

Successful Coaching Starts from the Attention to the Long-Term Development of the Athletes

-Discussion on the Success Road of Sports Coaches

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Abstract. For a long time, The development of competitive sports has forced the coaches to pursue the victory excessively, and neglect the attention and education of the athletes. This article aims at the following four aspects, establishing teaching ideas of "attention to the long-term development of athletes", fixing the teaching goal of "help the growth of athletes", coaching for the development of good character, and taking the "athletes as the center" of the competition teaching method. It is suggested that the coaches should play a good demonstration role in the athletes, adhere to the idea of "focusing on the long-term development of athletes". In the process of coaching, the athletes' happiness and long-term development was put in the first place, and the coach pay attention to the healthy development of competitive sports rather than simply win, in order to realize the great power of sports from the "big country" to "sports power".

1. Introduction

Based on the close relationship with the athletes, the coaches are involved into the athletes' life from the first beginning of selection to the rearrangement of new jobs. During the whole process, the coaches will not only help the athletes to achieve the success, but also encourage them to become a better person. Unfortunately, the coaches often promote them to win the games under the realistic pressures. At the same time, the development and education of the athletes are often ignored. Although there are so many pressures and additional rewards in the real world, the coaches shall adhere to the concept of "focus on the long-term development of the athletes", put the well-being, happiness and long-term development of the athletes above everything else and attach importance to the sound operation of competitive sports. To win the games is not the only test of success. Therefore, it is of great importance for the transformation of the major sports country to the world sports power.

2. Adhere to the Concept of "Focus on the Long-Term Development of the Athletes"

The coaching concept refers to the coach's understanding on the essence and influence factors of athletic training, specific recognition on the team goals, missions and athletic training methods, strategic guiding thoughts on the athletic training as well as the faith and principles during the coaching process^{[1] 15}. During the athletic contests, there are no general theories and statements on the characteristics of physical exercise, laws of winning games, conduct codes, principle of training, team development, short-term and long-term team goals and coaching methods. As a consequence, the coaches often think whether it is necessary to sacrifice the athlete's health or long-term development so as to win the competitive sports; for instance, the coaches have to decide whether it is essential to arrange the best athlete to participate in a contest or whether the injured athletes shall continue to play the game.

The concept of "focus on the long-term development of the athletes" refers that the coaches shall judge whether it is good for the athletes or make for the long-term development before each decision or action is carried out. The secondary thing is to improve the athletes and the team performance in grasping the opportunity of winning the games^{[2] 34}. As long as we make a general survey on many

famous coaches, these celebrated coaches always adhere to the favorable coaching concept of focus on the long-term development of the athletes. For example, the coach Huang Jian sticks to his principle of education and action. In his coaching career, there are the world record breaker of male high jumper Ni Zhiqin and female high jumper Zheng Fengrong, the Asian record breaker Yang Wenqin, Zheng Dazhen and other excellent athletes. It is believed that the most important thing is not to win more contests; what is more important is to improve the performance of your athlete including the progress of professional levels and training achievements as well as the improvement of the athlete's theoretical level and personality cultivation. As well, the softball coach of University of Nebraska Rhonda Revelle is also aware of the significance of understanding and caring the athletes as her students and a person.

In a word, the concept of "focus on the long-term development of the athletes" is good for the coaches to keep a right attitude towards the coaching experiences, fairly treat others, handle the relationships with the others, eliminate the uncertainty, solve the existing problems and define the direction for the athletes in their coaching career.

3.Set the Coaching Goals for the Development of the Athletes

The coaching goals refer that the coaches shall make the expectant and specific achievements at a given period, expressly define the training direction, conduct the training activities in practice, and draw up the training plan. It is of great importance in motivating and uniting the athletes^[1] 16.

Nowadays, the coaches have to cope with so many pressures like the different levels of coaching qualifications, annual assessment index, periodical assessment index and management of organization. Under such circumstances, the coaches must set the important goals of winning the contests; as a consequence, they often make the determinations to damage the athlete's health in body and mind. With regard to the simple opinion of winning the contest, the Deputy Director of General Administration Of Sport Of China Cai Zhenhua once came up with the sharp criticism: "As some provinces and cities have the athletes of winning the world championship, the athletes have to take the training courses in an earlier period. Therefore, they have no opportunity to take the culture courses from childhood. Haste makes waste. It will give rise to the damages on the athlete's physical and mental health. In this case, the athletes are often subjected to physical and mental injury and short of cultural knowledge...this kind of the irresponsible actions will interfere with the development of the society and the athletes." The coaches shall make sure about the attempts of encouraging the athletes to win the contest. However, it is not the most important goal in their coaching career. According to the conceptual foundation of *Bill Of Rights For Young Athletes* and the motto of American Sport Education Program, it is not important for the coaches to promote the athletes to win more contests; what is more important is to help the athletes to become a victor of life. The Council of The European Union has made a definition of the excellent coaches: The coaches shall flexibly use the related knowledge of physical education and interpersonal relationship to develop the athlete's professional ability, confidence, communication and character at the different stages. It is said that the highest achievements for the coaches is to improve the athlete's professional ability, confidence, communication and character. A lot of the outstanding athletes openly state that the most memorable thing is the months of training and the anticipation of entering into the competition rather than the moment of achieving victory. During the process, the athlete's values and revelation is improved. It can be seen that the enjoyment of sports is aroused by the pursuit of success rather than the moment of achieving victory. On the road of success, the athlete's goal is to bring about the comprehensive development with the help of coaches.

As a matter of fact, many distinguished coaches are not definitely satisfied with the achievement of gold medals and honors, instead they put the athlete's healthy growth and development in the first place^[3]. during the coaching process, they attempt to help the young athletes to enjoy the pleasant sporting career, promote their physical and mental development, accelerate the social development and set up a winning team. These coaches are aware that it is important to combine the goals of winning the championship with the goals of cultivating their athletes and take a long-term viewpoint

on the outcome of the competitive races. In this way, it is able to cultivate the athletes with the enjoyment of physical exercises, sense of responsibility, acceptance of others and acceptance of themselves.

4. Take the Lead in Developing the Good Character of the Athletes

The character of a person is known as “moral integrity” in the ethics of ancient Greek. It is the basic quality of a person in deciding our reactions on the actual events, making contributions to the society or obtaining the social benefits. It is the sum of a person’s morality, behavior, consciousness, belief, attitude and thinking. The character education is defined to teach the young generations the knowledge, manner, belief, skills and behavior and become a good and fair person. Generally speaking, it is taught to become a moral person^[4]. In their coaching career, the coaches are the best teachers to encourage the athlete’s development, control their behaviors and establish the good character. The athletes are deeply influenced by the coaches. As long as the coaches are capable to take the great advantage of their appealings, it is helpful for the athletes to achieve a better performance and become a better person.

4.1 Adopt the Cooperative Training Mode. The style of coaching can be classified into three types: commanding mode, laissez-faire mode and cooperative mode. The major coaching styles are commanding and cooperative mode. In view of commanding mode, the coaches make the instructions, assessment and decisions while the athletes are just to listen, absorb and obey what the coaches have instructed. The coaches just give the orders, rarely listen to what the athletes are required, often interrupt what the athletes are talking, yell at the athletes and even attack the athletes. In addition, the coaches often order the athletes to follow the instructions with the threatening and provocative words. With regard to the cooperative mode, the coaches will set up the strategy framework and regulations in helping the athletes to achieve the individual goal and make the judgements on their own. The athletes shall be independent and responsible. During the process, the coaches are good at listening, promote the two-way communication, attempt to understand the athletes’ thoughts and give the genuine encouragements. These coaches truly concern, trust, care and incorporate into the athletes. Therefore, the athletes receive the great esteem and trust from the coaches. With the self-identity of the athletes, it is easier for the athletes to establish the moral value and receive the favorable physical education. When the athletes are respected, they will respond to this kind of respect and dignity. They shall duly respect the coaches, respect the companions and set up the good character.

The taught techniques are less important than the reflected character and concept of an athlete. Throughout the athletes’ life, the athletes will consider the coaches as a model person. Thus the athletes are just like the coaches rather than the persons whom are expected by the coaches. For this reason, the coaches shall set an example with good character. With the coaches’ personality charm, moral accomplishment, art of leadership and specialized skills, it is possible to teach the athletes with respect, responsibility, regard, integrity, fairness and citizenship. In practice, the coaches will encourage the athletes to form a good habit.

4.2 Take a Clear-Cut Stand and Oppose to the Drugs in Action. With the professionalism, commercialization and politisation of competitive sports events, a few of athletes are prepared to take the enhancing drugs so as to achieve a better performance. According to the researches, it is seen that the greater the influence of the athletes’ strength in the outcome of the competitive sports events is, the higher the ratio of taking drug is^[5]. Obviously, the athletes wish to play an even better role in the game and quickly recover the physical strength by taking the drugs. The athletes spare no effort in finding out a shortcut of improving their competitive force. Although it is unfair, they will lose the advantages as everyone else are also taking drugs. They give a lot of excuses on the causes of taking drugs. However, the kind of action has violated the law, standard of behavior and moral rule of fair competition. In 1975, the weightlifter of Finland and the gold medal winner of Mexico City Olympics Kangasniemi tried to lift the bars (160kg). However, the swelling left shoulder bladder muscle were ruptured with the excessive dosage of anabolic steroid; the bar was dropped on his bitia in making him disabled all the life.

In order to guarantee the athletes' good health, the following aspects shall be concerned: firstly, the coaches shall improve the personal ideological and moral education, strengthen the defense line of morality in going against the administration of drugs, focus on the dosage of drugs, take a clear-cut stand to go against the administration of drugs, set up an example with the good view and values; next, it is necessary to organize the education meetings in a non-planned, occasional or spontaneous way. In an annual period, it needs to launch an educational seminar in emphasizing the immediate impact of taking drugs in the athletes' behaviors and its long-term influence in the athletes' health; thirdly, the corresponding regulations shall be made while the team athletes are forbidden to take the illegal drugs; fourthly, the athletes of taking drugs shall be punished and cured with the professional therapists. It is not simply dismiss the athletes.

The sports events are a mirror of reflecting the social morality. It is known that the coaches shall not only teach the athletes with the motor techniques and tactics, but also teach and lead the athletes' self-improvement and the establishment of good character. The coaches will produce a positive influence in the athletes with the coaches' personality charm, favorable character and health behavior. The coaches must always remember that it is more important to encourage the athletes with the cultivation of good character rather than achieving victory or winning the championship. Although the athletes can not just win the contest with the good character, it is necessary for them to form the good character in becoming a victor of life.

4.3 Practice What One Preaches and Take a Correct Attitude towards the Rewards. The winning of a reward is an attractive and powerful reinforcing agent to stimulate the athletes. The rewards come from the external and internal side. Generally speaking, the external rewards include bonus, prize, medal, champion flag and other visible awards; the internal rewards refers to the intangible things like the athletes' happiness, self contentment, sense of achievement, sense of competence and sense of self-respect during the participation of the sports events.

Originally, the external rewards are to stimulate the athletes to take an active part in the games. In most cases, it is a pity that the essence of the athletes' participation motivation is generally changed so as to win the external rewards. The athletes are often addicted to win the external rewards by the participation of the games. During the participation of sports events, the athletes would like to win the external rewards and achieve the other's expected goals rather than improve the personal value and goals. In most cases, the pursuit of external rewards will be impractical and be doomed to failure. On the other hand, the athletes think that it has no significance for them to continue the competition as long as the external rewards can not meet with their increasing desires. With respect to the external rewards, the internal rewards are the best way to encourage the athletes at a long term. Although the internal rewards are not visible, it is essential to encourage the athletes to achieve the success at a long term. The internal rewards will play a better role in the motivation of the athletes' success. The athletic psychology indicates that the most fundamental demand for the athletes' participation is to enjoy the happiness and achieve the self value. Thus the internal rewards are of great significance for the athletes to insist on participating in the sports events^[6].

During the process of physical training and participation of games, the coaches shall make great efforts to create conditions for the athletes to enjoy the sports events, achieve the success and learn from the internal rewards, improve the great passion and participation motivation. In addition, the athletes will have a positive attitude towards the external and internal rewards. For example, the coaches are able to recommend the athletes for their good performances and efforts rather than the final contest results and victory on account of the athletes' motor skills as well as the self-control ability, good judgement and responsibility. In this way, the athletes will pay more attention to the achievement of personal goals rather than winning the games.

5. Adopt the Coaching Method "Oriented at the Athletes"

There are the conventional and competitive training modes. The conventional coaching mode is oriented at the coaches while the athletes have to obey the coaches' instructions. During the process, the athletes learn the motor skills from the repeated, boring and frequent physical exercises. Thus the

athletes are lack of initiatives and decision-making power. The athletes rarely have the opportunity to make the judgements so that it is difficult for the athletes to perceive the similarity of physical exercises. In practice, the athletes are unable to apply the learned motor skills into the flexible and complex games. For the athletes, the learned skills and tactics can not be applied into the real competitions^{[2] 184-187}. Meanwhile, the coaches will make the interferences on the athletes' motor skills while the coaches are lack of the sufficient guidiances on the actual competition strategies. The competitive training mode refers that the daily training shall be closely correlated with the real competition; the coaches shall teach the athletes with the motor skills and the essential ability of reflection, understanding and decision-making (namely tactical skills). Under such circumstances, the competitive training mode is oriented at the athletes. During the training process, the athletes will take the initiative to develop the tactical consciousness, focus on the key elements of winning the competition, quickly analyze the competition situation and make the intricate decisions. Therefore, the athletes will enjoy the sports event and face to the challege of intelligence. With the precise analysis on the competition situations and skillful application of contest space and time, the athletes will give full play to the teamwork, make the right decisions and improve the opportunity of winning victory. In addition, the athletes are possible to understand the practical tactics, develop the learned skills and carry out the skills in the real competition. Based on the practice and competitive training, the athletes are likely to get hold of the required motor techniques as a successful winner.

It is well known that the athletes are possible to enjoy the competition as long as the athletes continue the competitive training on other occasions. The outstanding coaches will not only teach the athletes the motor skills and tactical skills, but also the deeper understanding on these skills. With the guidance of the coaches, the athletes shall understand how to get into the game with the learned motor skills and tactics, improve the insight and make the sensible judgement. In other words, the coaches shall do their best to cultivate the thoughtful athletes with the good consciousness of participation in the games.

6.Summary

In the coaching career, it is an important stage for the athletes to control the behaviors and set up the good character and morals. Therefore, it is essential for the coaches to adjust the teacing philosophy, goals and methods, put the athletes' well-beings in the first place, keep a right attitude towards the relationship of winning the championship with the athletes' future development, take a good example of encouraging the athletes to achieve a better performance and become a better person.

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