



NEWSLETTER

**Specialists in Athlete
Development**

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Welcome to our November 2008 newsletter. The aim of our newsletter is to not only keep people informed of recent developments at Movement Dynamics UK, but to continue to provide information to those individuals responsible for the 'practical' implementation of Athlete Development.

Web-Site Development

We have finally completed the new web-site at www.movementdynamics.com and we hope that the e-commerce section will allow you to view the tools we have created for the assessment of Physical Competence. This is just the start and there is the hope that there will soon be the facility for us all to share ideas through a Forum.

As un-commercial as this may sound we are keen to establish some ground rules in all this athlete development issue. The development of the supportive tools must not be seen as a panacea to all the issues surrounding athlete development. The key is to commit thought and infrastructure to embracing the critical concepts that surround this issue. The other important point is that, regardless of what information you collect from an athlete, the important thing is 'what to do next'. The answer to this question is not found in some magic formula but in a sound integration of functional and athletic development that leads to the required sport-specific qualities. It is not just strength or stability or speed or endurance or power. It is the delivery of an individualised prescription of exercises where the athlete 'earns the right' to progress.

Those organisations and individuals who have taken their time to develop their knowledge and understanding of the subject, and who have taken the steps towards re-aligning their resources towards the delivery of the required components, are currently achieving success for the long term.

This is not just another 'spell, potion or gadget' that gives us a 'quick-fix' or 'fast-tracked' development program. The greatest amount of investment comes in the form of workshops and strategy discussion that leads to a sensible application of the concepts.

The web-site details the products and their role in Athletic Development with the cornerstone items being:

Manuals that illustrate Athlete Development and Physical Competence Assessment

Software that provides a Progressive Exercise Syllabus

Measurement devices that support the assessment.

Physical Competence Assessment – *Manuals, Measurement tools* - the stuff that answers the question – ‘Where are they now?’

This continues to be one of the most exciting aspects of the work we are doing. I have described the background and rationale on many occasions (see article on web-site) but the best part is the cooperation and sharing of information that has been the most satisfying. I have had the privilege of seeing the concept grow from a theory into a fully fledged Talent Identification, Talent Confirmation and Talent Development process. Relationships have been built and professional development has abounded with the many individuals and organisations who have embraced the process.

Each interpretation and delivery is slightly different and I have been encouraged by the tenacity and the inventiveness of the many practitioners I have worked with. In some cases the process has been a demanding test of their patience and fortitude as they fight against history and tradition as well as the inevitable inertia to ‘change’. In other cases the entire organisation, from Administration through to the Coaches in the field, made the commitment and things developed fast – sometimes too fast!

Mark Fox at Stevenage Sports College in the UK has worked tirelessly to create a scheme of work that integrates Physical Competence Assessment and Monitoring into the UK’s National Physical Education Curriculum.

Robin Gregg from Sport Northern Ireland continues the relentless building of strategy so that all sports in the region can re-align themselves to accommodate the required change. The first group of practitioners trained in Physical Competence Assessment are commencing their training.

Phil Moreland, Head of Strength and Conditioning at the Sports Institute of Northern Ireland, along with his dynamic crew of practitioners in Strength and Conditioning, Sports Medicine and Sports Science, has created a quite remarkable journey of Physical Competence right through to High Performance levels.

Everywhere I go with this message and process I meet these quality individuals from whom I both learn and get enthused. This stimulates me to keep going – a pretty good thing at my age!

The Software – *A reservoir of progressive exercises* - the stuff that answers the question – ‘What is their journey?’

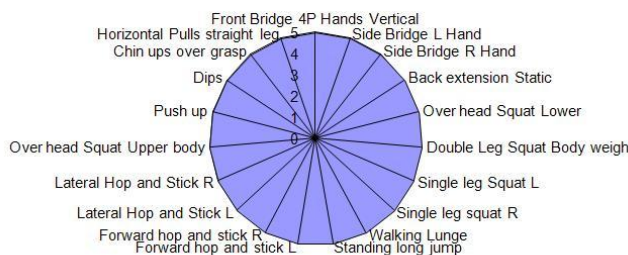
I am indebted to Mark Andrews of Applied Motion Research for his sterling efforts in developing the IT tools to deliver the Progressive Exercise Syllabus. This software is primarily the vehicle that answers the questions raised by the Physical Competence Assessment process.

Please have a close look at the computer requirements of the program before moving forward.

Some recent results to ponder.....

The desirable competence level must not be thought of as an 'elite' score. The standards are designed to ascertain acceptable control and efficiency of the body in a large variety of postures and movements – A score of 5 for all tests is desirable and should reflect a sound level of physical literacy and be suitable for all members of the community.

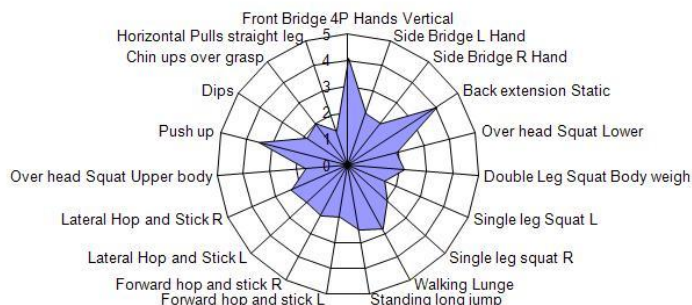
What It Should look like



Recent Results

The following graph illustrates the group average taken from a newly selected national Talent Squad. The athletes are thought to be contenders for Olympic selection in 2012. Their ages range from 16 to early 20's and they represent several different sports.

Group Average Physical Competence Assessment



This illustration of the limitations they possess should give the coach considerable guidance on what to do next whether the concern is with technical development or physical development, or both. The questions arise – what would the coach have done without this information? What would the exercise / training selection have been without this information? What will the coach do WITH this information?

There can be no doubt that some of the illustrated limitations will negatively impact on the required outcomes especially when training is taken to levels that place technique under stress, speed under stress, power under stress, range of movement under stress, etc. As these athletes strive to advance their technical models there can also be interference to skill acquisition.

More work with Vern Gambetta

Vern and I continue to brainstorm the Athlete Profiling question and together we have embarked upon a process that should be attractive to all practitioners worldwide. The success of the Physical Competence concept has been coordinated with Vern's original work on Athlete Profiling and now the work starts on getting the information to all Teachers, Coaches, Schools, Clubs, Institutes, Academies, High Performance operations and Professional Sporting entities.

Some of the world's leading High Performance operations are taking advantage of the processes contained in our coordinated efforts, especially those with a commitment to their next generation of elite performer.

We present this service across many fronts but none more important than the required 'Succession Plan' for the high performance teams competing in some of the world's most intense competitions. Protecting, supporting and enhancing both today's team and *tomorrow's team* is a particular process becoming attractive to many high performance operations.

Sales Stuff

These are early days for the web-site and although I am confident that the team that developed it have covered all bases I am sure that there will be some 'gremlins'.

In the first instance we are offering the direct on-line sales process to UK clients only. This is because the freight costs worldwide have gone through the roof due to all the corporate ineptitude we are all suffering from at the moment.

For orders outside the UK please send your needs through to sales@movementdynamics.com and we will look after things for you. It is intended that distributors will be found worldwide in the future which will allow us to develop things further.