

Strategy – Coaching

Educate a sufficient number of appropriately qualified coaches

Strategy	Activities
Review coaching and coach education needs.	Establish number of coaches and their certification level, and establish needs.
Introduce ITF certification and licensing of coaches and tutors.	Establish global programme for coach education at all levels. Introduce ICIN for coaches.
Increase use of ICT for delivery of education, certification and licensing.	Cooperate with NAs, RAs and other coach-certifying organisations. Focus on online courses for education, certification and licensing. Develop appropriate education materials.
	Collaborate with NAs, RAs, coach certifying organisations, Olympic Solidarity and academic institutions.