Dear NGB Coach Educators, Staff and Friends,

We're pleased to provide you with the October newsletter that includes information from the Olympic and Paralympic family and the world of Coaching Education.

If you would like to subscribe or add your members to our mailing list, please email us at CoachingEducation@usoc.org. Feel free to share this newsletter by forwarding this email on to any colleagues.

As always, if you have any upcoming coaching education opportunities or featured coaching stories from the coaching education world, please do not hesitate to let us know.

All the best,

The USOC Coaching Department
- Chris Snyder
- Christine Bolger
- Nadine Dubina

Youth Sports Study: Declining Participation, Rising Costs and Unqualified Coaches

By Jacob Bogage, The Washington Post

WASHINGTON -- Between skyrocketing costs, sport specialization and coaches needing training, youth sports is in the midst of a crisis, according to new data published Wednesday by the Sports & Fitness Industry Association and the Aspen Institute.

Athletic participation for kids ages 6 through 12 is down almost 8 percent over the last decade, according to SFIA and Aspen data, and children from low-income households are half as likely to play one day's worth of team sports than children from households earning at least $100,000.

"Sports in America have separated into sport-haves and have-nots," said Tom Farrey, executive director of Aspen’s Sports & Society program. The group released its research at its annual Project Play Summit on Wednesday in Washington. "All that matters is if kids come from a family that has resources. If you don't have money, it's hard to play."

Read the full story here!

*Check Out the related Talk of the Month Pg. 3*
Coaching is in its most dynamic era as coaches work with increasingly diverse populations and face heightening demands from their athletes and the general public. There are broader aims, higher expectations and more defined roles. There is access to greater information and visibility to a larger community in this digital age. All these factors make coaching both more exciting and taxing than ever before. The International Council for Coaching Excellence has established a framework of six (6) primary functions of a coach that will help to fulfill the core purpose of guiding development and improvement.

1. Vision & Strategy
2. Shape the Environment
3. Build Relationships
4. Conduct Practice & Structure Competitions
5. Read & React To Situations
6. Learn & Reflect

...Coaches can no longer depend upon their love of the sport to carry them through the complicated maze that is today’s coaching arena. Therefore, coaches must develop or have available a plethora of skills to meet the needs of the athletes who they aspire to service. One of the KEY elements to being a successful coach is to understand HOW ATHLETES LEARN.

To read more in depth about the different skill areas coaches should be know, how athletes best learn and how to apply this as a coach, click on this link!

How Does a Substance Become Prohibited?

Under the World Anti-Doping Code, the World Anti-Doping Agency (WADA) issues an annual List of Prohibited Substances and Methods, known as the Prohibited List, which is one of five International Standards. WADA reviews scientific and medical research, while also consulting with others in the anti-doping community, to make annual updates to the Prohibited List.

Keep reading to learn more about how a substance or method becomes prohibited.
Throughout his career Dr. Michael Gervais has followed a central question:

Is there a common thread connecting how the greatest performers in the world use their minds to pursue the boundaries of human potential?

Gervais is a high performance psychologist working in the trenches of high-stakes environments with some of the best in the world, training the mindset skills and practices essential to pursuing and revealing one’s potential. His clients include world record holders, Olympians, internationally acclaimed artists and musicians, MVPs from every major sport and Fortune 100 CEOs.

He is the host of Finding Mastery, a podcast that takes you inside the rugged and high-stakes environments of those on the path of mastery to explore how they train minds to be at their very best. Gervais unpacks and decodes each guest’s journey, psychological framework and mindset skills and practices.

Each episode features inspiring stories from the world’s best athletes, brilliant business minds, and the musicians and artists changing our perspective of what’s possible. Thoughtful, spontaneous, and engaging, Dr. Michael Gervais provides insights to help listeners live connected to their potential and pursue their very best.

The Finding Mastery podcast will be a new monthly contributor to the newsletter, that includes upcoming episodes. For a complete list of episodes, click here.
**COURSES & CERTIFICATIONS**

**USOC Online Course:**

**Mental Training For Performance**

An introduction to fundamental mental skills techniques developed by USOC sport psychologists. Learn how to sharpen your athletes’ mental game to impact performance and gain a competitive edge.

Check out the course [here](#)!

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**CONFERENCE & WEBINARS**

**Upcoming Webinars**

Join GO! On Demand experts for free weekly Wednesday webinars in October at 11:00 am PST. Register at the link below for more information.

**October 4**-Developing an In-House Coaching Education Program

**October 11**-Building an Effective Volunteer Program in 5 Easy Steps (encore replay)

**October 18**-How to Create, Pitch, & Close a Winning Sponsorship Presentation-Part I

**October 25**-How to Create, Pitch, & Close a Winning Sponsorship Presentation-Part II

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**Driven Benevolence: Leadership Lessons from Olympic Serial Winning Coaches**

What does it take to win repeatedly at the top level of sport? To find out, we interviewed 17 of these super-coaches and their athletes. It turns out their ruthless yet not heartless leadership style accounted for a lot of their success. We have called it Driven Benevolence. Join to webinar to learn more!

When: Wednesday, October 18, 2017
Time: 10:00 AM EST

[Register Here](#)

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**The Olympic Games are Returning to LA!**

Visit the Official [LA 2028 website](#) to stay up to date on all the latest news!
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United States Olympic Committee