



LIVE @ STEWART'S MELVILLE COLLEGE, EDINBURGH FRIDAY 29 MARCH 2019

UNLEASHING THE POTENTIAL OF YOUNG PEOPLE IN SPORT

A conference to share ideas, explore the art of coaching and to challenge the way we share the journey with young athletes.

HOSTED BY STUART ARMSTRONG

Head of Coaching and Professional Workforce at Sport England, and creator, producer and host of 'The Talent Equation Podcast'



Conference Fee **£60** available from:
<https://www.trybooking.co.uk/FYR>



FEATURING:



SARAH KELLEHER
Lead Coach, England
Hockey UI8 Girls



MARK BENNETT MBE
Founder of PDS



DANIEL NEWCOMBE
Assistant Coach, Wales
Hockey Mens



**RUSSELL EARNSHAW
& JOHN FLETCHER**
The Magic Academy



CONFERENCE SCHEDULE

08:25 – 08:45	Registration
08:45 – 09:00	Welcome to The Talent Equation
09:00 – 10:45	Danny Newcombe
10:45 – 12:30	The Magic Academy
12:30 – 13:15	Lunch
13:15 – 15:00	Sarah Kelleher
15:00 – 17:00	Mark Bennett
17:00 – 17:30	Decompression Discussions
17:30 – 18:00	Networking / Depart



Please note that some of the practical sessions will be outside so delegates are advised to bring waterproofs.



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GETTING HERE

The school is located on the Queensferry Road approx. 15 minutes walk from Haymarket Train Station and Princes Street.

For Sat-Navs / maps use post-code: EH4 3EZ.

CAR PARKING

There is limited onsite car parking at Stewart's Melville College (accessed via Ravelston Terrace) but there will be a minibus shuttle service between our two sites at the beginning and end of the conference. We will send out full details of travel arrangements closer to the time of the conference.

CATERING

- > Breakfast roll on arrival
- > Tea & coffee available throughout the day
- > Lunch*

*Please get in touch if you have any special dietary requirements



THE TALENT EQUATION

Sports Development Professional, Human Development Specialist, Talent Coach, Coach Developer, Mentor, Speaker, Facilitator.

Stuart is a Sports Science Graduate from University of Wales who has worked in sports development, talent and performance sport for over 20 years. In 2000, Stuart designed and launched a ground-breaking golf programme aimed at children aged 5 to 11 called Tri-Golf which has gone on to become a globally recognised development product and provided golf experiences to over 2,000,000 children across 22 countries.

Holding positions in performance and talent development at England Golf, UK Coaching and the Rugby Football Union, Stuart has always focused on creating optimal development environments for young people to thrive and reach their potential. Stuart is currently the Head of Coaching and Professional Workforce at Sport England. He has been responsible for writing and publishing two national strategy documents, 'Coaching in an Active Nation: The Coaching Plan for England' and 'Working in an Active Nation: The Professional Workforce Strategy for England'.

A highly regarded public speaker having delivered keynote presentations across the globe for a range of organisations both in and out of sport, he is also an expert facilitator who leads workshops for organisations striving to support people to be the best they can be. Stuart also owns the website www.thetalentequation.co.uk and is host of the 5 star rated podcast 'The Talent Equation', which is dedicated to providing advice, guidance and support to people at the cutting edge of coaching and performance development.

Stuart has coaching qualifications in Hockey, Cricket, Rugby and Golf, He has coached internationally, at national league level and has held roles as a National Age Group Talent Development Coach at England Hockey working with some of the top U16 and U18 players in the country. Alongside all this Stuart also volunteers at his local clubs and faces his biggest coaching challenge with 50 U10 hockey players in the winter and 40 U11 cricketers during the summer!



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Stuart Armstrong

 @stu_arm



ESMS

A FLOURISHING MODEL OF COACHING

Sarah has been involved in high performance coaching at international level for over 8 years and is currently in her fifth cycle as Lead Coach for England Hockey U18 Girls, with experience as assistant coach to GB/England U21. Combined with her senior international playing career which spans 10 years and her time as Irish Captain, her vast experience provides her with an in-depth understanding of what it takes to achieve on the international stage.

She is a qualified NLP Coach and Master NLP Practitioner with more recent qualifications in Advanced Coaching & Neuroscience and Mindfulness CBT. In addition to her coaching roles, Sarah works as a strategic consultant in innovation, business & brand strategy, specialising in the power of storytelling and cultural understanding to engage, change behaviour and solve real business problems. In her 20+ years working in the industry, Sarah has worked extensively with global brands such as Lexus, Nivea, Microsoft, Johnson and Johnson, Estee Lauder to name a few.

As a strategic consultant, Sarah has a wealth of experience in facilitating multi-market business transformation across a wide range of sectors and business challenges. This diversity of experience has positively influenced her coaching approach, adding another dimension to how she looks to effectively influence and shape athlete/coach relationships within the context of the environment and team culture.

Her experience has allowed her to shape her philosophy toward a flourishing model of coaching that truly looks at the holistic development of players. She is expert in creating team culture that allows players and teams to flourish as they strive to be their best and perform under pressure. This approach has played a key role in achieving podium success across three Europeans as England U18 Lead Coach.

Sarah has recently taken on a co-coach role with Hampstead & Westminster's first team alongside Olympic legend Kate Richardson-Walsh.

She is the proud Mum of her six-year-old boy and loves nothing better than spending hours and hours playing together. In her 'free time', she has renovated an old ruin to set up a Wellness Centre in the rolling hills of Le Marche, Italy, that offers inspiration on how to live well, flourish and be your best self.



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Sarah Kelleher

 **@kellehers07**



THE PDS RULE OF 3

Mark shares this 'game changer' of a tool that helps coaches to develop teams that can self manage & problem solve live without constantly relying on coach.

Mark Bennett is a former British Commando and senior instructor within the Army Physical Training Corps that has transformed his nearly 30 years of practice and research into developing the Performance Development Systems (PDS); a robust set of principles that can facilitate world class learning and performance cultures and environments.

He currently works as a consultant with various professional and national sport organizations, teams and Universities around the world, as well as Schools and community sports to help transform the leadership capabilities of every coach and teacher that he comes in contact with. Put simply, Mark makes people better “influencers”.

Mark had the honour of being awarded an MBE by her majesty the Queen in 2006 for his work in developing his systems.

Mark’s most shared quote “Performance is a behaviour not an outcome” pretty much sums up his approach to people development.

Mark can be contacted through his website: PDScoach.com



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Mark Bennett MBE

 **@PDScoach**



CONSTRAINTS-BASED COACHING IS NOT A MAGIC BULLET: PRINCIPLES FOR EFFECTIVE PRACTICE DESIGN

"We must view coaches as environment architects"

The Environment Design Principles are provided as a potential solution to this problem, a bridge which practitioners can use to link the complex theoretical concepts in successful practical applications.

Just like a bridge, the EDP is designed to support the practitioner's journey, providing a clear route between what would otherwise be two disconnected and distant locations (i.e., theory and practice). We hope that, through engagement with the four Environment Design Principles, coaches will feel more confident in exploring and adopting a constraints lead approach into his or her practice.

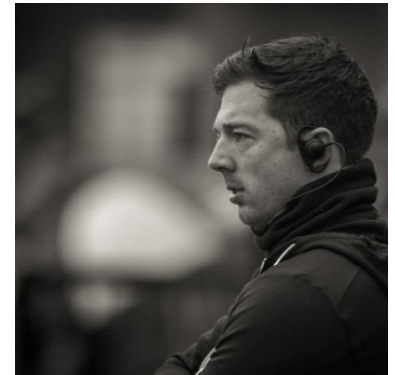
Daniel Newcombe is a Senior Lecturer and course leader for the Sport, Coaching & PE degree at Oxford Brookes University, UK. Daniel has worked in higher education for 10 years and has been delivering 'Coaching: Practice to Theory' modules to undergraduate students since his move to Oxford Brookes six years ago.

Along side his role at Oxford Brookes Daniel is an international and domestic national league hockey coach. He has been the assistant coach for the Men's Welsh National Team for the past 6 years in addition to his role as Coach at Reading Hockey Club near London.

A constraints-led approach underpinned by the theoretical ideas of ecological dynamics has increasingly provided the framework for his coaching and research practice. Currently embarking on a PhD, the Environment Design Framework (EDF) presented forms the basis of this programme of research. Daniel has extensive experience working with coaches and physical educators across many domains including Hockey Wales, Great Britain Hockey and the English Institute of Sport.



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Daniel Newcombe
 @dannynewcombe



THE MAGIC ACADEMY

"I liked Russell Earnshaw, although I am concerned that he is on a fine-line between genius and nutcase"

- Russell's favourite feedback ever.

"When it is time for you to leave this school, leave your job, or even leave this earth, you make sure you have worked hard to make sure it mattered you were even here" (Wes Moore, 'The Other Wes Moore')

- Russell's favourite quote ever.

In Russell's own words...

"In between the madness, I am always trying to better understand how a teenage boy with a paper-round from Middlesbrough ended up where he is today, via Cambridge University and then the Premiership, winning the European Cup, competing for and coaching his country at both Commonwealth Games and World Cups, teaching Economics by the sea for two years and spending time coaching and learning from some remarkable people."

"I'm curious about and obsessed with helping people... I want to better understand how individuals and teams exceed their dreams, how learning environments are nurtured and what might be possible for us all in the future. How can people live the story they want... I am also partial to a bobble hat!"



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Russell Earnshaw
 **@russellearnshaw**



THE MAGIC ACADEMY

John loves to hang out with people who are curious and share his passion for supporting others.

Married to Chris and living happily with their three boys and a dog called Daisy, John played rugby for Tynedale, Northampton Saints, Newcastle Gosforth and England A. His coaching career began in his twenties following a leg injury that ultimately cut his playing career short. John's first job as an RFU youth development officer gave him experience in all aspects of player, coach and club/school development, before moving on to Newcastle Falcons where he enjoyed a few roles including Academy Manager and Director of Rugby.

John has spent the last 10 years heading up the start of the player performance programme and counts himself fortunate to have learned from some fantastic people in the programme as well as unbelievable players.

On "leaving" the RFU, John joined forces with Rusty (Russell Earnshaw) to run The Magic Academy, where they have a determination to provide a safe environment for coaches to share experiences and information.

John also does some coaching in business (with Leading Edge) and sport with his own company Fletch Coaching.

If John were to describe himself in three words, they would be: enthusiastic, positive, curious. If there was a 4th he would say funny!



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 **John Fletcher**
@FletcherRugby





@coachlogic

Coach Logic is a collaborative video analysis platform for sports teams. Our aim is to change the paradigm around video analysis; from the traditional viewpoint into a collaborative activity where coaches connect with players in an environment that brings out their best.

We believe that analysis is only the start. Our software improves the use of video in performance analysis. It brings teams closer together by putting learning and engagement at the forefront.

Coach Logic supports the whole analysis process:

- Upload match video to the cloud from anywhere, at any time
- Review the match and get crucial engagement from the players
- Share and discuss video moments with individuals and groups
- Engage players in conversation to create a cohesive team environment
- Give and receive feedback to support growth and player development

Better Coaches. Better Players.

Coach Logic offers packages for any team which is committed to getting better. Whether you're from a school, amateur club, university, semi-professional or elite team we have a package to suit your requirements.



We will be using the Coach Logic platform to allow attendees to access the conference materials for a 15 day period following the event. Details regarding how to access the platform will be sent out via email nearer to the time of the conference.



Live 29.03.19

FEATURING:

- Stuart Armstrong**
- Sarah Kelleher**
- Danny Newcombe**
- Russell Earnshaw**
- John Fletcher**
- Mark Bennett MBE**

For more information please contact:

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 0131 311 1000

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