

Management Tools for Coaches of Large Teams

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'Catch the Wave'

Different types of large clubs

Scores of clubs around the country training out of one pool that are 200 swimmers or larger. NOVA of VA is possibly the largest example of a large club training on one site. Then you have both large clubs with satellites as well as large clubs that are conglomerates. Each, according to the type, will present different and unique challenges.

You've heard it all before

But we will cover today;

- Organization
- Communication
- Education
- Consistency
- Goals & Metrics
- Summary

Organization – the number of pools will shape the needs of your program. A few things to look at;

Team

- Use same group names
- Have same group expectations
- Set up training and competition calendar
- Team Goals - future
- Team Metrics - measurement

[Sr. Nat, Jr. Nat, JO, AAA and down, VCC, team size, meet finish]

Organization - continued

Individual

- Job Description
- Required tasks as well as ODAA
- Seasonal, weekly and daily planning
- Staff Goals, immediate and long range
- Staff metrics

Communication

Personalized

- Hands on from top to bottom, meets & practices
- Staff Meetings [lead site coaches, compatible groups, individual sites, complete staff]
- E mail
- Phone calls
- Newsletters
- Website

Education

- Study CEO's from business. Read books on leadership.
- Set expectation of education of staff, both professional and personal.
- Study the programs that are succeeding that fit your mold. Spend time learning from coaches who have succeeded in the same venue.

Consistency

- The larger the club the more important it becomes to remain consistent through out the teams' sites, facilities, staff, parent [both leadership and general population], and most importantly, the athletes.
- Set program standards and expectations and then stick to them.

Goals & Metrics

Are both key & critical for success in any program but becomes integral for continued success in a larger program. In a 'one man show' situation, good coaches have set their own goals and tools to measure those by. In a large program situation, if all the coaches are not producing at similar levels there will be an unhealthy division through the organization.