

## Justin Morin

### Personal Coaching Philosophy and Mission Statement

My mission is to develop abilities in our young people that will inspire and empower them to achieve excellence in life through a positive competitive swimming experience. I believe that our sport teaches fundamental life skills that are invaluable beyond the pool. By molding, teaching, and instructing our athletes, I aim to develop in them the self-discipline, personal responsibility, physical fitness, and personal excellence necessary for success in competitive swimming and any other facet of life. My Coaching philosophy is based on steady, committed, planned progressive training to create a long-term advantage for a swimmer to succeed at any desired level in the moment while preparing them for further success in College and beyond. Whether teaching an elite swimmer or just a beginner, the fundamentals are the same. The pillars of my coaching are **fun, technique, intensity, and growth.**

First, I believe having fun, in the water and with the team, is imperative to a team and swimmers' success. I try not to take myself too seriously and always have fun while projecting that fun into the program. Through developing a program that is fun and inviting, I have experiences greater long-term retention and success of my athletes.

Second, I believe mastering technique is essential. Continuous work to improve body position and stroke efficiency is always needed. The Novice to Senior swimmers can benefit most from kicking and technique instruction while swimming at slow and fast speeds. The use of language has been a corner stone of my coaching; however, implementation of video, dryland, and physical prompts are all skills I have developed to help a swimmer learn.

Third, I believe intensity- swimming every workout, set, and stroke with purpose- will increase the possibility of success. I strive to write practices that will challenge my athletes with empirically based information applied in creative ways. I believe aerobic development and maintenance with proper technique is the foundation for swimming achievement in all strokes over all distances. Through developing a swimmers aerobic and anaerobic capacity in incremental stages, using macrocycles and mesocycles in training, I can prepare swimmers for seasonal and long-term success.

Fourth, I believe in growth. This is a principle I take seriously for myself and it impacts my leadership style, thus infusing it into my program and athletes. I like to challenge my athletes by engaging their mind just as much as their body in training. I utilize goals, directives, missions and mental skills throughout the year, and in a progressive way with Age Groupers and Senior swimmers.

Lastly, I believe communication, parent involvement, and team culture directly impact the four pillars of my coaching philosophy and the swimmer. I believe in prompt and empathic communication. I believe communication between coach and swimmer, coach and parent, and swimmer and parent are vital. I seek to create a culture that is supportive of all members, as more than anything I want swimmers and their families to feel a sense of belonging.