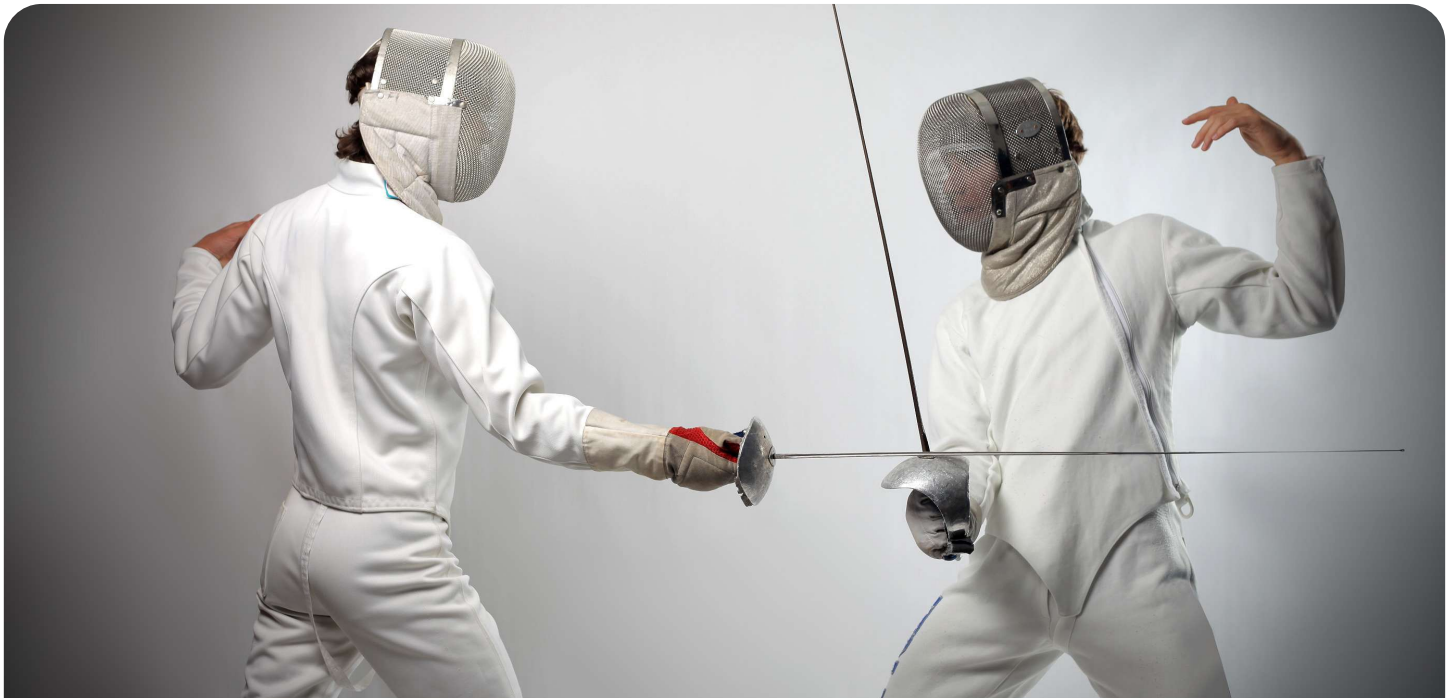


# Sports Coaching Certification Programme



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**ESCUELA EUROPEA DE COACHING**  
Y HABILIDADES DIRECTIVAS

Madrid • Barcelona • Bilbao • Valencia • Turín • Milán • Lisboa

**“Sports coaching is for all sports”**

## Sports coach? Profession of the future

Sports coaching is a widespread, successful profession that is well-established in many countries where sports coaches play a key role in any sports organisation.

World class sportspeople such as Tiger Woods, Michael Jordan and Lewis Hamilton all require the services of a coach.

Nowadays it is vitally important for anyone involved in sport to have training in sports coaching on their CV, as there is no doubt it constitutes **differentiating added value in the jobs market**.

Coaching is also an effective form of leadership, and it teaches relational skills for individual and team tuition in addition to providing tools for achieving commitment, cohesion, collective goal setting, mastery of performance variables, etc.

*“If I think I’ll make a mistake”  
-Viswanathan Anand-*

**The Escuela Europea de Coaching** has had many years of success in the field of coaching with a range of training and instruction programmes for coaches including its Executive Coaching Certification Programme credentialed as an Accredited Coach Training Program by the International Coaching Federation, Team Coaching Programme and Supervision for Coaches Programme. It is now offering a new certification programme which makes the essence and achievements of coaching available to sports.

To do that **the EEC** is going back to the roots of coaching, that is to say to sport, and to the teachings of gurus such as Timothy Gallwey, who began to train élite sportspeople from a perspective other than technique:

*“There is always an inner game being played in your mind no matter what outer game you are playing. How aware you are of this game can make the difference between success and failure in the outer game.”*

Thus **the EEC** is launching its **Sports Coaching Certification Programme** addressed to people who work on the performance of sportspeople, so that they can develop the skills, methods and tools that **will enable them to help the sportspeople they coach to achieve their full potential**.

Being a sports coach means developing and simultaneously using skills as different as listening, support, generosity, integrity, insight, analytical ability, leadership, communication and creativity while at the same time nurturing the fundamental values of sport. And all of this is more than just words for a sports coach; **they are the tools of their trade**.

Consequently, training a sports coach calls for **a combination of different disciplines to ensure development of all these aspects, together with lots and lots of practice**. The Sports Coaching Certification Programme seeks to enhance the ability of students to operate by acquiring new ways of thinking and connecting which enable them to achieve improved outcomes with the sportspeople they coach.

*“I soon learned that one of the most important qualities of a leader is to listen without judging”  
-Phil Jackson –*

## What is coaching and what makes a sports coach?

The **ICF** (International Coaching Federation) gives the following definition:

*“Professional coaching consists of a continuous professional relationship which helps to achieve extraordinary results.”*

*“Through the coaching process, people deepen their knowledge, enhance their performance and improve their quality of life.”*

Here the role of the **coach** is to:

- Stimulate self-discovery for the sportsperson so they become aware of who they are as a sportsperson.
- Discover, clarify and define what the sportsperson seeks to achieve in their sports career.
- Help the sportsperson to generate their own solutions and strategies.
- Ensure the sportsperson has a responsible and consistent attitude.

**In essence, coaching is a way of conversing or interacting with the sportsperson which ensures the discovery of new pathways to maximising their performance.**

The coach does not guide, advise or judge; the pathway is mapped out and designed by the sportsperson through creating a plan of action for sport, and thus discovering via their voluntary learning process three liberating aspects of performance:

- 1- Where their limits are.
- 2- How knowledge of their mind can generate high performance levels.
- 3- The pathway to change that runs through sports activities.

Our coaching training is specifically geared towards in-depth analysis of what goes on in the various aspects of the life of a sportsperson or sports team.

It is particularly important to examine what takes place in competition, the sole judge of performance and where all the questions and answers for improving the sportsperson or team are to be found.

**In this way we help the sportsperson to express all their talent in competition.**

*"Every time I go onto a basketball court, I never know what's going to happen.  
I live in the moment. I play in the moment."  
- Michael Jordan -*



## Our educational approach

The training stages include a wide and balanced variety of **practical experience activities monitored by experts** so as to ensure that students not only have conceptual knowledge of the competencies of sports coaching but also know how to put them into practice

The small size of our courses fosters continuous interaction between students and our teaching staff.

As a result, the school's educational approach is based on **experiential learning**, in which the student is both a "coaching client" and a "coach". As part of this, **the student is also challenged in a sport** so that they get first-hand experience of what a sportsperson will feel during a sports coaching process and in a coaching session.

To that end we run an outdoor programme in which students do sports like **fencing** and **archery** so that they can experience for themselves how they develop as sportspeople through sports coaching.

Our Sports Coaching Certification Programme is founded on the following fundamental principles:

- A **culture of learning** in fundamental aspects of coaching and sport which enables students to feel they are leading their personal and sports development and achieving successful outcomes.
- A **sports focus in coaching**, which involves working with the sportsperson on the specific aspects of the sports coaching process such as challenges, competition, training, performance charts, specific training and invisible training, in order to leverage and stimulate their pathway to success.

There is a belief in **sports** that the final result is the sword of Damocles of sport. Our sports coaching programme goes beyond this to focus on the **process** to be followed and the consequences which lead to sports performance.

*"There is nothing more beautiful in this life than pushing your personal limits"*  
*-Kilian Jornet-*



## Who will benefit from the programme?

The programme is addressed to people who want to be professional sports coaches and to those who want to learn how to lead and connect with sportspeople and their environment in a way that is productive.

More specifically it is training in coaching specially designed for:

- Sportspeople and former sportspeople in all sports.
- Sports trainers and coaches who want to improve the way they lead their teams.
- Sports directors, managers and coordinators who want to acquire coaching skills and knowledge.
- Agents who want to provide the sportspeople they represent with added value.
- Executive directors at clubs who want to learn coaching skills and thus be able to lead using sports language and concepts.
- Physical education and sports science graduates.
- Government sports officers.
- Sports psychology graduates.

## Benefits for students

Sports Coaching Certification Programme students:

- **Will learn how to implement coaching processes** or sportspeople so as to attain extraordinary outcomes.
- **Will develop coaching skills that can be used in their daily work with their sportsperson or team** and which directly impact on variables that affect the performance of the sportsperson or team. These include:
  - **A commitment to performance.**  
Ensuring what the sportsperson does and says are consistent with each other.
  - **Allegiance to the team.**
  - **Improved relationships with other people in the organisation.**

- **Individual and collective confidence.**

- **Essence and values.**

Rediscovering the essence of sport, the sportsperson and competition.

- **Sensations.**

Becoming aware of the sensations of sport so as to feel the sports development of the sportsperson.

- **Invisible training.**

What the sportsperson does in their private life that might directly affect their performance.

- **Consistency.**

A crucial factor in achieving high performance and reliability in every sports activity.

- **Identifying adversities.**

Adversity as an ally in tackling challenges and overcoming them.

- **The comfort zone.**

A sense of security and control created by the sportsperson and their entourage which can restrict performance.

In short **being there**, living in the moment and enjoying the action in the here and now.

*“There’s no trick to it; I look at the target with my eyes and draw back the bow with my mind”  
– Guillem Figueres –*



## Our teachers

All the professionals who teach on the School’s training courses are practising ICF-credentialed coaches, sports coaches and sports professionals.



## Length

The Programme lasts 128 hours, divided into 16 days with 8 hours on each day.

The classroom sessions will take place on one day a week and a range of methods will be used, including practical theory classes, outdoor sessions, simulations, sharing the experiences of elite sportspeople and, in particular, practical experience supervised by our experts.

The Programme is taught at the Escuela Europea de Coaching in Barcelona.

The practical experience sessions are compulsory as they round off the students’ academic training; they take 36 hours on average.

Each student will receive 3 coaching sessions from an EEC Coach so that they can get first-hand experience of a coaching process.

Students will also have to do and hand in the results of various tasks connected with what they have learnt. These will include real individual practical experience in coaching supervised by a professional coach.



## Reservations and enrolment

You can reserve a place or enrol by visiting our website: [www.escuelacoaching.com](http://www.escuelacoaching.com), by emailing: [secretariabcn@escuelacoaching.com](mailto:secretariabcn@escuelacoaching.com) and/or by calling **+34 93 245 94 50**.



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