

# Performance Coach Programme: Overview & Application Form



## Programme Overview:

Badminton England present an exciting, bespoke, funded two-year Performance Coach Programme, to support the development of coaches working with players within the junior pathway network, which will start in April 2024. The programme is designed to support the development of influential and upcoming leaders within coaching, ready to act as role models to inspire a generation of future athletes and coaches throughout the junior pathway network. As an integral element of the Badminton – A Sport for Everyone Strategy, Badminton England aims to develop a diverse and inclusive workforce capable of delivering.

The overall vision of Performance Coach Programme is **to provide a broader, high quality coaching workforce with the confidence, knowledge, credibility, and experience to support and develop players with the required skills and capabilities to transition from junior to senior badminton and the demands of full-time training within the England and GB Programme.** The interactions, face-to-face and virtually, will be practical, reflective, and highly relevant, underpinned by expert research.

The specific aims of the programme are to:

- Implement a process of **Talent Identification**, to succession plan for the next generation of High-Performance coaches in England.
- Provide identified coaches with access to **innovative high quality learning experiences**, enhancing the level of coaching provided to players within the junior pathway network in the short term and preparing them to effectively support and develop world class English players in the long term.
- Lead and **drive the development of junior talent** via the Player Characteristic Model across the junior pathway network.
- Develop coaches' **leadership skills** related to player and programme management in a High-Performance environment.
- Provide opportunities for **supported individualised experiential learning journeys**, aligned to the Player and Coach Characteristic Models.
- **Develop a network of coaches with stronger working relationships** across junior pathway network, influencing the system and its future development.

## Programme Syllabus:

By the end of the programme, coaches will have:

- An in-depth knowledge, understanding and ability to implement the Player Characteristic Model to their own coaching environment/ practice.
- Discussed, debated, and established an in-depth knowledge of the current technical, tactical, and physical trends of the game to implement to their own coaching environment/ practice.
- An increased knowledge and expertise of delivering physical training to improve the physical conditioning of the players they coach.
- Explored delivering fun and engaging badminton sessions that continue to develop the technical, tactical, and physical abilities of their players.
- Explored the concept of continuous development of super strengths/ weapons of their players.

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- An in-depth knowledge, understanding and ability to implement the Coach Characteristic Model to:
  - Develop personalised development action plans and goals for themselves.
  - Establish an internal mentoring network amongst the programme's attendees.
  - Support the development of the coaches they work with within their own environment through development action plans.
- An ability to mentor other coaches.
- An increased confidence and knowledge in how to manage and hold difficult conversations effectively.
- An increased confidence and knowledge in how to manage different player characters and personalities.
- The ability to build effective relationships with the next generation of players, coach, parents, and stakeholders.
- An increased confidence in using negotiating and influencing skills.
- An increased confidence in using questioning and counselling skills.

## Programme Structure:

Coaches will be enrolled to the programme for 2 years, formed of the following:

- 3 workshops annually (6 in total), led by BE Coach Developers, Subject Experts, and the National Coaching Team.
- All England observation and analysis workshop in 2025.
- Online webinar discussions and workshops where appropriate.
- Attend and support the delivery of England Junior Programme camps (Minimum 1 per year).
- Establishment of a WhatsApp group of coaches and those involved with the programme.
- Establishment of working groups of coaches within the Programme to drive individual areas of learning and implementation (Discipline specific and PCM themes/ areas).
- *Option to attend junior international tournaments as a travelling coach where appropriate (Minimum 1 per programme).*

## 2024 Programme Dates:

The programme in year 1 will take place over the following dates:

- Saturday 20<sup>th</sup> April 2024
- Saturday 15<sup>th</sup> June 2024
- Sunday 8<sup>th</sup> December 2024
- Yonex All England Junior – Either Saturday 10<sup>th</sup> or Sunday 11<sup>th</sup> August 2024 (Coach to select)

Dates for 2025 will be confirmed during the summer of 2024 however the programme will end in December 2025.

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## Application Process:

To apply to be on the Performance Coach Programme, you need to complete the following:

1. Complete your details on the application form by [clicking here](#).
2. Record up to a three-minute video clip of yourself (Please do not worry about creating a 'professional' production!) stating your full name before answering the following questions:
  - I. What are your aspirations?
  - II. Why do you want to be on the programme?
  - III. What is your experience of talent/performance coaching to date?
  - IV. How will you add significant value to the programme and development of junior Badminton talent across the country? i.e. What is your Unique Selling Point/ super strength?
  - V. What impact would it have?

To submit your video, you will be required to upload it to YouTube as an "Unlisted Video", then please paste the link into the application form. Please note an Unlisted video is a private video that can only be viewed by those with a link.

For instructions on how to upload a video to YouTube, you can either:

Read this article: <https://www.gotchseo.com/how-to-upload-private-videos-on-youtube/>

Watch this video: <https://www.youtube.com/watch?v=jaftEW9WI3U>

A panel will review these applications and an interview process will be used if required.

## Application Criteria:

To apply to be on the Performance Coach Programme you must meet the following criteria:

1. Hold a Level 2 or equivalent coaching qualification.
2. Be a current Coaching Member of Badminton England.
3. Currently coaching or support a player/s as a coach either:
  - Currently or recently on the England Junior Programme (Discover, Engage or Progress)
  - Currently playing gold or silver events on the Junior Tournament Circuits
4. Can attend the programme dates as outlined in this document in 2024

## Closing Date:

The closing date for applications is **Friday 1<sup>st</sup> March 2024**.