REFLECTION: WHAT NEXT?

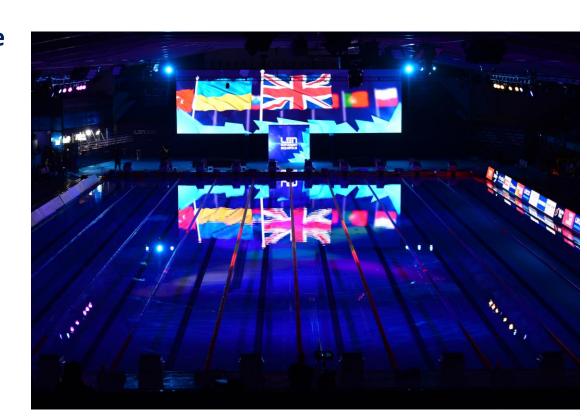
Bill Furniss OBE

GB head coach



Our sport is changing

- Professionalism
- Demands
- Travel
- Expectation
- Stress
- Arena biggest change



Our young people are changing

- Generation X
- Different communication, different interaction
- Mental health considerations



We have to prepare swimmers not just to swim but to perform optimally in this new environment

Martini advert - "any time, any place, anywhere..."

Most swimmers - two chances, two Olympics, eight years

Golfers - 40 chances, 10 years of Majors

Tennis - 40 chances, 10 years of Grand Slams



How do we prepare our athletes for these new demands?

The obvious ones:

- Physical STRONG
- Technical WEAK
- "The limiting factor in performance is technique"
- Mental WEAK
- Race craft WEAK

BUT how do we prepare the person who walks out in the NEW ARENA, embraces it and delivers the best swim of their life?



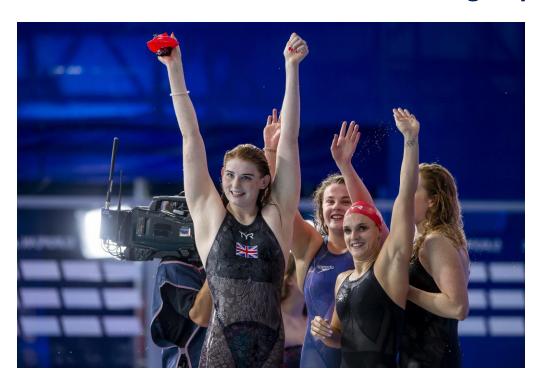
Your challenge is not just to prepare the swimmer BUT to prepare the CHARACTER of the person

Attributes

- Self- regulating
- Am energy-giver not taker
- Focused on and educated about being world class every day
- JDWI mentality
- Process not outcome mentality
- Mental resilience someone who can 'flatten the waves' and LEARN from disappointment

Your challenge is not just to prepare the swimmer BUT to prepare the CHARACTER of the person

- Enjoy the journey
- They must believe totally they can succeed on the world stage
- High skill level, "it's a starting, swimming, turning and finishing race"
- Someone who wants it and is willing to pay the price



What framework is required to produce this type of athlete?

- Theme of this conference OADF
- Planning and periodisation is KEY
- BUT it MUST include all the demands the athlete will face and be progressive