

The IOC Athletes' Entourage Commission



INTERNATIONAL
OLYMPIC
COMMITTEE

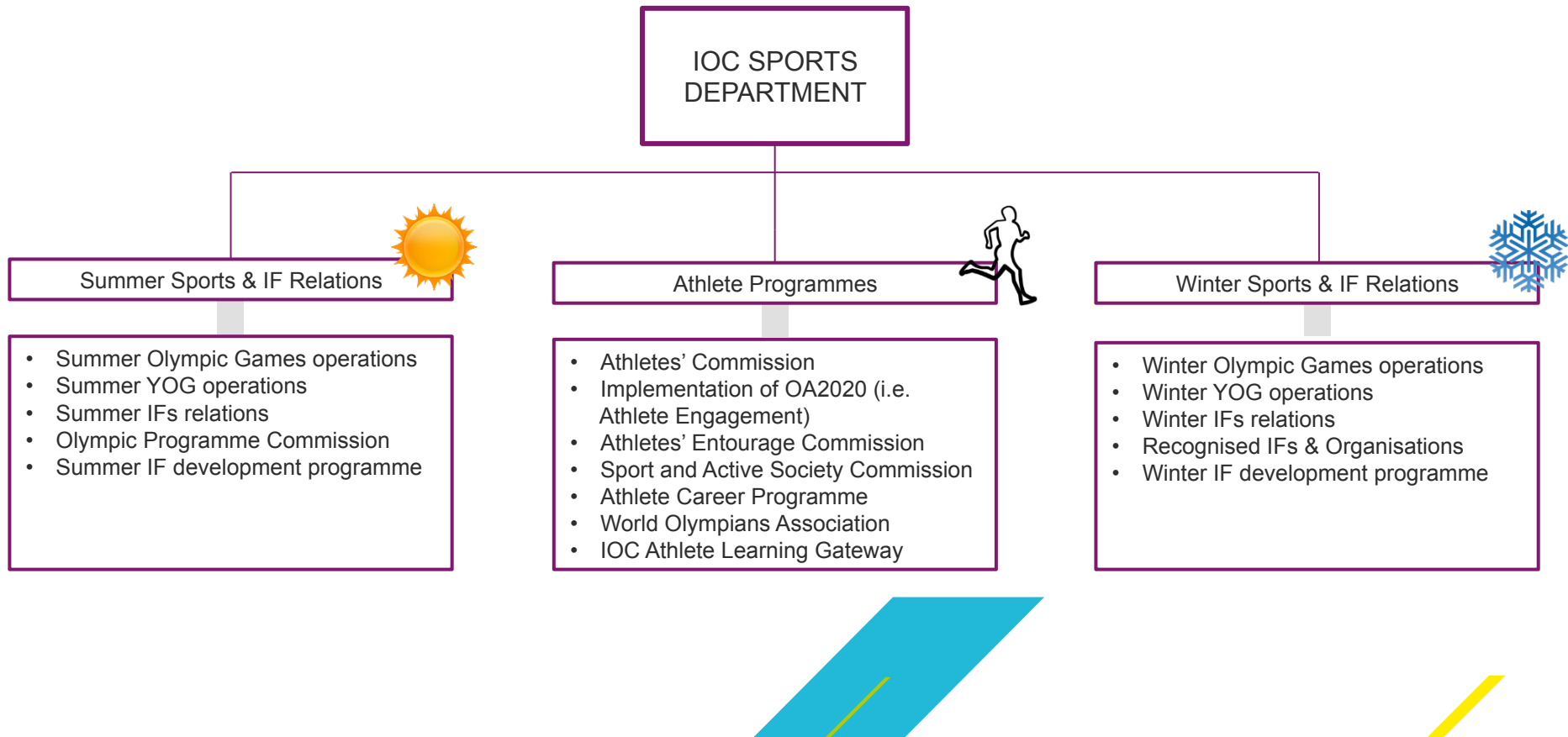
IX INTERNATIONAL FORUM ON ELITE SPORT SAN JUAN (PUERTO RICO)

Kaveh Mehrabi – IOC Head of Athlete Programmes



24.08.2015

IOC Sports Department Overview



Olympic Agenda 2020



Olympic Agenda 2020



Strategic roadmap for the future of the Olympic Movement

➤ **Key principles:** Sustainability, Credibility, Youth

➤ **Five themes:**

- *Uniqueness of the Olympic Games*
- *Athletes at the heart of the Olympic Movement*
- *Olympism in Action 365 days a year*
- *IOC's Role: Unity in Diversity*
- *IOC structure and organisation*

➤ **14 Working Groups**

➤ **40 Recommendations**

➤ **Implementation plan approved by IOC EB**



The athlete engagement strategy is built on 4 pillars



80% like to receive their information from their Coach



A photograph of the IOC Athletes' Entourage Commission building, a long, low structure with a glass facade and a dark metal frame. In the foreground, a large bronze monument features four athletes holding up the Olympic rings, with the year '2000' inscribed on a base. The scene is set on a green lawn under a clear blue sky.

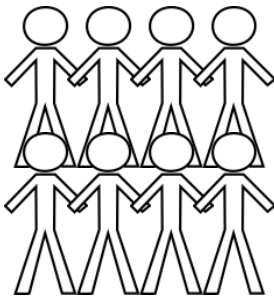
IOC Athletes' Entourage Commission

Athletes' Entourage Commission



Dealing with all matters related to entourage which directly or indirectly impacts athletes

8 IOC members



16 experts



- Coach
- Manager/Agent
- IFs/NOCs
- Sponsor
- Doctor
- Family
- Media
- IFs/NOCs
- ...



Main Initiatives

- Guidelines for the Conduct of the Athletes' Entourage
- Working group on Prevention of Harassment and Abuse in Sport
- Coaches' Oath
- YOG / OG – Coaches & Entourage Nights
- IOC Athlete Learning Gateway
- 'Captured' – performance management tool
- Integrity E-learning



“Two is better than one if two can act as one”

Coach Krzyzewski



London Games 2012
Coaches Night



Coaching Initiatives at Previous YOG



Opening Ceremonies in Singapore 2010 featured the first Coaches Oath
Guest Coaches were invited to participate in Innsbruck 2012 and Nanjing 2014:

- Innsbruck
 - Melody Davidson – Former Canadian Coach of Women’s National Hockey Team
 - Vitaly Petrov – Former coach of Sergey Bubka and Yelena Isinbaeva from the Ukraine
- Nanjing
 - Graham Hill – Coach of Chad Le Clos from South Africa



Coaching Initiatives in Lillehammer 2016



Creation of the Coaches Corner

- Special information relevant for YOG coaches, such as IOC programmes and actions
- Series of specific coaching workshops
- Collection of data in order to improve future programming for YOG coaches
- Connection to the *Compete, Learn & Share* platform



E-learning Tools





Athlete Learning Gateway

[Olympic.org/gateway](https://olympic.org/gateway)



ATHLETE LEARNING GATEWAY

BOOST YOUR PERFORMANCE - SHAPE YOUR FUTURE

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- Featuring top academics, Olympians and leaders in sport
- Available FREE - at any time

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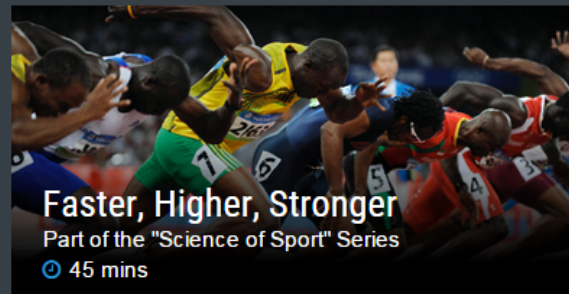


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Recover Quicker, Perform Better
Part of the "Science of Sport" Series
⌚ 45 mins



Faster, Higher, Stronger
Part of the "Science of Sport" Series
⌚ 45 mins

**FROM ATHLETE
TO COACH**

Part of the "Sports
Coaching" Series
45 mins

**HOW TO BE A
SUCCESSFUL
LEADER**

Part of the "Business
of Sport" Series
45 mins



The Winning Mindset
Part of the "Science of Sport" Series
⌚ 45 mins

**SMARTER EATING
FOR BETTER
PERFORMANCE**

Part of the "Science
of Sport" Series
45 mins

**CREATING YOUR
WINNING PROFILE**

Part of the "Sport in
Society" Series
45 mins



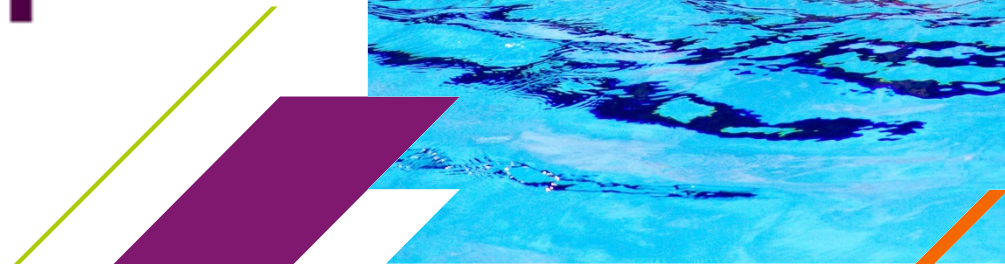
204
COUNTRIES
LEARNING ONLINE



6,272 **USERS**
REGISTERED



COURSESTAKEN
6,771



LANDSCAPE REVIEW



Coaches are more likely to be familiar with and have used the Gateway than athletes

65% coaches predominantly want the Gateway to focus on sports related education, while athletes are more likely to prefer a broader range of academic options (57%)

The majority of coaches (63%) reported viewing continuing education as a means to strengthen their careers



Performance Management Tool



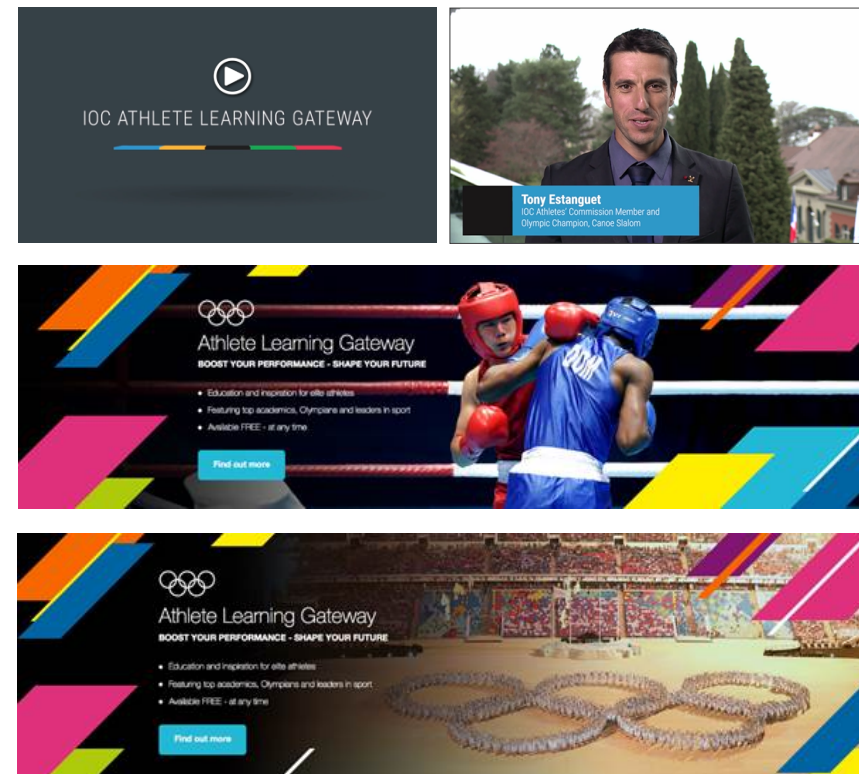
- Free 'companion' app to enhance athlete education
- Selection of Gateway course materials available offline to edit and personalise
- Building a continuous learning partnership between athletes and coaches
- Transforming information into life-long understanding





What can we provide to you?

- Free IOC e-learning resource for your athletes
- Showcase the inspiring stories from your training centers
- Cross promotion



OLYMPIC GAMES INTEGRITY E-LEARNING



- Under development
- Target Audience: all coaches, athletes and officials accredited by their NOCs/IFs to attend the Games
- Aim: to convey the Olympic Values and Olympic Games rules in relation to integrity matters and consequences for breaches of those rules.
- Will be mandatory for all accredited athletes and officials



THANK YOU

