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Dear Coaches,

Quote of the week:

“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”

~Andrew Carnegie

President's Message: May 2015

By Jim Sheehan, USA Swimming President

There are some great international competitions coming up this summer. USA Swimming is sending teams to the World University Games in Gwangju, South Korea (July 4-11), Pan American Games in Toronto (July 11-18), the FINA World Championships in Kazan, Russia (July 25-August 9), and the FINA World Junior Championships in Singapore (August 19-31).

With the Rio Olympic Games now less than 15 months away, these competitions will provide an opportunity for our top swimmers to gauge how well they are doing as they attempt to reach the Olympic podium. We are all looking forward to excellent performances by the athletes and we wish them all the best as they represent our country on the international stage.

In addition to these competitions, there is another set of international activities taking place this summer. In conjunction with the Pan American Games, UANA, the continental aquatics organization for the Americas, will hold a general congress. Shortly thereafter, at the start of the FINA World Championships, there will be a special meeting to vote on changes to the FINA constitution (FINA is the international federation for aquatics).

In preparation for these important governance meetings, the International Relations Committee (IRC) of USA Swimming has spent time over the last several months on our international strategies. These strategies were brought before the USA Swimming Board of Directors at its most recent meeting and received very strong support.

On the agenda at the UANA congress in Toronto is an election for the FINA Vice President for the Americas. Dale Neuburger, former president of USA Swimming and incoming president of UANA, currently holds that VP position and he has the full support of USA Swimming to continue for a fifth term. Dale has done a superb job in this role and is one of the most respected personalities in the aquatics world.

For the FINA special meeting, the changes in the constitution include a modification to the composition of the FINA Bureau and its Executive Committee. Other changes include removing the age limit for FINA Bureau members and changing the term limits for the President, First Vice President and Treasurer from two four-year terms to three four-year terms. These changes would allow the current FINA president, Dr. Julio Maglione from Uruguay, to seek a third term.

Dr. Maglione has been a supporter of USA Swimming throughout his tenure and is an influential figure within the International Olympic Committee (IOC). USA Swimming continues to support Dr. Maglione, as it did previously in 2009 and 2013.

Speaking of the IOC, the Olympic governing body recently announced its IOC 2020 Agenda, a roadmap of 40 initiatives for the future of the Olympic movement. Within it are a series of recommendations pertaining to bidding for the Olympic Games, cost reduction, the launch of an Olympic TV channel and strengthening the principles of good governance and ethics.

USA Swimming fully supports the IOC 2020 Agenda, including the requirement for good





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governance reviews. USA Swimming has had governance reviews performed over the past several decades and we think they serve a very beneficial purpose. We applaud FINA for saying it will be among the first international federations to implement this requirement.

This may be more that you ever wanted to know about international aquatics but it is an important aspect of what we do at USA Swimming. We all enjoy watching our athletes at the Olympics and World Championships and we want swimming to continue to be one of the top sports on the international stage.

We need to help our international federation continue to be one of the best in the world by providing resources and constructive suggestions to foster growth and strengthen governance policies.

If you are interested in any additional information on UANA, FINA or any of the international competitions mentioned in this message, the links to the appropriate web sites are listed below.

[UANA](#)
[FINA](#)
[World University Games](#)
[Pan American Games](#)
[FINA World Championships](#)
[FINA Junior World Championships](#)

What We Learned from Adam Peaty's World Record

By Russell Mark, USA Swimming National Team High Performance Consultant

Last month, Adam Peaty of Great Britain became the first person under 58 seconds in the 100m breaststroke and smashed the world record by over a half second in the process. Only 8 other people have ever been under 59 seconds in the 7 years since it was first done, and yet Peaty is already forging ahead to new territory.

Here are 3 things that all breaststrokers and aspiring breaststrokers can learn from Peaty's race [\(video link\)](#):

Understand Real-Life Issues Associated With Dietary Supplements

By USADA

Have you ever found yourself relying on the label of a dietary supplement to make your purchasing decision? Do you know how to read the label? Can you believe everything you read on the label?

Understand real-life issues associated with dietary #supplements by [visiting here: twitter.com/kcU6JBeCaU](#)

External vs. Internal Focus for Optimal Skill Acquisition

By Swimmingscience.net

“High elbow”
“Fast hips”
“Lead with your pinky”

We all have various cues to communicate with athletes. Everyone's cues vary with style, audience, and available tools such as video. Clarity is our goal with athlete communications. “Feel” does not always equate to “real”, which is why video is so powerful. Regardless of whether you use video or not, what matters most is how the athlete internalizes cues. As video becomes more commonplace, our job as coaches is not only to pick out stroke flaws but also to translate cues into useable language.

Think of our jobs as writing code for the computer in our athletes' brains. Without translating thought into useable language (i.e. code), the program won't run very smoothly. Proper language makes good information useable, and our job does not stop with identifying the flaws and giving out drills. Every cue follows a three stage process:

1. Identify the technical point
2. Communicate the technical point
3. Athlete has their own understanding of the technical point via self-dialog

Stage three is the most important and is often overlooked. Automaticity in movement is the objective and is best accomplished via effective communication both between coach and athlete, but also via the athlete's self-dialog.

[Read more:](#)

Figure It Out

By Mark Speckman, Football Coach, Inspirational Speaker, December 2010

Football coach and renowned inspirational speaker, Mark Speckman, speaks to 6,000 members of the Million Dollar Round Table about motivation, "figuring it out" and his personal story of overcoming adversity.

[Watch here:](#)

Why Kids Quit Sports

By John O'Sullivan, Changing The Game Project, May 2015

"I just can't take it anymore coach," a talented but underperforming player named Kate told me a few years back. "I think I am done playing."

My mind went through all the reasons this might be happening: burnout, other interests, team dynamics, I was too hard on her, the gamut. What could it be?

Coach reassuring young baseball player

"It's my dad. He loves me and I know he only wants the best for me, but he just can't stop coaching me, in the car, and from the sideline each and every game. I can't play when he is around, and he insists on coming to every game, every road trip, you name it. It's like it's more important to him than it is to me."

Sadly, Kate's story is a common one. It is a tale about well-intentioned parents whom want nothing but the best for their children. They love their kids; they just don't always love them in a helpful way.

[Read more:](#)

Sports Parenting In 4 Words

By Doc Rivers, Coach, Positive Coaching Alliance

[Watch video here:](#)

Two Temptations Leaders Face in Turbulent Times

By Tim Elmore, Author, *Growing Leaders*, May 2015

Uncertainty. No one likes it... but every one of us faces it at one point or another. I believe it's in times of uncertainty and trouble that leaders earn their keep.

The two largest temptations leaders face in times of turbulence and uncertainty surround two paramount elements team members need from them:

1. Their Communication
2. Their Consistency.

When situations are uncertain, our human tendency is to default into ambiguity. We talk in vague terms because we are not sure about tomorrow. It makes sense. However, teams are desperately looking for clear direction. Additionally, in times of struggle and adversity, leaders can slip morally. It is tempting to fudge a bit here or there on the decisions in front of them, in the name of saving face or saving money. Ethics get fuzzy and can drift from center, and all the while, we can excuse poor decisions. In the end, the leader's patterns change, sending signals that spark fear in followers.

So what do people need most from their leader in these times?

[Read more:](#)

Wants Vs. Likes

By Brett and Kate McKay, *The Art of Manliness*, May 2015

Have you ever wanted something really, really bad, but when you finally got it, you were left feeling kind of disappointed?

Maybe you thought changing jobs would make you happy, but it didn't.

Or you thought you'd like living in another state, but ended up regretting the move.

Perhaps you sunk a bunch of money into a new hobby you were sure you'd love, only to abandon it after just a few outings.

Why do we experience these mismatches between what we think something will be like and the reality of it?

This misalignment is often the result of confusing our wants and our likes — a common mix-up that gets in the way of our making good decisions and finding real satisfaction.

[Read more:](#)

Top 10 Motivational Business Videos

By Simple Truths

Looking for ways to inspire your team and improve your professional skills? Check out our top 10 motivational business videos!

[Watch them here:](#)

