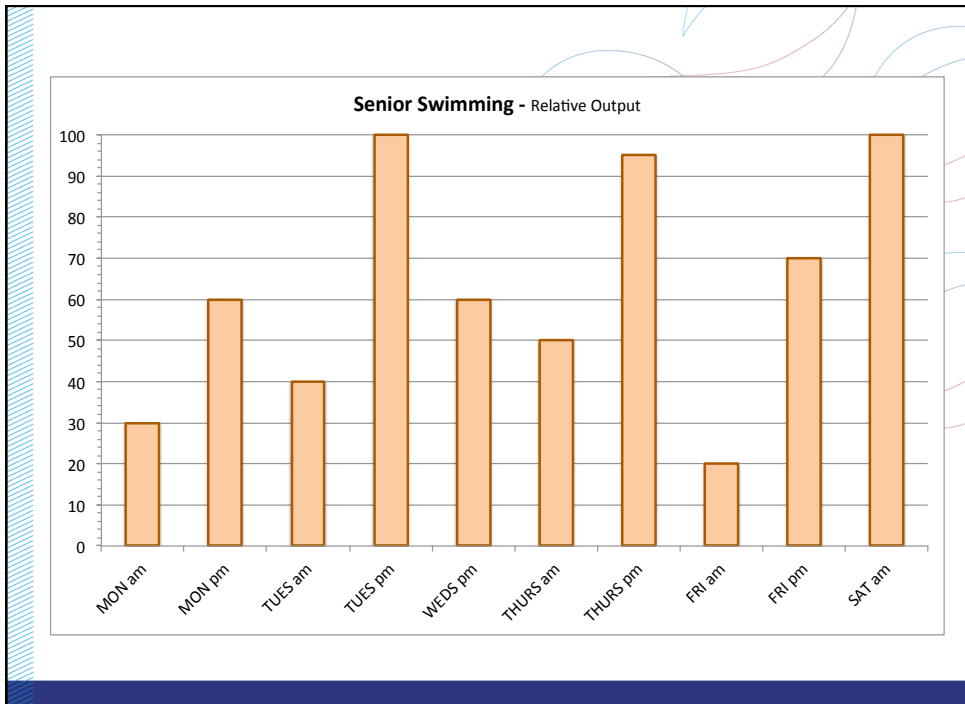


HOME NATION









STRUCTURE

Domestic Competition Structure

- We do not have a structure which adequately supports our high performance aspirations
- Our talent pool is unduly limited
- The competition pathway is very linear, with the season finishing at differing times in the calendar year depending on your ability
- The competition format promotes multi-eventers
- We promote a system that allows swimmers to qualify for Junior Nationals anytime within a 7 month window, then wonder why our senior swimmers struggle to swim at their best at the benchmark competitions.....
- Our model encourages the accelerated development of junior talent which rarely converts to senior international medal success....



Domestic Competition Structure - CHANGES

- Programme put in place designed to force a change in coaching behaviours and ultimately improve athlete performance
- Progressive minimum ages for each tier of Championship swimming
- Establishment of British and Home Nation Summer Championships – significantly increasing opportunities & the talent pool
- Entry to the end of season Championship events to be based on a designated 'Qualification Window'
- Reemphasise the pre-Christmas short course swimming season
- Adoption of the consistent use of age at 31st December for Championship Meets to realign with LEN/FINA.
- Removal of multi-event approach





"LOOKING AT THE NEW COMPETITION STRUCTURE I CAN SEE HOW IT WILL SUPPORT SWIMMERS AND COACHES IN FOCUSING ON DEVELOPMENT IN SOME PARTS OF THE SEASON AND PERFORMANCE AT OTHERS. I THINK ALL THE SWIMMERS WHO ACHIEVE THEIR POTENTIAL WORK THAT WAY"

ADAM PEATY, WORLD RECORD HOLDER, EUROPEAN CHAMPION, COMMONWEALTH CHAMPION, CITY OF DERBY SWIMMING CLUB

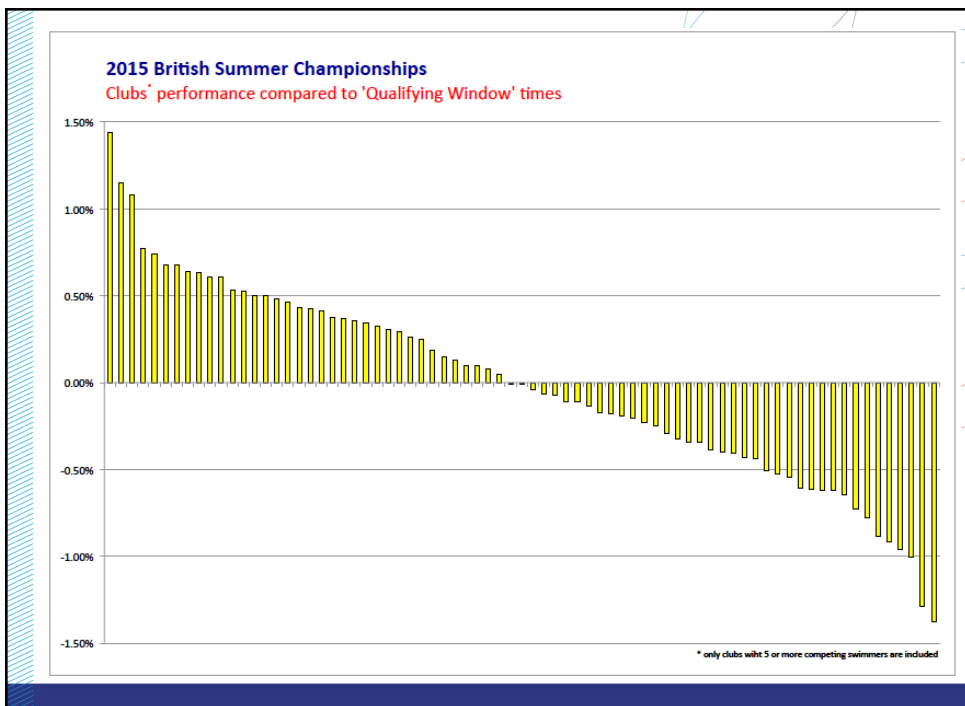
Change advocates

"I AM IN FULL SUPPORT OF THE COMPETITION CHANGES. I CAN SEE THAT THE CHANGES ARE DESIGNED TO ENCOURAGE GOOD COACHING PRACTICE, AND TO CREATE MORE OPPORTUNITY FOR QUALITY COMPETITIVE EXPERIENCES AND I AM LOOKING FORWARD TO SEEING THESE IN ACTION."

BRIAN MCQUINNNESS, EXECUTIVE DIRECTOR, BSCA

"I AM PLEASED WITH THE NEW COMPETITION PLAN. I THINK IT WILL BE GOOD FOR THE DEVELOPMENT OF SWIMMERS WHO ARE COMING THROUGH THE RANKS AND AIMING TO BE FUTURE OLYMPIC CHAMPIONS. I CAN ALSO SEE HOW THIS WOULD HAVE SUPPORTED ME WHEN I WAS A CLUB COACH AND LOOKING TO FIND APPROPRIATE LEVELS OF COMPETITION FOR ALL OF THE LEVELS OF SWIMMER IN THE PROGRAMME."

DAVID MCNULTY, HEAD COACH, BATH NATIONAL CENTRE, BRITISH SWIMMING

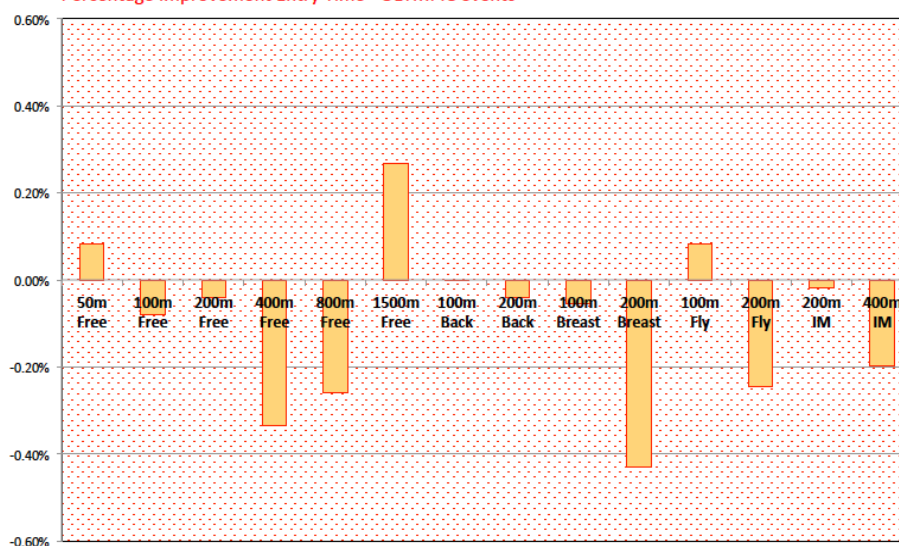


Performances at the British Summer Championships:

- In the breakdown of the 76 British clubs who had five or more swimmers competing at the British Summer Championships, the number who managed overall performance improvements worryingly low.
- Only 52% of clubs managed a net improvement, with the best performing club hitting a 1.44% average improvement by all athletes.
- Those figures were balanced by the remaining 48% of clubs who saw their athletes on the whole regress, in the worst case by an average -1.38%.
- This is an incredibly important and insightful metric, which evaluates the ability of an individual club to ensure that their athletes are at their best when it most matters – at the end of season meets.

Performances at the British Summer Championships:

Percentage Improvement Entry Time - OLYMPIC events



Performances at the British Summer Championships:

SUMMARY

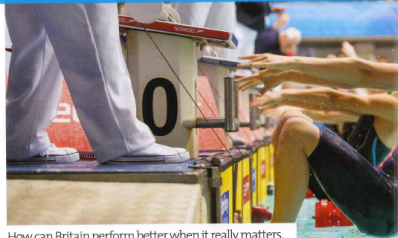
- In only **6** events were the times swum at the BSC faster overall than in the Qualifying Window.
- If we remove the non-Olympic events, this number drops to only **3** events where times improved.
- We suspected this would be the case – our senior international swimmers have, in the past, struggled to perform at their best at the Benchmark Meets.
- We believe our recent changes will force coaches to start to address this major downfall.

Performances at the British Summer Championships:

FOOD FOR THOUGHT....

- So we currently base British 'Top Club Awards' on total points scored.
- The bigger the club, the greater the incentive to recruit (maybe in an underhand manner), the larger the number of swimmers competing, the greater the chance of scoring high.
- We are now planning on awarding the 'Top Club' at the British Summer Championships on the basis of 'Improvement-Regression' statistics.
- Every swim counts (even the bad ones!)
- Would we then see the *real picture* of who is doing a good job.

Performing better



How can Britain perform better when it really matters, ask GB head of performance **Tommy Jones** and performance solutions analyst **Tim Shaw**

One of the key findings of the 2015 Olympic review was that British athletes displayed poor performance in the Olympic Games themselves. This contributed to the lower than expected medal haul.

Clearly something that needed to be addressed in the Rio quadrennial. The article will look at the lessons learned from the 2015 British Swimming Championships, in conjunction with the lessons learned from the Rio Olympic Games themselves. This will be reviewed against the findings from the 2015 British Summer Championships.

Analysing which clubs, events and age groups were best at getting ahead in Rio matters. First, we will provide details of the new Top Club award to be launched at the 2016 Championships to recognise clubs that excel in this area.

Finally, we will look at the 2015 Olympic Games and the 2015 British Summer Championships. This allowed comparison to be made between the two events.

52 Swimming Times January 2016

All swimmers need to be better at swimming season best performances at the most important meets of the year, which take place at the end of the season'

In a range of key recommendations, notably: • Clarify the emphasis on training and preparation for the full season, with a focus on the development of skills and mental readiness.

• The presence of clear competition periods where individuals need to produce peak performance on a regular basis.

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January 2016

Performance review

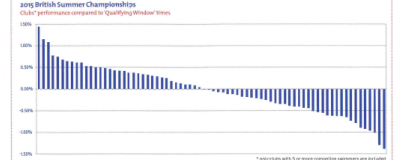
qualification which for the best of season meets.

The presence of clear competition periods where individuals need to produce peak performance on a regular basis.

2015 performance review To help better understand the impact of reviewing the new economic competition structure, we have collected a table of performance statistics that highlight potential weaknesses within the data, as well as offering a guide to what the data tells us about the performance of the British Summer Championships.

From our first comparison at the end of the year, the changes implemented have shown up some interesting observations. For example, the total number of individuals who took up the invitation to swim in one of the end of season competitions was up 88 per cent from 2014 to 2015. We expect this number to grow in the future, as the capacity of the new competitions is expected to be 100 per cent.

2015 British Summer Championships Club Performance compared to Qualifying Window Times



This will be a great incentive for all club coaches to refine their skills at getting the best out of their athletes at the meet'

swimmers who qualified in the window. Of the three athletes end of season meets.

Member of the analysis of performance at the British Summer Championships compared to those in the qualification window.

When averaged across all age groups and both genders, there were only two events in which faster window times were seen at the British Summer Championships.

the largest progression in the top group, which is the fastest group, although the fastest group did not see the most improvement.

But this analysis also shows that there were clear differences between men and women, and between age groups.

The average improvement from the window to the meet was 1.1 per cent, with the largest improvement seen in the 100m freestyle event.

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54 Swimming Times January 2016

2015 British Summer Championships - Average Female Percentage Improvement by Event/Age



achieve further details on the whole picture, in the world case in an average 1.38 per cent in every event, with the largest improvement in the 100m freestyle event.

Top Club award The Top Club award is a new initiative to recognise clubs that excel in this area.

Further details on the whole picture, in the world case in an average 1.38 per cent in every event, with the largest improvement in the 100m freestyle event.

2015 British Summer Championships - Average Male Percentage Improvement by Event/Age

Further details on the whole picture, in the world case in an average 1.38 per cent in every event, with the largest improvement in the 100m freestyle event.

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January 2016

Performance review

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At all levels, we are beginning to see improvements in the ability to swim in the window.

However, the analysis from the 2015 British Summer Championships shows there is still a lot of work to be done to improve the level of performance at the meet.

Further details on the whole picture, in the world case in an average 1.38 per cent in every event, with the largest improvement in the 100m freestyle event.

January 2016

SELECTION

World Class selection – KEY MESSAGES

- Ensuring the attainment of 'funding' is not the goal, fast swimming is.....
- Ensuring any support is not be seen as a reward for a past performance but an investment in future potential and performance
- Making nominations on an investment-return basis
- Selecting younger swimmers on potential, not always on current performance
- Taking a holistic 360-degree view into account to include both objective and subjective measures. These include:-
 - a) result progressions against predicted medal-winning times in 2016/2020
 - b) age and height trends, event specific
 - c) online assessments results
 - d) performances against any targets that have been set
 - e) the expert opinions of British Swimming technical staff

At what age in swimming did you first participate in swimming? Other:

Please rank your skills in the following technical areas (5 = World Leading for your Age - 1 = Requires Significant Improvement)

	1	2	3	4	5
Reaction Time	[Progress bar with slider at 2]				
Start to 15m	[Progress bar with slider at 3]				
Free Swimming (Speed)	[Progress bar with slider at 4]				
Free Swimming (Efficiency)	[Progress bar with slider at 3]				
Free Swimming (Distance per stroke)	[Progress bar with slider at 4]				
5m to Wall	[Progress bar with slider at 3]				
Turn Rotation Speed	[Progress bar with slider at 3]				
Turn to 10m	[Progress bar with slider at 3]				
Finish	[Progress bar with slider at 3]				

I have a race model that I understand and apply in race settings. I use parts of the model infrequently by training, understand the different race models and my coach directs me in the application of these in a race. I have an understanding of competitors race times but not their specific race models.
 I have a race model that I understand but not one that I use regularly as part of my training programme.
 I do not have a race model.

Please rate how regularly you use the following tactical tools in conjunction with your training performance

	Never	Occasionally	Frequently	Always
Race Splits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Race Stroke Rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Race Stroke Count	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Race Model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awareness of Opposition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Previous Next

Data Collection

- Data collection around:-
 - Recent training and competition commitment
 - Support service engagement
 - Technical assessment
 - Tactical assessment
 - Mindset assessment
 - Ambition, season targets and process goals
 - Areas for financial support

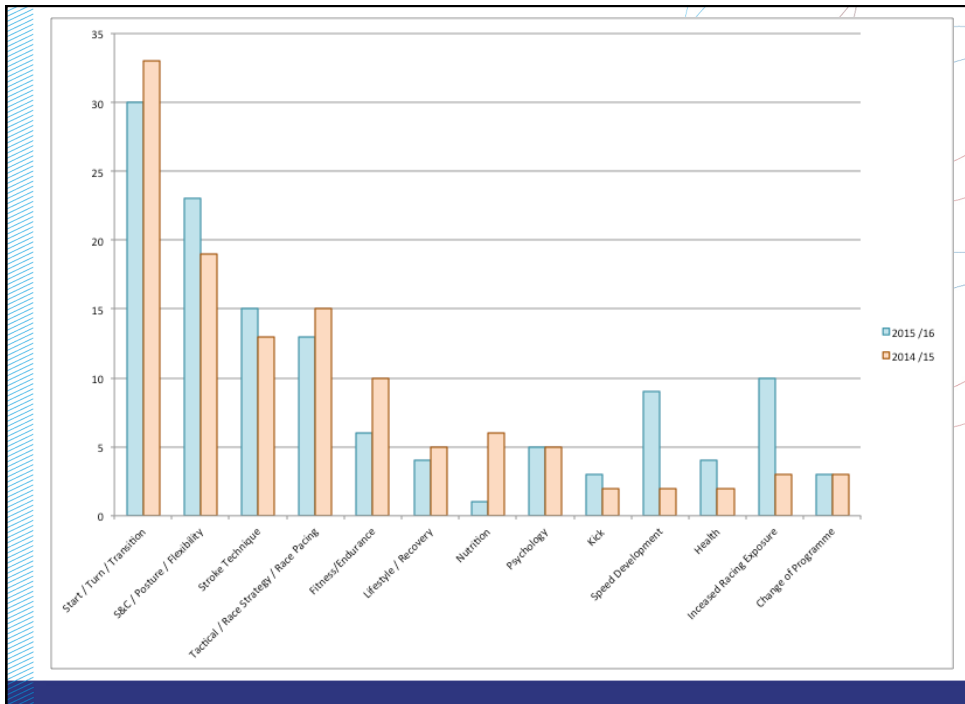
Please rate your own ability in the following self-management areas

	Never	Occasionally	Frequently	Always
Time Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goal Support Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Champion Choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please select 10 statements from the 20 below that best describe you.

- I occasionally try to envision the order of the when my performance will be what I'd hoped for.
- When I have setbacks due to my training or competition, and I'm not pleased by my performance, I think that my motivation was considerably high, my race training and race performance would improve.
- I am good at managing my emotions both when I perform in competition or not.
- When I have setbacks due to my training or competition, but I am contented that I can be regular through some of my best.
- I believe that I will achieve my long term goal, and that I have a strong ability to be free from negative experiences.
- I have never considered using negative to improve my performance because I don't think it's necessary to get the best out of me.
- My motivation depends on my current competition performance, and is able to vary during the season.
- When I have setbacks due to my training or competition, I think that I will be able to improve my performance.
- I think that I could do fully focused in most of my training sessions and competitions, I would be an even better swimmer.
- I don't use "self-talk" as part of my performance routine, but I believe I can achieve all of my goals or wishes.
- I never set short goals, and I never set long term goals or objectives.
- Sometimes I think it's a good idea to set short goals, but I'm sometimes that they have been completed.
- I am always extremely motivated to be the best swimmer I can be.
- I use imagery from time to time, and think I know how to improve my performance.
- I don't get tired of my performance routine and usually, I believe that I can be one of the best swimmers in the world.
- I have confidence in my ability to achieve my goals, though sometimes I have periods of doubt when a competitor does things that I don't expect.
- I use imagery on a day to day basis to assist me in becoming a high performance athlete.
- It is difficult to maintain consistency along with my training and competition goals.
- I have an attitude of training and racing that can vary sometimes from day to day, and I don't get distracted or nervous.
- My training and racing would be better if my attitude was always positive.
- I have a really good way of dealing with pressure, because I can really focus my mind on my best.
- I think about what I expect. I think I'm going to improve as an athlete because of a high performance athlete.
- I get nervous before some races that I know I can't win and may never make my performance.
- I think my ability to always stay focused, even under pressure, is one of my best attributes.
- My competition will be to become a professional and I believe that I can be one of the best in the world.
- My emotions are directly linked to my performance - when I learn well, I keep them under control when I don't I lose control of them.
- I normally use positive self-talk as a way of ensuring I'm happy to get the best out of my performance.
- I believe my ability to get the best out of my training and competition is a high performance athlete.
- My attitude to training and racing is always positive, and I never get distracted.

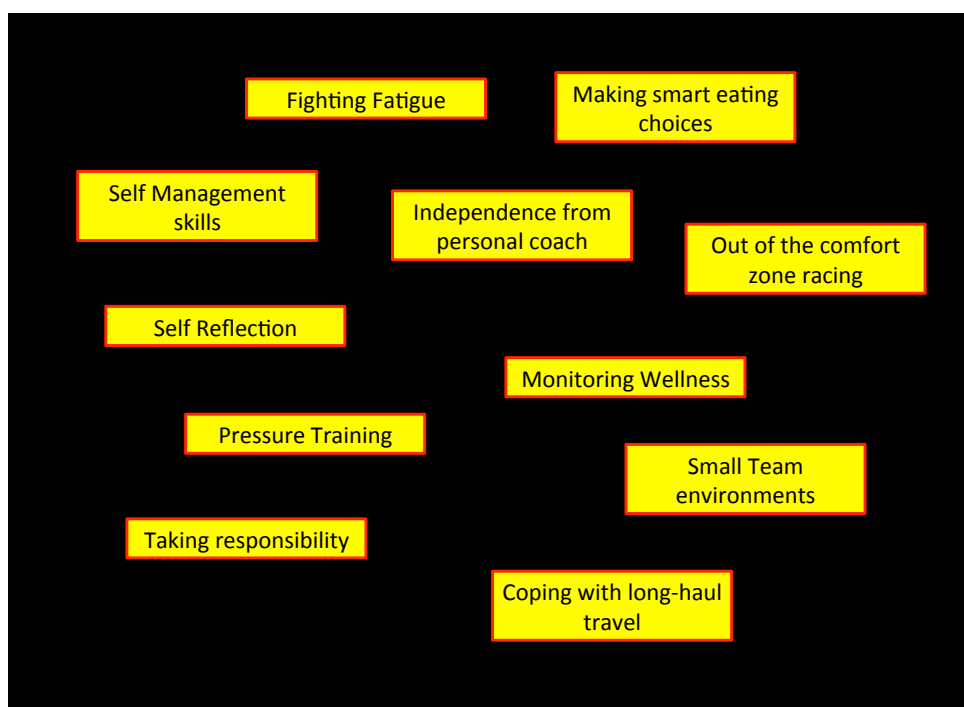
Previous Next



SKILLS

The changing world of international swimming

- The competition calendar is getting busier and less coordinated
- The demands on our athletes are increasing (both sporting and commercial)
- The influence of TV in dictating competition schedules is ever-increasing
- More nations are becoming competitive
- Athletes need to be more resilient at dealing with travel
- Athletes need to improve their ability to race fast more regularly
- Athletes need to be able to deal with heat to semi-final to final progressions more efficiently
- Athletes need to have the ability to be at their best when it most matters



Opportunity	Date	Notes	Selection Criteria
Podium Potential Orientation Day	28 th November 2015	<ul style="list-style-type: none"> Orientation Day - mandatory for all new Podium Potential Programme members SportPark, Loughborough 	All new Podium Potential swimmers to attend who haven't previously been a member of British Swimming's World Class Programme.
European Short Course	29 th November – 7 th December 2015	<ul style="list-style-type: none"> Netanya, ISRAEL Up to 12 swimmers 5 day meet (2nd – 6th December): SCM heats and finals 	Formal Selection Policy to dictate.
Ontario Youth International	2 nd – 8 th December 2015	<ul style="list-style-type: none"> Toronto, CANADA 3 day meet (4th – 6th December): SCM heats and A/B finals format 12 swimmers plus 5 staff 18 & under on the date of competition 	12 swimmers decided at the absolute discretion of the Head of Performance Pathway.
Tokyo Twenty Twenty Project (3TP)	11 th – 23 rd December 2015	<ul style="list-style-type: none"> Junior Development Camp to be run with Japanese Swimming Federation Highly select group of 8 junior swimmers Coach Development opportunity for up to 4 coaches Focus group for 2020 	Highly select and fluid group with positive performance funnel / age / height profiles - decided at the absolute discretion of the Head of Performance Pathway.
US Grand Prix Meet	13 th – 24 th January 2016	<ul style="list-style-type: none"> Austin, Texas, USA Preparation Meet / Out of the Comfort Zone Tour 3 days meet (15th – 17th January): LCM heats and A / B / C / D final opportunities 	Up to 12 swimmers decided at the absolute discretion of the Head of Performance Pathway and GB Head Coach with potential for a 7 day camp post the meet.
Flanders Meet	21 st – 25 th January 2016	<ul style="list-style-type: none"> Antwerp, BELGIUM 2 day meet (23rd / 24th January): LCM heats with Open finals, but no 'B' Final opportunities 	Up to 24 Podium Potential swimmers decided at the absolute discretion of the Head of Performance Pathway and GB Head Coach.
British Championships / Olympic Trials	12 th – 17 th April 2016	<ul style="list-style-type: none"> Tollcross International Pool, Glasgow Selection Trials for the following events:- <ol style="list-style-type: none"> European Junior Championships European Long Course Championships Olympic Games 	Formal Selection Policy to dictate event selections in all instances.
European Championships / National Camp	14 th – 23 rd May 2016	<ul style="list-style-type: none"> London Aquatics Centre, GBR 8 day meet (16th – 22nd May): LCM with heats, semi finals and finals 	Formal Selection Policy to dictate to include the Olympic Team plus up to 16 additional 'Development' athletes.

Barcelona Meet, Mare Nostrum Series	8 th – 13 th June 2016	<ul style="list-style-type: none"> Monaco, FRANCE: 4th/5th June Canet, FRANCE: 8th/9th June Barcelona, SPAIN: 11th/12th June 	The Podium Potential Programme will focus on the last leg of this series in Barcelona, with the exception of any members who have been selected for the 2016 Rio Olympic Games – they will take a full part in the preparation programme outlined by the GB Head Coach.
European Junior Championships	3 rd – 11 th July 2016	<ul style="list-style-type: none"> Hodmezovasarhely, HUNGARY Up to 26 swimmers to be selected WITH NEW AGE GROUPINGS:- Males (1998/1999/2000/2001) and Females (1999/2000/2001/2002) 5 day meet (6th – 10th July): LCM with heats, semi finals and finals 	Formal Selection Policy to dictate.
OLYMPIC GAMES	23 rd July – 14 th August 2016	<ul style="list-style-type: none"> Rio de Janeiro, BRAZIL Swimming component: 6th – 13th August 2016 	Formal Selection Policy to dictate.
National Event Camps / National Junior Camp	August or September 2016	<ul style="list-style-type: none"> Early season stroke-specific domestic camps OR National Junior Camp Sunday – Saturday 	Selected PP swimmers selected onto National Event Camps – decided at the absolute discretion of the GB Head Coach and Head of Performance Pathway.
NATIONAL ALTITUDE CAMP	October 2016	<ul style="list-style-type: none"> 3-week camp Flagstaff, Arizona, USA 	Swimmers decided at the absolute discretion of the Head of Performance Pathway / GB Head Coach with a view to Tokyo 2020 impact.
World Cup Series	October / November 2016	<ul style="list-style-type: none"> Various worldwide venues 	Select group of PP swimmers - decided at the absolute discretion of the GB Head Coach and Head of Performance Pathway.

Two worked examples

Athlete	2014 Japan Open	2014 European Juniors - Dordrecht, NED (1996/77 & 1998/9)	2014 Commonwealth Games	2014 Youth Olympic Games - Nanjing, CHN (1996-1999)	2014 European Championships - Berlin, GER	2014 National Event Camps	World Cup Series	2014 Japan Development Camp	2014 World Short Course	2015 Flanders Meet	2015 US Grand Prix - Orlando	2015 Japan Open	2015 European Games	2015 World Championships - Kazan, RUS	2015 World Junior Championship - Singapore	World Cups - Doha and Dubai	2015 European Short Course	Ontario Junior International	2015 Japan Development Camp	2016 US Grand Prix - Austin	2016 European Championships	2016 Mare Nostrum - Barcelona	2016 European Junior Championships	OLYMPIC GAMES - Rio
Duncan Scott																								
Georgia Coates																								

DUNCAN SCOTT

- Overexposed in the 2014-15 season
- Despite qualifying for 2015 World Championships still raced at 2015 European Games
- Didn't do the 2015 World Juniors
- Been and trained in Japan ahead of 2020

GEORGIA COATES

- Overexposed in the 2015-16 season
- Raced both 2015 European Games and 2015 World Juniors
- Been and trained in Japan ahead of 2020

So what influence does British Swimming both have and want?

WE DO :

- Decide the support package athletes' receive
- Influence athlete behaviours, conduct, and how they go about their business
- Set and agree athlete process and outcome goals for each season
- Monitor every athlete's daily wellness and training load electronically
- Choose the experiences and opportunities each athlete receives

WE DON'T DICTATE:

- Their training programmes and philosophy of their coaches



What can we (as coaches) do to help the process?

- Ensure we have a level of knowledge and experience in advance of our athletes – otherwise we become a hindrance
- Make sure our actions and behaviours allow our athletes to take the opportunities that come their way – this is their career and we don't own our athletes
- Ensure that we have the appropriate 'arena' skills to support our athletes' performance, and not hinder it!
- Put all junior swimming meets into context – junior swimming is NOT the end of the journey
- Remember that events such as the European Juniors are simply a momentary stop off on a much longer journey



QUESTIONS?

