ITF Coaches
Education Programme
Level 2 Coaching Course

Ethics and self-improvement for tennis coaches
By the end of this session you should be able to:

• explain the concept of ethics in tennis and its importance
• identify several ethical principles in your coaching
• identify the basic ethical standards needed for coaching
• explain the importance of self-improvement
• identify different areas for self-improvement and ways to do it
What are ethics?

• The discipline dealing with:
  – what is good and bad / right and wrong
  – moral duty and obligation

• Group of moral principles or set of values
Ethics for coaching

- Principles of conduct governing an individual or a profession
- Standards of social and professional behaviour
- Need of a CODE OF ETHICS
- Basic premise:

  THE RIGHTS AND NEEDS OF THE PLAYERS BEFORE THOSE OF THE COACH
ETHICAL PRINCIPLES

- Integrity
- Respect for others
- Competence
- Responsible coaching
- Dignity
- Concern for other’s welfare
- Responsibility
- Concern for other’s welfare
Ethical standards for a tennis coach

• To observe the standards of his organisation
• To promote its image to overall benefit
• To avoid clashes of interests
• To charge the pupils a fair fee
ETHICAL PROBLEMS

- Sex
- Money
- Relationships
- Position & Power
- Other
Importance of self-improvement

• Benefit to yourself personally and professionally
• Benefit to your students
• Benefit to your organisation
What to do to increase self-improvement?

• Have an open minded mentality
• You can always learn new things
• Proper time management
• Know areas useful to focus on
Areas useful to focus on self-improvement (I)

• Improving education (by attending coaches workshops)
• Learning foreign languages
• Travelling
• Improving public speaking skills
• Reading books
Areas useful to focus on self-improvement (II)

- Starting a tennis library of books and videos
- Taking a tennis lesson themselves
- Becoming computer literate
- Staying fit
- Learning from other coaches
- Improving level of play
- Attending high level tournaments
Questions

• Why ethics are important in teaching tennis?
• Do you know any Code of Ethics for tennis coaches?
• Why self-improvement is important in teaching tennis?
• Which areas do you think are the most important to focus on for self-improvement?
Group or individual tasks

• Write down a sentence that summarises your ethical thinking in coaching
• Write down three areas you think you should focus on for your own self-improvement
• Explain why to your partner
• Explain/write down how you will try to do this
Discussion

• Should ethics be an individual or a group issue?
• Recount an ethical problem you may have had in your coaching career
• How would the group solve/deal with this issue