

Founded

Consulted

Walking the talk



Fixing the childhood obesity epidemic | Matt Young | TEDxStanleyPark



Personal Sport Record

Why?

*Youth Sport Participation Is
Decreasing.*

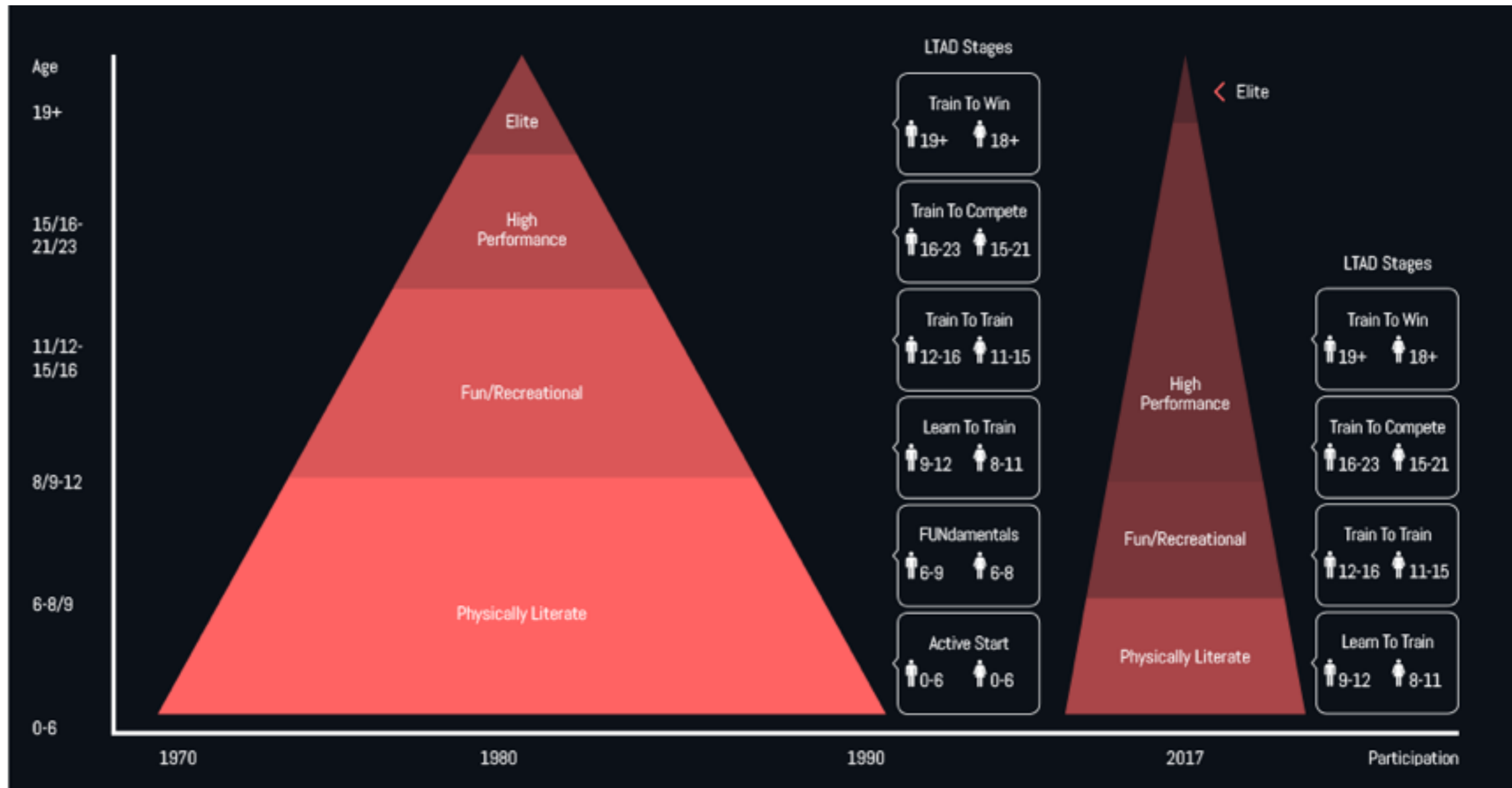
*.....And the numbers continue
to drop.*



Personal Sport Record

WHY HAVE ALL THE ATHLETES GONE?

QUALITY COACHING COLLECTIVE





Personal Sport Record

Physical literacy

is the...



...to be



Sport for Life

active for life



Physical Literacy Challenges

Lack of Physical Education Specialists & Support.

Marginalization of Physical Education in Schools.

Decrease in Built Environments & Free Play.

Increased Technological Placation.

Early Sport Specialization.



Physical Literacy Strategy

*Information
Education*

*Activation
Accountability*



Personal Sport Record

Personal Sport Record

PATHWAY TO LONG TERM ATHLETE DEVELOPMENT

LTAD

Physical Literacy

	POSITIVE START	FUNDamentals	LEARN TO TRAIN	TRAIN TO TRAIN	TRAIN TO COMPETE	TRAIN TO WIN	ACTIVE FOR LIFE
	0-6 0-6	6-9 6-8	9-12 8-11	12-16 11-15	16-23+ 15-21+	19+ 18+	ENTER AT ANY AGE
WHERE	Home, day care, sport programs, pre-schools, community recreation, health care practitioners, media	Schools, community recreation, sport programs, sport clubs, home, health care practitioners, media	Schools, community recreation, sport programs, sport clubs, home, health care practitioners, media	Schools, community recreation, sport programs, sport clubs, health care practitioners, media	Schools, post-secondary institutions, sport programs, sport clubs, health care practitioners, media	Post-secondary institutions, sport clubs, training centres, professional sport, health care practitioners, media	Community recreation, sport programs, sport clubs, senior care facilities, health care practitioners, media
LEADERS	Parents, pre-school & kindergarten educators, day care providers, health care practitioners, media	Parents, educators, recreation leaders, volunteer coaches (mainly), health care practitioners, media	Parents, educators, recreation leaders, volunteer coaches (mainly), health care practitioners, media	Health care practitioners, media, recreation leaders, volunteer coaches (mainly), health care practitioners, media	Educators, volunteer & professional coaches, sport science, medicine & nutrition consultants, health care practitioners, media	Professional coaches, integrated support teams, health care practitioners, media	Health care practitioners, media, recreation leaders, volunteer coaches (mainly)
TRAINING	NONE focus on learning proper basic movement skills i.e. running, jumping, kicking, catching etc.	UNSTRUCTURED & STRUCTURED PLAY short seasons, multiple activities, overall movement skills & development of athleticism	REGULAR PRACTICE seasonal activities, multiple sports, overall sport skills development	REGULAR STRUCTURED PRACTICE seasonal activities, more than one sport, sport-specific skill development	REGULAR STRUCTURED PRACTICE planned & periodized schedule, focused on 1 sport, sport & position specific physical, technical & tactical training	REGULAR STRUCTURED PRACTICE planned & periodized schedule, focused on 1 sport	UNSTRUCTURED & STRUCTURED PRACTICE Seasonal activities, multiple activities/sports, overall movement skills/ sport skills & maintenance of athleticism
COMPETITION		MINIMAL local area, modified formats, informal, all activity is FUN based	OCCASIONAL local area, modified format, informal and formal, 70% training to 30% competition	REGULAR local to provincial/ regional, 60% training to 40% competition	REGULAR provincial to national/international, 40% training to 60% actual competition and competition specific training	SELECTIVE planned national/ international, 25% training to 75% actual competition and competition specific training	COMPETITION Dependant on desire of individual. Huge variation between competition interests and schedules



Long Term Athlete Development Challenges

Lack of LTAD Accountability

Societal / Cultural Affinity for “The Win”

Monetization of Sport through Sportpreneurs.

Adultification of Youth Sports.

Early Sport Specialization.



Long Term Athlete Development Strategy

Information

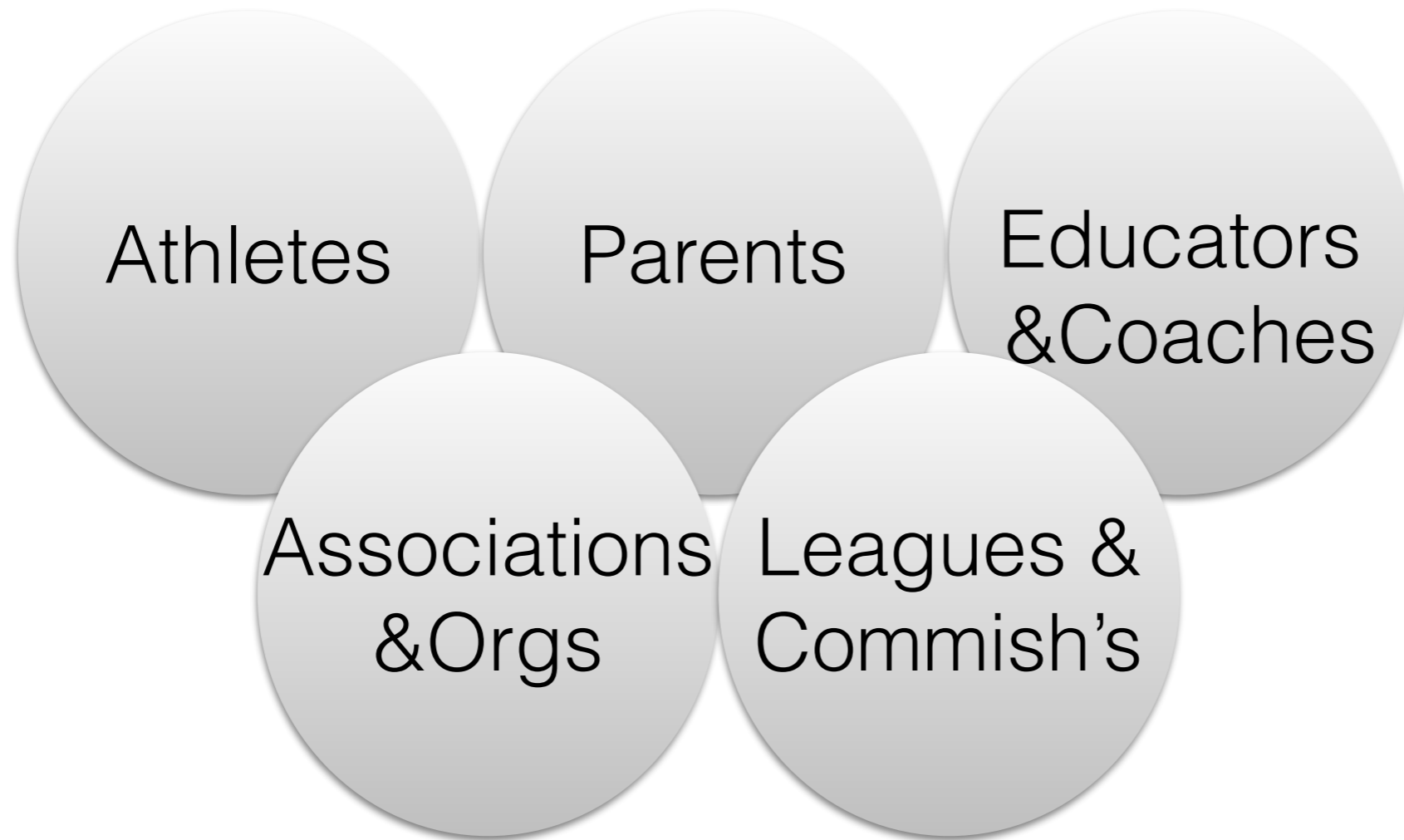
Education

Activation

Accountability



Where to Begin?



**5-12 different points of contact for each stakeholder, through mediums where they are.*



Personal Sport Record

Let the kids be kids





What Kids Say Is The Most Fun

They want social bonds and access to the action

MORE FUN

1. TRYING YOUR BEST
2. WHEN COACH TREATS PLAYER WITH RESPECT
3. GETTING PLAYING TIME
4. PLAYING WELL TOGETHER AS A TEAM
5. GETTING ALONG WITH YOUR TEAMMATES
6. EXERCISING AND BEING ACTIVE

LESS FUN

48. WINNING
63. PLAYING IN TOURNAMENTS
66. PRACTICING WITH SPECIALTY TRAINERS AND COACHES
67. EARNING MEDALS OR TROPHIES
73. TRAVELING TO NEW PLACES TO PLAY
81. GETTING PICTURES TAKEN

Much less of a priority than simply having a chance to play.



There is nothing more dangerous in youth sports than an **uninformed, well intentioned** parent / coach



Table 1 Distinguishing Characteristics of Traditional vs. LTPD Oriented Sport Programs

Characteristic	Traditional Sport Program	LTPD Oriented Sport Program
Shared Purpose	Poorly identified vision and values	Clearly articulated vision and values
Mindset	Short-term ‘win now’	Long-term continuous improvement
Methods	Sporadic improvements and set-backs with inconsistent or unclear processes for improvement	Plan, Do, Check and Adjust cycles based upon current condition, target condition, and performance gaps
Techniques	Metrics and rewards/punishments are extrinsic, top-down, and often create fear	Mutually agreed upon targets and metrics that create alignment and intrinsic motivation
Collaboration	People operate in intellectual silos	Systems thinking tools employed to surface mental models, enhance communication and collaboration
Leadership	Charismatic Hero-Leader characterized by excessive achievement orientation	Servant-Leader characterized by a humble yet focused mastery orientation
Decision-Making	Little consensus with influence gained through politics and manipulation	Collaborative learning teams of problem-solvers using shared power and collaboration
Communication	Limited and controlled	Open and shared
Processes	Inconsistent tools and programs with sporadic implementation and results, leads to resistance to change	Consistent tools and processes used to improve and standardize instruction, methods, and relations
Results	Variable based on capabilities of current athletes and coaches	Program excellence sustained over time across all sports

Physical Literacy Strategy

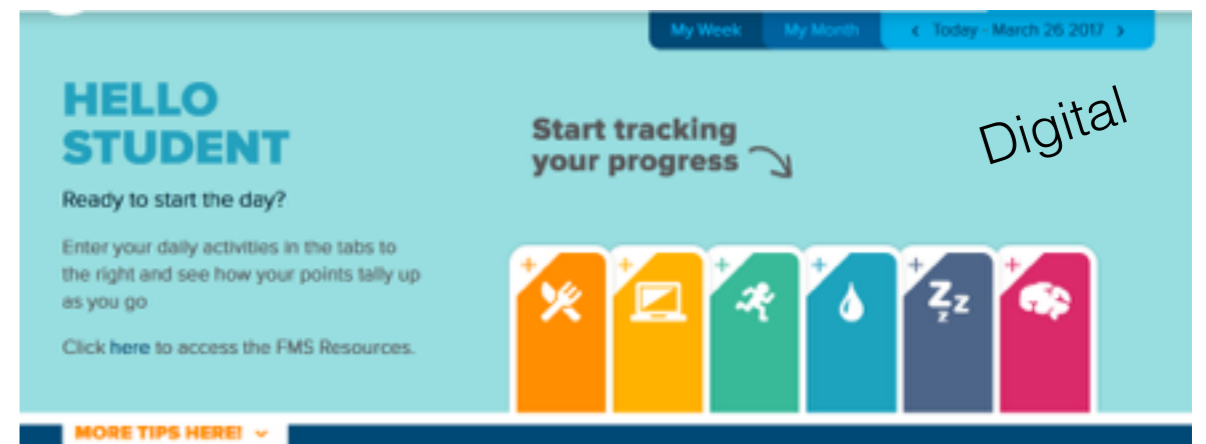
Activation & Accountability

fig 3.1 THE 7 DESIGN FILTERS: DESIGNING FOR EARLY POSITIVE EXPERIENCES
 Making options work well for kids doesn't happen by accident. Experts say there are seven factors that play into a great experience for kids. Here they are.

NIKE



Please see the Appendix of this document for a list of seminal references that also support this model and the statements in the following pages about each design filter.





Personal Sport Record

LTAD Strategy

Activation & Accountability

Focus. On. The.Process

For Athletes

For Coaches

Digital

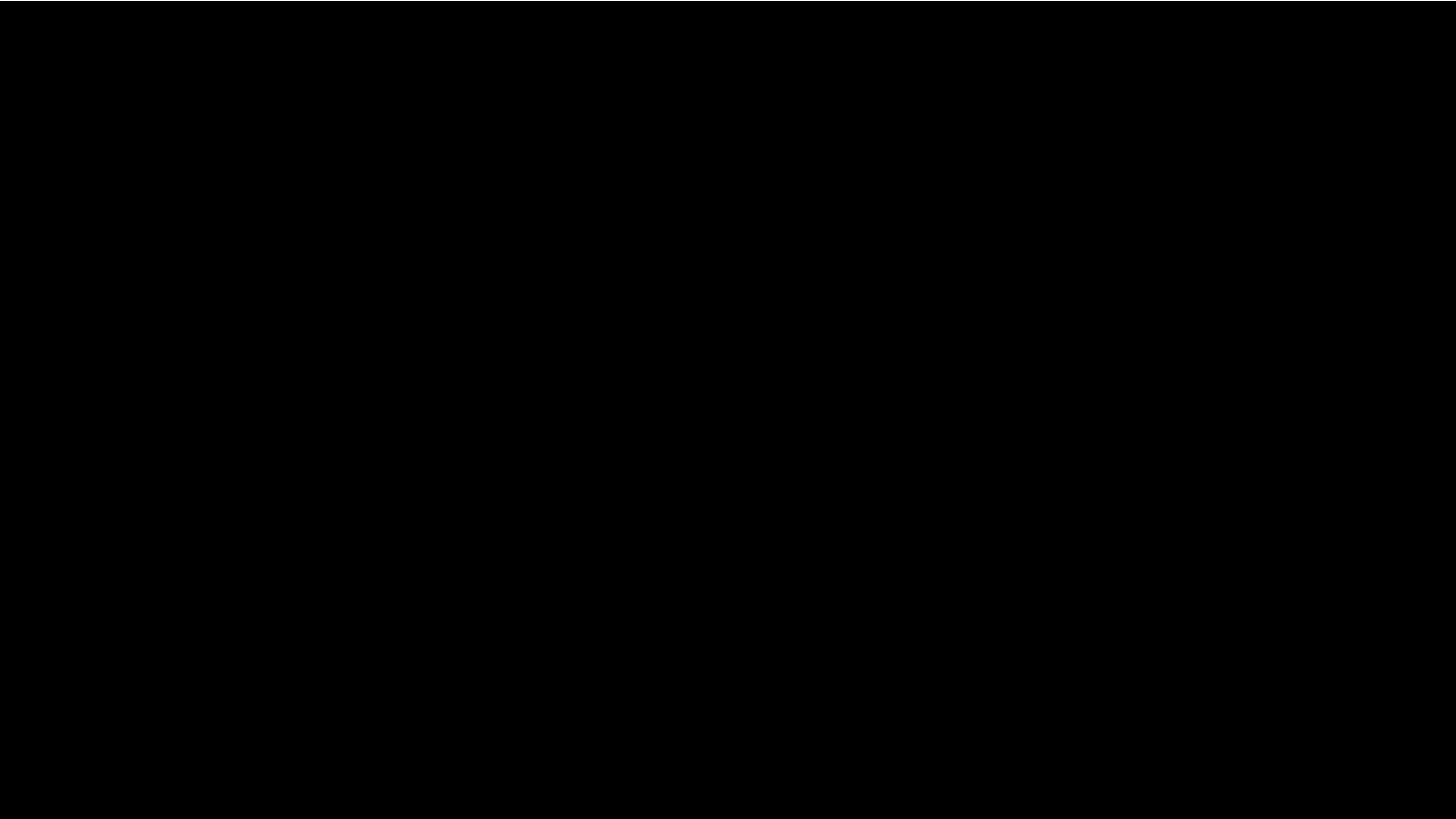


Assessments

<i>Fundamental Mvt Skills</i>	<i>Physical Skills Proficiency</i>	<i>Technical / Tactical Proficiency</i>	<i>Social Proficiency</i>	<i>Mental Proficiency</i>
Throwing Balancing Catching Dodging Falling Galloping Hopping Jumping Kicking Rolling Running Skipping Stopping Object manip. 2 Hand Striking	Speed Strength Power Endurance Balance Agility Body Composition Functional Mvt Screen	Broken down by Sport Skating Shooting Passing Checking Puck Handling 1v1 Offence 1v1 Defence Goaltenders	Dev Self Esteem Having Fun Playing Conflict Resolution Doing What's Right Linking Action to Consequences Relationship with Team mates Understanding Social Media Understanding Sickness & Fatigue Understanding Performance Nutrition *Athlete / Coach	Positive Attitude Dealing with Setbacks Self Motivated Goal Setting Positive Self Talk Focus Leadership Work Ethic Decision Making / Game sense *Athlete / Coach



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Q&A.