

Richard Way, MBA, B.PE, Ch.P.C.
Principal, Citius Performance Corp.

Richard Way is an architect of 'Canadian Sport for Life' with its long-term athlete development model (www.ltad.ca). A model which has been adopted by Canada and its provincial and territorial governments. Other countries such as Ireland, Netherland and England are also using this model.

Richard has presented, consulted, coached and raced internationally. He has represented Canada in nine World Championships, has an MBA and is a chartered professional coach.

A leader in Canadian sport, Richard works nationally as a consultant on long-term athlete development as Project Leader for the LTAD Expert Group. He, with his team of experts, provides guidance to 56 National Sport Organizations as they adopt LTAD in all aspects of sport development; development to high performance.

Additionally, he has worked with Canadian Sport Centres developing sport annual plans, strategic planning for organizations and other management functions.

He has been: Director of Sport for Vancouver's successful 2010 Bid Corporation; a member of the International Luge Federation's Sport Commission and its Global Development Committee, as well as Executive of the Canadian Luge Association and has written several sport publications.

Richard is a two sport athlete who represented Canada as both a Luge athlete and coach. He also had a successful Soccer career as he was All-Canadian-West with the University of Calgary, where he graduated with a degree in physical education.

In 2005 Richard received his Master in Business Administration with an emphasis in leadership studies.

Richard's passion is coaching. He worked for a dozen years with the Government of British Columbia primarily in coaching education and training. He has a diploma from the National Coaching Institute, Level 5 NCCP Coach Certification (the highest level of certification in Canada) and is a Chartered Professional Coach. He now coaches his children at the community sport level.

