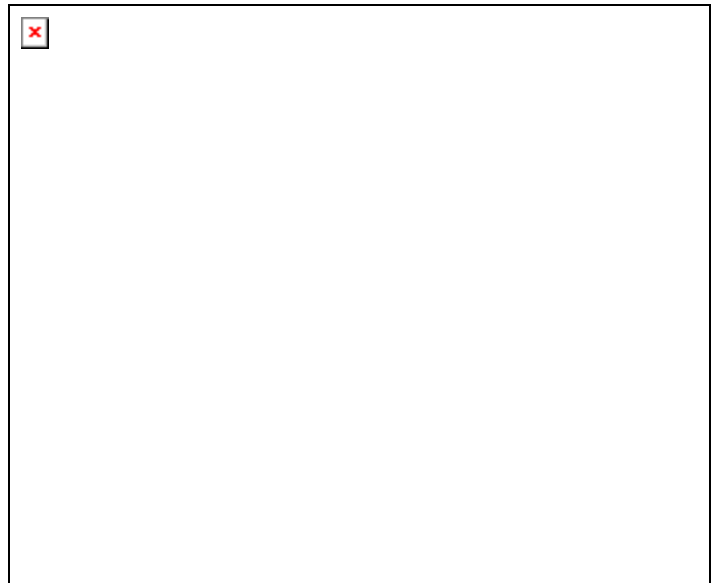
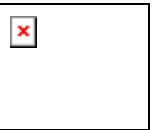


# CEO Best Practices



1. Culture of Valuing Coaches
2. Culture of Expansion
3. Culture of Excellence
4. Culture of Collaboration

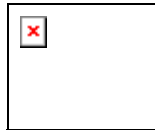




## Employment Environment Created for National Team Coaches Priorities of NT Coaches & Strategies For Coach Support Progress & Challenges



# Employment Environment Created for National Team Coaches



- ▶ **NT Coaches are our operational leaders**
- ▶ **Responsibilities are clearly defined**
- ▶ **Personal and professional development opportunities**
- ▶ **Freedom and flexibility**
- ▶ **Create optimal working conditions**
- ▶ **Open and frequent communication**
- ▶ **Provide feedback regularly**
- ▶ **Listen and be respectful**
- ▶ **Communicate expectations**



# Employment Environment Created for National Team Coaches



- ▶ **Publicly acknowledge contributions**
- ▶ **Identify the “deal breakers”**
  - 1) **no surprises**
  - 2) **debate internally but externally we are united**
- ▶ **Lifestyle balance**
- ▶ **Value staff as people**
- ▶ **Build and celebrate successes**
- ▶ **Model expected behavior and build trust**
- ▶ **Learn from mistakes and move on**



- ▶ **Athlete development, assessment, training and performance**
- ▶ **Provide leadership in education and coach mentoring**
- ▶ **Selection procedures developed with coaches**
- ▶ **Performance targets developed with coaches**
- ▶ **NT coaches are accountable to HP Director**
- ▶ **Encourage “raising the bar”**
- ▶ **Focus resources on coach and athlete performance**
- ▶ **Committed to professionalization of coaching**

## Progress:

- ▶ **Sprint program is 3<sup>rd</sup> in the world**
- ▶ **Strong and stable staff team**
- ▶ **Significant growth & development**
- ▶ **Increased capacity**
- ▶ **Highly productive working environment**
- ▶ **30% growth in competitive memberships since 1999**
- ▶ **50% increase in club membership**
- ▶ **Increase in under represented populations**



## Challenges:

- ▶ **Capacity to serve expansion**
- ▶ **Coach burnout**
- ▶ **Professionalism**
- ▶ **Succession and renewal**
- ▶ **Staff and volunteer roles**
- ▶ **Volunteers less engaged**
- ▶ **Maintenance of compensation system**



- ▶ **Database Development**
- ▶ **Club Resource Development**
- ▶ **Recruitment**
- ▶ **Paddle All**
- ▶ **Aboriginal Paddling Initiative**
- ▶ **Provincial Expansion**
- ▶ **Multi-discipline Clubs**
- ▶ **Coaching Programs (Canoe Kids, ELCC, Comp Dev)**



- ▶ **Sprint to 2012**
- ▶ **Focusing resources**
- ▶ **Keep eye on the “paddle”**
- ▶ **Planning and preparation**
- ▶ **Continuous improvement**
- ▶ **Attention to detail**
- ▶ **Patience**
- ▶ **Persistence**
- ▶ **Determination**



## Benefits Of Collaboration

- ▶ Opportunity to recruit and attract fit and enthusiastic youth
- ▶ Use collective strength, experience and resources to improve
- ▶ Share resources, experience and best practices
- ▶ More economic and efficient
- ▶ Increased awareness of paddling
- ▶ Develop mutual respect
- ▶ Holistic development
- ▶ Continuous learners
- ▶ Fun!



THANKS FOR LISTENING!!

