

2010 NSCAA Convention Clinic Outline Book

Bill Beswick, Sports Psychologist



Bill Beswick : Presentation Topic 2 (Saturday 16^h)

'Coaching A 'Nation Of Wimps' – Building Winning Attitudes In Young Players'

Some of you will have read recently an article entitled 'No Jobs For Old Men – a mini memoir' by Rick Burns, former college soccer coach. Coach Burns looks back at his coaching career with sadness at the key changes – winning at all costs and the decline of character in young players together with their increased sense of 'entitlement'.

I was still reflecting on these views when I received a 'must-read' book from Mike Noonan, Head Coach at Brown University and an old friend. The book '*A Nation of Wimps – the High Cost Of Invasive Parenting*' by Hara Estroff Marano is quite devastating in its description of the lack of positive personal qualities – work ethic, self-discipline, self-responsibility, perseverance and resilience – in many young people emerging from today's society.

The challenge for modern soccer coaches is to take these increasingly fragile and mentally weak young boys and girls and teach them the qualities of character that will allow them to face and overcome the many challenges of soccer.

The rewards for the modern soccer coach is that our damaged society has never needed us more and not only can we teach winners in soccer but we can help an awful lot of young people become 'winners in life' – how good is that!

This presentation outlines the problem and then helps coaches identify the ways forward. Although coaches as always will have to focus on physical, technical and tactical development they will more and more need to engage in character development through soccer.

Specifically this presentation will make coaches more aware of:

- The attitudes that make top soccer players
- The influences that shape young players' attitudes
- How coaches create positive training and playing environments
- What coaches can do to build positive attitudes
- How coaches can destroy good attitude
- How attitude is challenged by mistakes or setbacks
- The importance of teaching 'team' and moving players from 'me' to 'we'
- Reinforcing good attitude in the heat of matches
- Creating winners in life as well as soccer.

'The generation of young people now coming of age is extraordinarily endowed in material terms – but unusually experience deprived. Their lack of challenging and life-defining experiences on their own impairs their ability to develop vital coping skills and build the inner resources necessary to adapt to life in all its unpredictability'

Hara Estroff Marano – 'A Nation of Wimps'

This presentation is dedicated to Rick Burns, Former Soccer Coach, Central College, Pella, IA.

A handwritten signature in black ink that reads 'Bill Beswick'. The signature is written in a cursive, flowing style.