



Understanding the role of the Coach Developer in the women's game.

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Who am I?

- Retired Director of Sport (teacher)
- Started Ph.D at University of Worcester in February 2021.
- Previous coaching experience in many sports but particularly in hockey – coached all national age groups up to England seniors. Currently coaching National premier League in Manchester.
- Involved in coach development.



Study background: Where are we at?

- Study includes 4 National Coach Developers and 7 Regional Coach Developers involved in the women's game.
- Involved semi structured interviews with all the coach developers with observation of a selection of sessions.
- This was followed by interviews with two coaches from 7 coach developers.
- Interim report provided to FA in March 2022 and further feedback given in January 2023.
- Further Interviews with coaches of the coach developers began and will be completed by August 2023.

FA Strategy

- F.A.OBJECTIVES:
- Developing coaches capable of operating at the highest standards throughout the player pathway.
- A high performing , quality coach development workforce, representative of society, to support coaches in the women's game.
- Ensuring we have high standards of coaching practice throughout the women's game underpinned by a thirst for ongoing learning, critical thinking and knowledge sharing.
- 'We will empower the female football coaching workforce'.





From the study so far, various areas of interest have arisen.

- What **impact** do the coach developers have upon their coaches?
- What are the perceived qualities of good coach developers?
- Role clarity change over time.
- Role of professional development.
- **How does a coach developer establish credibility and legitimacy in these different environments?**

Value creation model and framework- impact on coaches.

VALUE CREATION FOR COACH DEVELOPERS.

STRATEGIC:

What direction are the organization going? How do you negotiate what you are asked to do in your environment?

ORIENTING

What other experiences do you bring to the CD landscape?
How do you consider legitimacy of your position?

IMMEDIATE

How have you connected with your coaches?
How has this been achieved?
How do you know?

POTENTIAL

Good ideas but not yet used in practice.
What type of suggestions do you make to coaches in order to make a difference?
How do you inspire them to move forwards?

APPLIED

Have you tried anything new in practice?
What interactions and activities have led to changes and new strategies in practice?

REALISED

Have new ideas made any difference?
Are there any performance gains?

TRANSFORMATIVE

Has your mindset and thinking changed?
Has there been a transformation for you within the CD group?

ENABLING

Which activities generate the best interactions?



Sources of legitimacy:

The perceived impact of coach developer upon the coach.

Development of self:

Coaching behaviours
Self esteem
Confidence
Core values and beliefs

Career progression:

Career support
CPD signposting
Networking opportunities

The wider picture

Managing the environment
Influence on other coaches
and the wider club

Football

Formal qualifications
Session design
Playing style/identity



Sources of legitimacy:

Perceived qualities of a good coach developer

Personal qualities

Honesty
Trust
Fairness
Open
Approachable
Empathy
Commitment
Communication

Knowledge

Tech/Tac knowledge
Game understanding

Style

Sounding board
Caring
Intrinsic interest in the person
No power dynamic
To understand the person and their context
Skillful questioning
Facilitating



Legitimacy:

Research undertaken with an underpinning from Wenger- Trayner (2021) and Social learning theory:

If a coach developer is not viewed as legitimate, it is harder to develop 'trust' in that person.

"You trust people because they have experience and personal characteristics, and also because their actions reflect a competence defined by their community". Wenger- Trayner (2015).

Can be based on 'institutional authority'....and / or

Connection
Engagement
Status

A trustworthy practitioner!
Is this person worthy of my trust?

How to achieve legitimacy?



Specifically with reference to Systems Convening.

Suggests that legitimacy is founded on extensive time in the field and an expert understanding of the landscape in which the professional operates..and can depend on some of the characteristics and qualities that are detailed in previous slides.



Wenger- Trayner's systems convening: focus on legitimacy

- 7 areas:-
- Narrative work
- **Legitimacy work**
- Boundary work
- Identity work
- Agency work
- Power work
- Narrative work

Wenger- Trayner (2020).



What is the potential significance and impact of the work for policy and practice?

1. Potential to encourage a programme for coach development training?
2. Suggest ways that coach developers can mitigate against issues of legitimacy and credibility in their environment.



Future research outline

- Further report to the F.A. regarding findings from research so far.
- Looking at an internal environment with a professional club and how coach learning is developed within it and the social, cultural and political challenges within it.