



Coach Education Programs for Professional Coaches in Finland

The experiences in Professional Coach Diploma in Sport Institute of Finland, Vierumäki

International Forum on Elite Sport III
Burleigh Court, Loughborough, United Kingdom,
9th – 11th September 2003

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1. Coach training system in Finland

Coaching in Finland

- **Coaching in Finland**
 - ◆ **Origins in 1920's**
 - ◆ **Successful sports before and now**
 - ◆ **Professionalism since 1970's**
 - ◆ **40 000 instructors and coaches at club level**
 - ◆ **1200 professional coaches in 2000**
- **High performance and world class programs**
 - ◆ **Federations, Olympic Committee, High Performance Training Centres (4)**

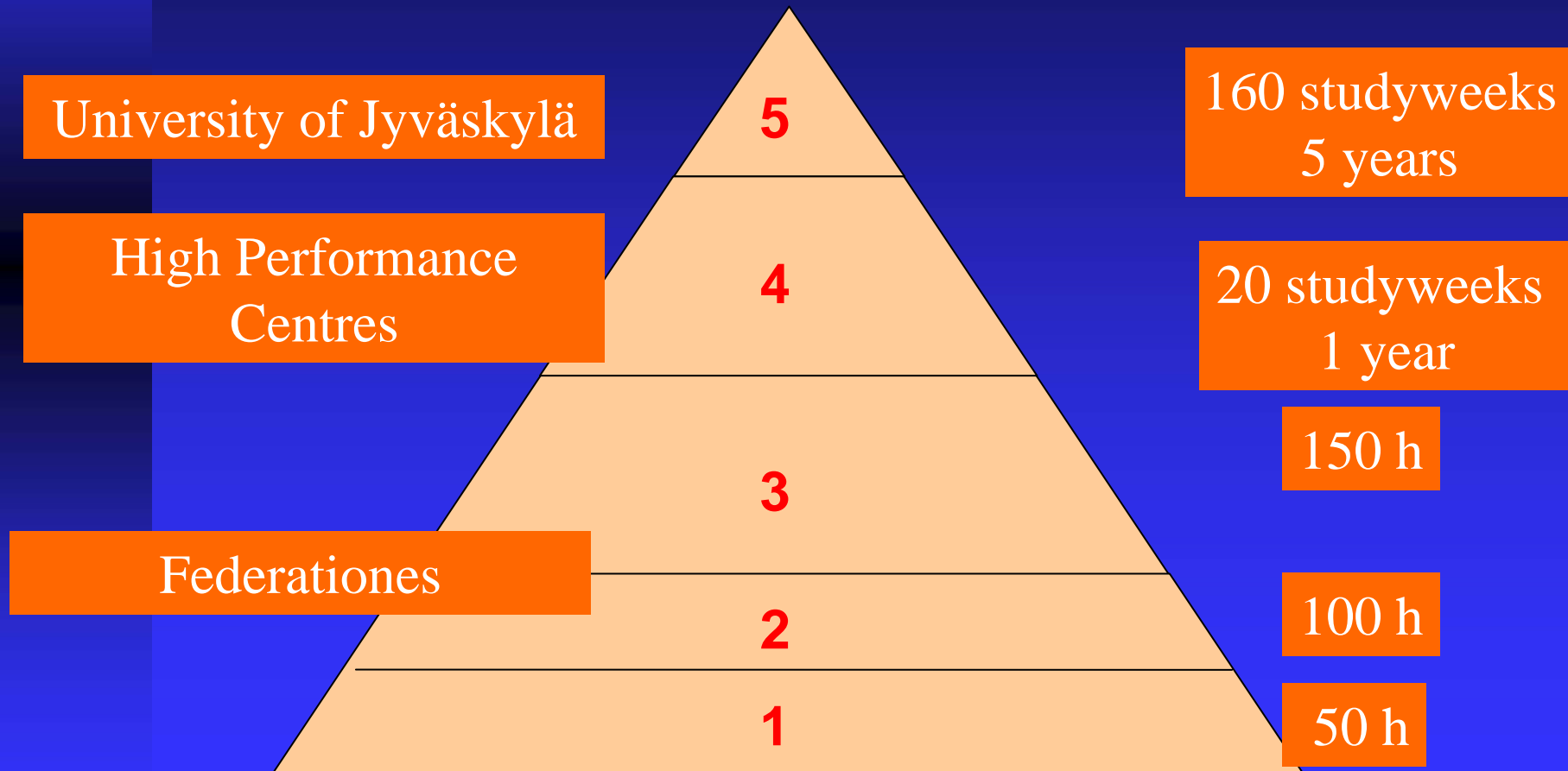
The Challenges of coaching and coach training?

- **Sport has been very voluntary based in Finland**
- **International competition is getting harder**
- **Not enough professional coaches available**
- **The best coaches need to work too much**
- **Financial resources vs. the number of sports**
- **We don't have a national organization of coach training**
- **We don't have a big number of talented athletes**

Introduction – Coach Training

- Five levels since early 1980's
- Finnish system corresponds well with European model (European Network of Sport Sciences, Education and Employment, ENSSEE)
- Finnish coach training is built on national needs and the special characteristics of national sport system

Structure



Levels I, II and III

- Levels I-III are planned and provided by national sport associations
- Target group consists of instructors and coaches working in clubs on a voluntary basis



2. Coach training for Professionals

2. Coach Training for Professionals

- Two ways
- University level (level 5)
 - ◆ Master of Science (coaching)
- Vocational and higher level Education (level 4)
 - ◆ Bachelor Degree, Sports Instructor, polytechnic-level, speciality in coaching
 - ◆ Professional Coach Diploma

What kind of support/education they need ?

- Questionary in 2001:
 - ◆ Support to improve personal excellence
 - ◆ What is the international level training ?
 - ◆ International experience
 - ◆ Career planning
 - ◆ More communicational and pedagogical skills
 - ◆ Continuous updating of the latest information



3. Sports Institute of Finland – Vierumäki as a Coach Training Institute



3. Vierumäki - general

- Geography
- Established in 1927
- Annual budget 22 M€
- Center of Excellence in Ice Hockey (nominated by IIHF)
- Three main departments:
 - ◆ Olympic Training Centre
 - ◆ Education department
 - ◆ Leisuretime department



Coach Training for Professional Coaches

**PROFESSIONAL
COACHES'
DIPLOMA (800 hours)**

**COACH TRAINING IN
SPORT INSTRUCTOR
DEGREE (880 hours)**

Professional Coach Degree

- PCD has been arranged since 1981
- 20 study weeks (=800 hours) during 1 year
- PCD is primarily intended as further training for national coaches or other full-time coaches
- PCD curriculum has been developed in collaboration with national sport organisations



Polytechnic Level Education

- speciality in coaching

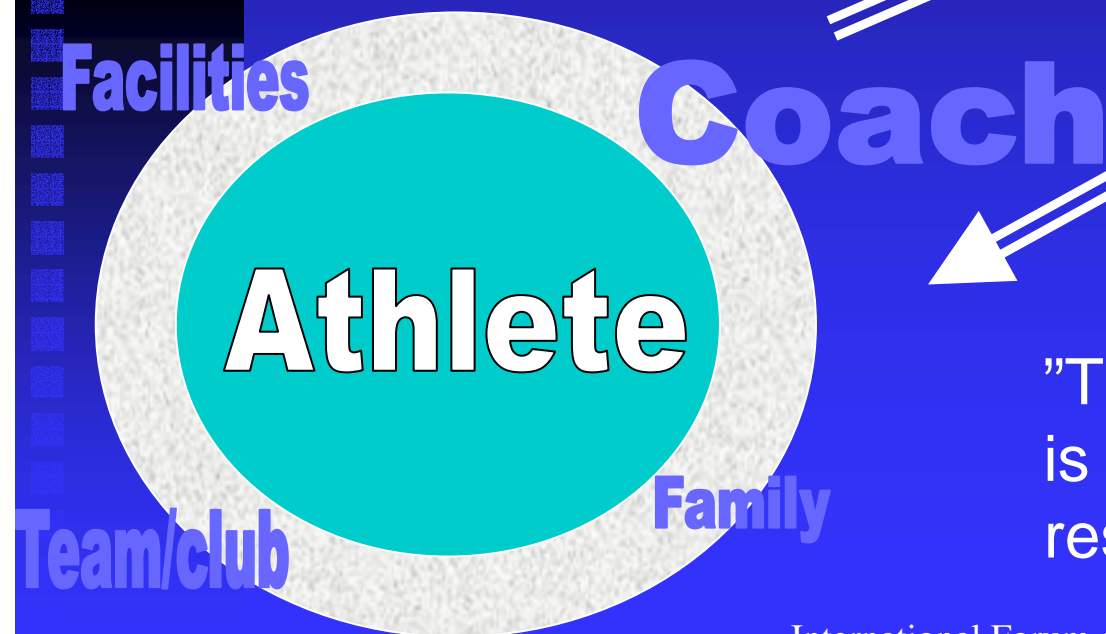
- 22 study weeks (=880 hours) during 3 years
- Education is primarily intended as a higher level training for young students
- PCD curriculum has been developed by Ministry of Education in collaboration with national sport organisations and High Performance Centres



4. Professional Coach Diploma



Philosophy



**Coach
Training**



”The most important thing is to teach athletes to take responsibility for themselves”

PROFESSIONAL COACH DIPLOMA

Curriculum

Course

OPTIONAL

Sport specific

- coaching work
- organization work

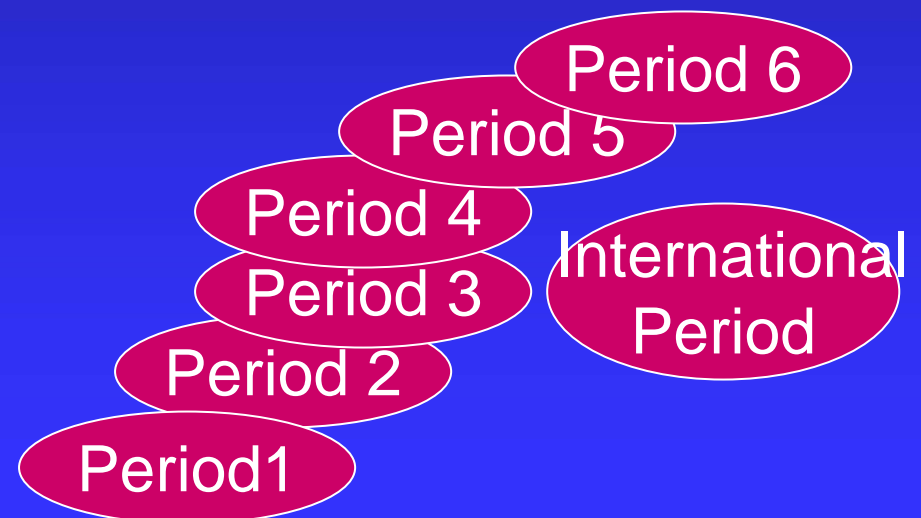
*Cooperation
with
Master Coach*

OBLIGATORY

Coaching skills

Coaching
environment

Personal development
as a coach



PCD /Entry requirements

- Third-level coach certificate
- Professional experience of a nationally significant post (min. 3 years)
- Recommendation of the own sport association
- Chooosed Master Coach of the own sport association

PCD /Content

- 7-8 intensive one-week periods
- Contact courses total 10 study weeks (=400 hours)
- Distance learning and practical assignment take another 10 study weeks (=400 hours too)

Personal development process –1

- Coach, course director, Master Coach are processing/working together
 - Self-analysis and Analysis of personal needs
 - Needs vs. content of Diploma
 - Planning session - What we are going to do ?
 - Action



Thank you.