

Coaches in Norway: Who are they and how will coaching move forward

PROCON: Key Findings

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Profiling the Coaches of Norway

A national survey report of
sports coaches & coaching



What is the PROCON?

Online survey conducted in 2017



Who coaches?

- What is the coaches background/experience?
- Who are the volunteer and employed coaches?
- Who are the men and women coaches?
- How do coaches learn and develop ?
- What might challenge progress and wellbeing?
- What aspirations these coaches have?

What are the pathways for entering coaching?

- Are there different pathways for volunteers and employed?

What can we learn from those who stopped coaching?

Preparing for Data Collection

- **Developing the survey questions**
 - Phase 1 (Jan 2017) reviewed by 2 experts (NOR, USA)
 - **NSD approval** (Ref #: 52746 / 3 / AGL, Mar 2017)
 - Phase 2 (Mar 2017) reviewed by 4 experts (FIN, USA, SWE, NOR)
 - Phase 3 (Apr 2017) reviewed by NIF and 14 NSFs
 - Phase 4 (May 2017) reviewed by HiNN & NIF in ENG and NOR
- **A pool of 56 questions was prepared**
used fittingly
- **Testing the online survey**
 - Phase 1 (Jun 2017) tested externally (15 coaches)
 - Phase 2 (Aug 2017) tested internally (NIF, HiNN)



Data Collection

- **Data collection in 2 modes**
 - via email invitation
 - via social media link



❖ Email invitations

- received 69.532 email addresses from NIF and NSFs
- cleaned up the list and sent 54.878 emails (28/08)
 - sent 4 reminders between 06/09 and 07/11

❖ Social media link

- posted on social media by NIF and HiNN (18/09)
 - reposted twice



Data Analyses

- **Received 6.025 answers**

- 5.396 from email invitations
- 629 from social media
- cleaned double, incomplete, inappropriate
 - e.g., coaching Ludo and Dwarfs

❖ **Dataset in analyses: N = 5.977**

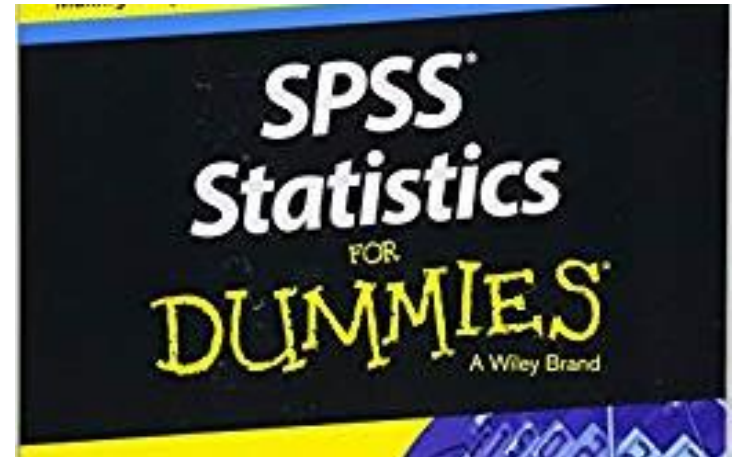
- **Coded into 222 variables**

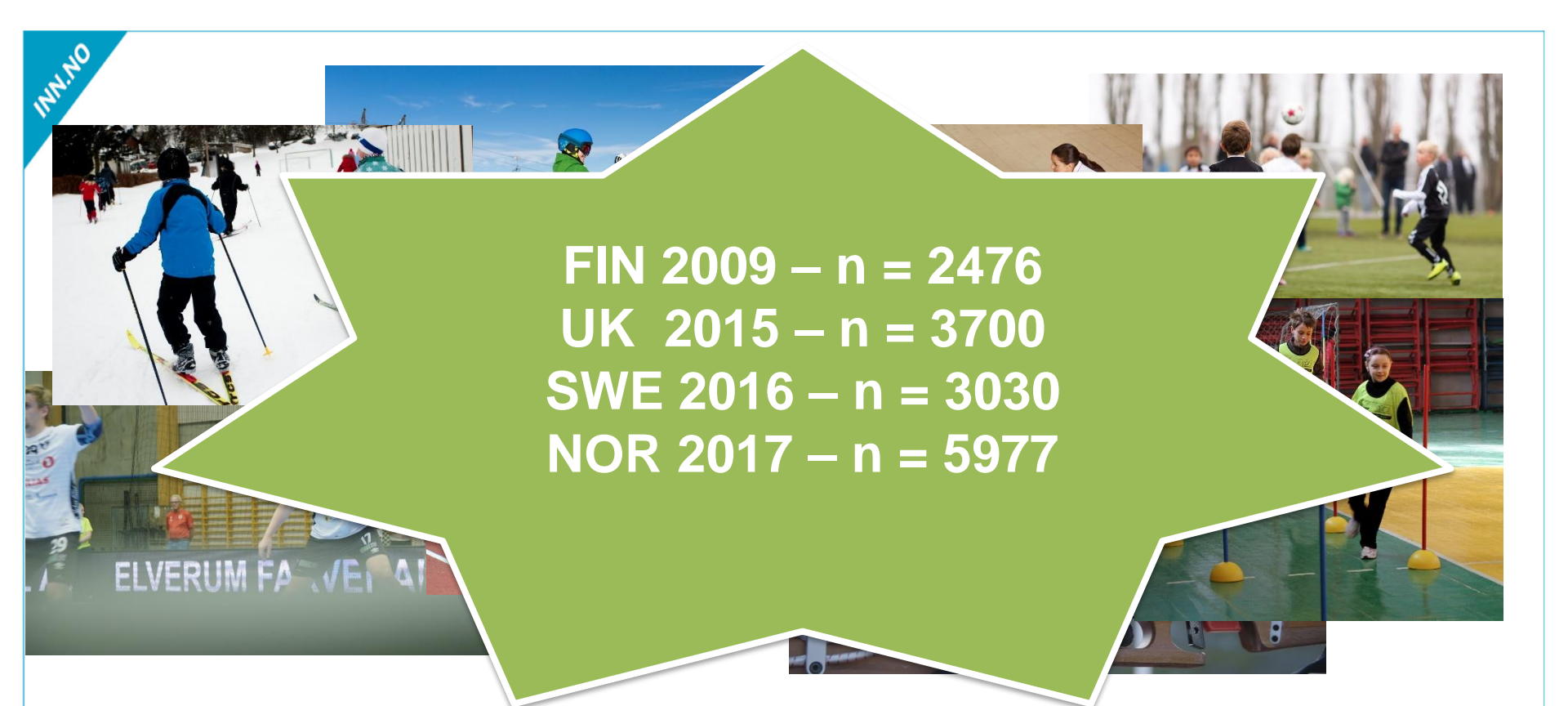
- *closed-ended questions*

- depending on level of variable (discrete or continuous)
- frequencies, cross-tabulations, descriptive statistics (M, SD), independent sample t-tests, and ANOVAs

- *open-ended questions*

- content analysis to organize multiple answers into fewer themes
- performed by the research team, individually at first then discussed until agreement was reached





FIN 2009 – n = 2476
UK 2015 – n = 3700
SWE 2016 – n = 3030
NOR 2017 – n = 5977

Not sure how representative of all coaches it is
Total number of coaches across Norway is unknown

PROCON -- largest national dataset of sports coaches worldwide
-- developed specifically for Norway

Key Finding 1 DEMOGRAPHICS

**Norwegian men,
married/cohabiting
with children who
volunteer in sports
coaching**

- ❖ **74% men**
- ❖ **26% women**
- ❖ aged from 15 to 83 years old
- ❖ 92% born in Norway
- ❖ 70% married or in cohabitation relationships with children

- ❖ **75% volunteers**
- ❖ **25% employed**

Volunteers

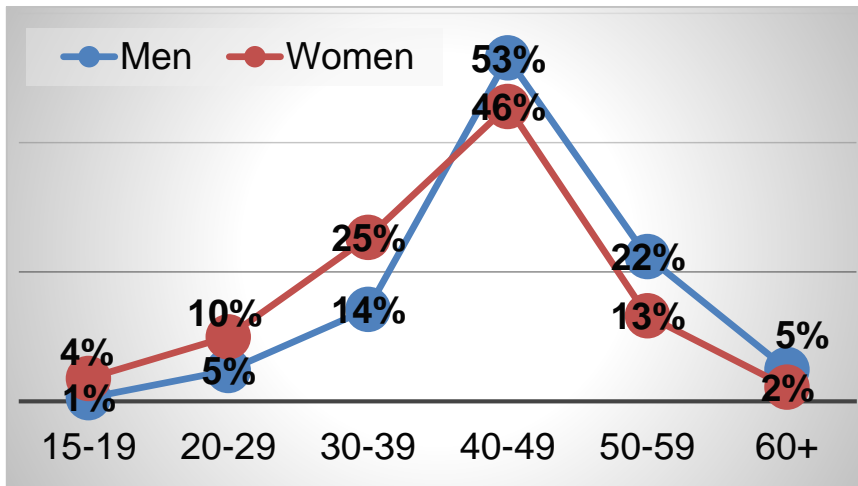
- 77% men
- 23% women
- More between 40-49 (45%)

Employed

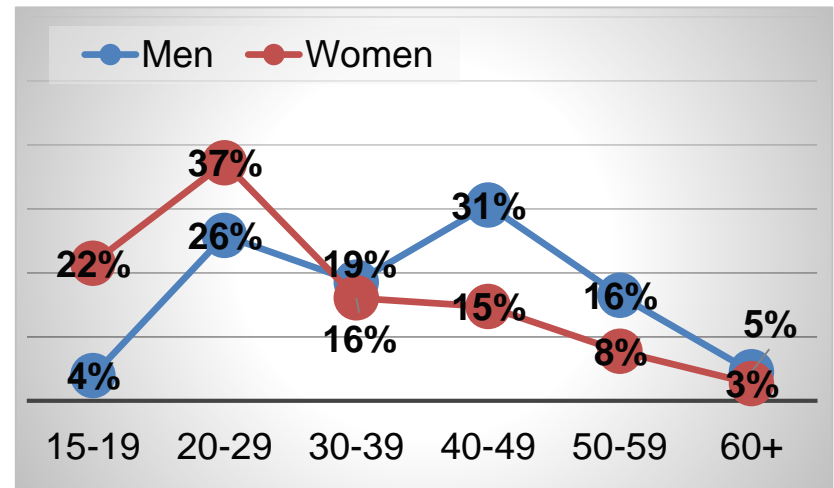
- 65% men
- 35% women
- more between 20-29 (30%), 40-49 (25%)

How old are they?

Volunteers



Employed



Key Finding 2 EDUCATION

Sports coaches in Norway are educated, in general and in sports coaching

❖ **67% has completed higher education**

- 70% of volunteers
- 58% of employed
- 67% of men
- 67% of women

❖ **76% has sports coaching education**

- 73% of volunteers
- 84% of employed
- 77% of men
- 72% of women

❖ **69% got sports coaching education from NIF/NSF/regional confederation**

❖ **64% got sports coaching education via current model, Trenerløypa**

What is their education on?

76% have SCE

32% Trainer 1
18% Trainer 2
9% Trainer 3
8% Trainer 4
4% Activity leader
4% other

67% have Hi-Ed

4% Primary, lower secondary
26% Upper secondary
36% University <4yrs
29% University <5yrs
2% PhD
3% Other

Hi-Ed degrees in

business, engineering and construction, sports sciences, teacher education, health and medicine, social sciences

Key Finding 3 YEARS OF EXPERIENCE

Experience in sports coaching is extensive and growing

❖ **55% never took a break**

- 41% has 0 to 5 years
- 27% has 6 to 10 years,
- 21% has 11 to 22 years,
- 11% has 23 or more years

❖ **Volunteers**

- more between 0-5 years (47%)

❖ **Employed**

- more between 0-5 (41%), 11-22 (23%)

❖ **Men**

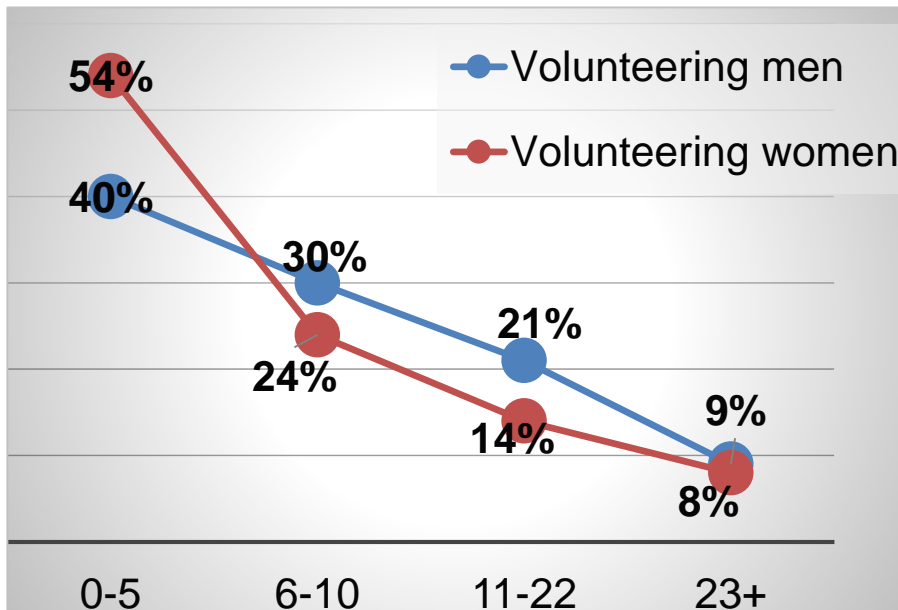
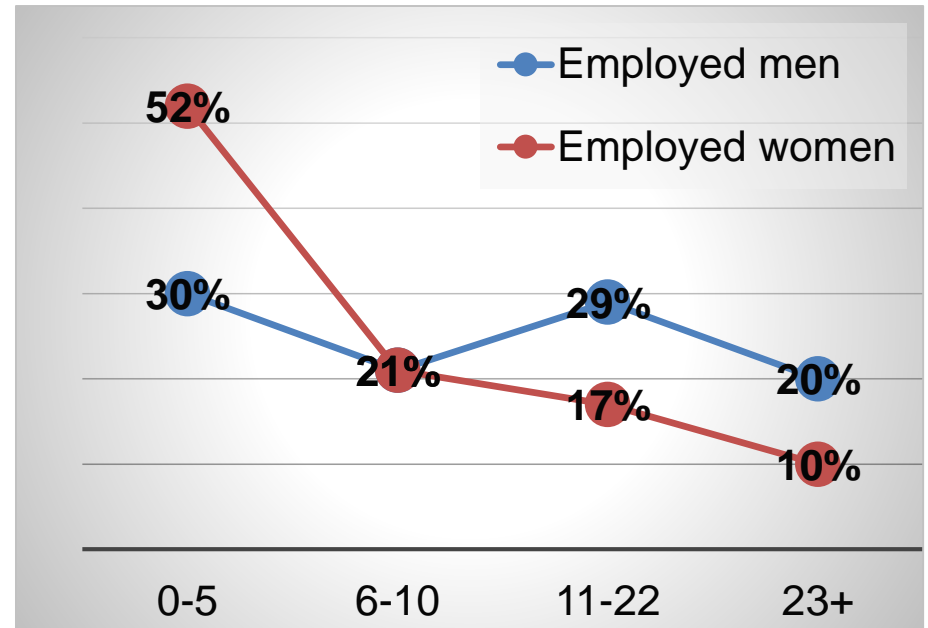
- more between 0-5 (37%)

❖ **Women**

- more between 0-5 years (54%)

How experienced are they?

(n = 3285)



Key Finding 4 BACKGROUND OF EXPERIENCE

**Experience is build
on coaching children
and at the local level**

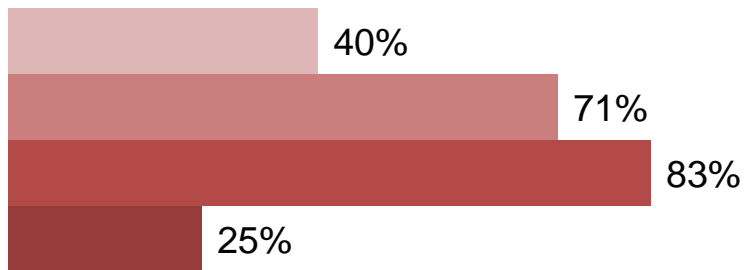
- ❖ 95% has coached at the local level
- ❖ 73% has coached both men/women
- ❖ 83% has coached children
- ❖ 71% has coached youth
 - 86% of volunteers experienced in children
 - 87% of employed experienced in youth
 - 82% of men, 87% of women experienced in children

- ❖ 87% of the single, married or cohabiting with children has experience as parent coaches
 - 89% of men
 - 85% of women

Where did they get their experience?

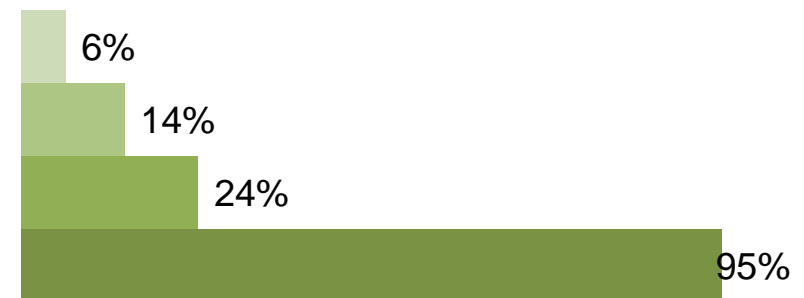
- ❖ **104 sports overseen by 49 federations**
 - 85% active, 16% inactive
- ❖ **Team and individual, summer and winter**
 - Mainly coaching 1 sport (10% 2 or more)

Coaching different ages



■ 20 + ■ 13 - 19 ■ 6 - 12 ■ under 6

Coaching different levels



■ Int'l ■ National ■ Regional ■ Local

Key Finding 5 COACHING ATHLETES w/DISABILITIES

Few have specialized education and experience in coaching athletes with disabilities

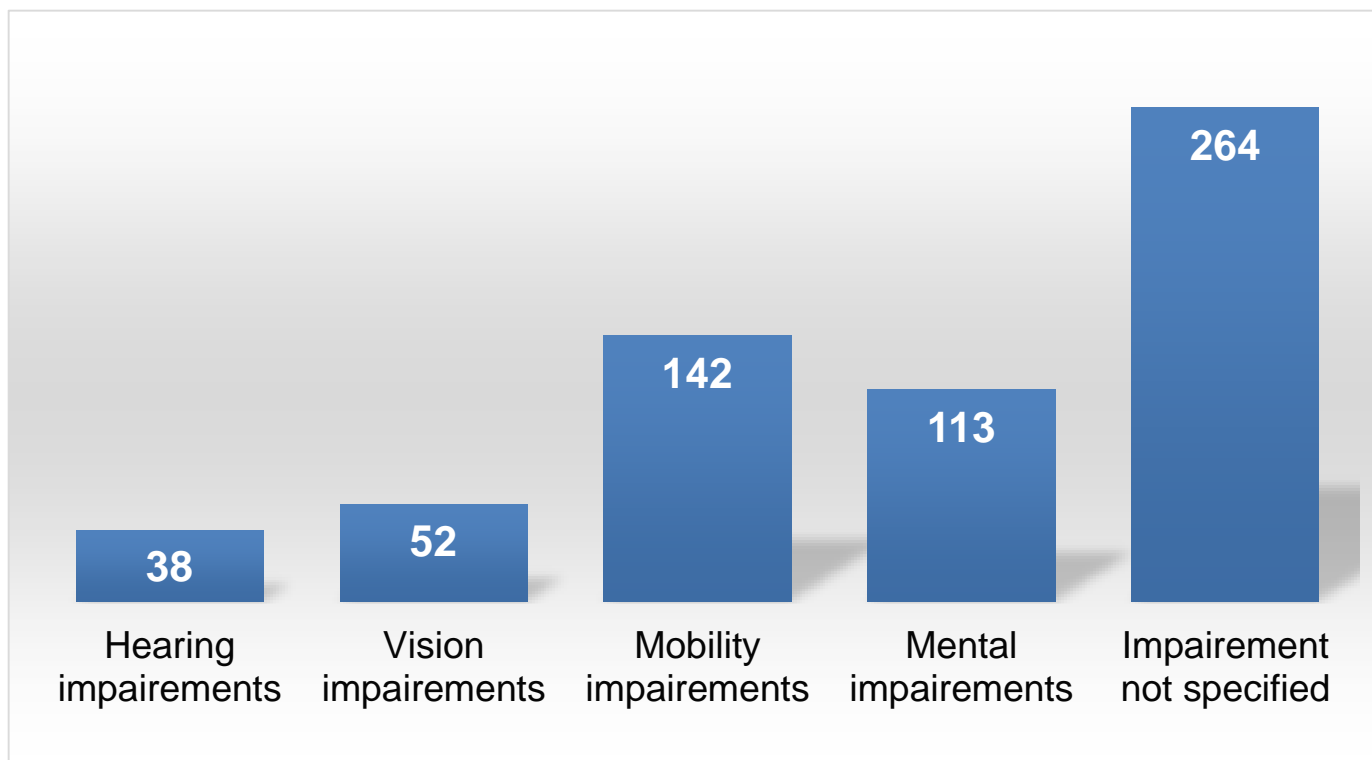
❖ 10% educated on coaching athletes with disabilities

- 5% of volunteers
- 11% of employed
- 5% of men
- 12% of women

❖ 12% has coached athletes with disabilities

- 9% of volunteers
- 19% of employed
- 9% of men
- 18% of women

Educated on coaching athletes with disabilities



Key Finding 6 OWN SPORT EXPERIENCE

**Of 5977 coaches,
only 1% never played
sports themselves**

❖ **99% has extensive experience as athletes themselves**

- 64% active as children
- 76% active as youth
- 68% active as adults

- 26% competed at local level
- 32% competed at regional
- 28% competed at national
- 14% competed internationally

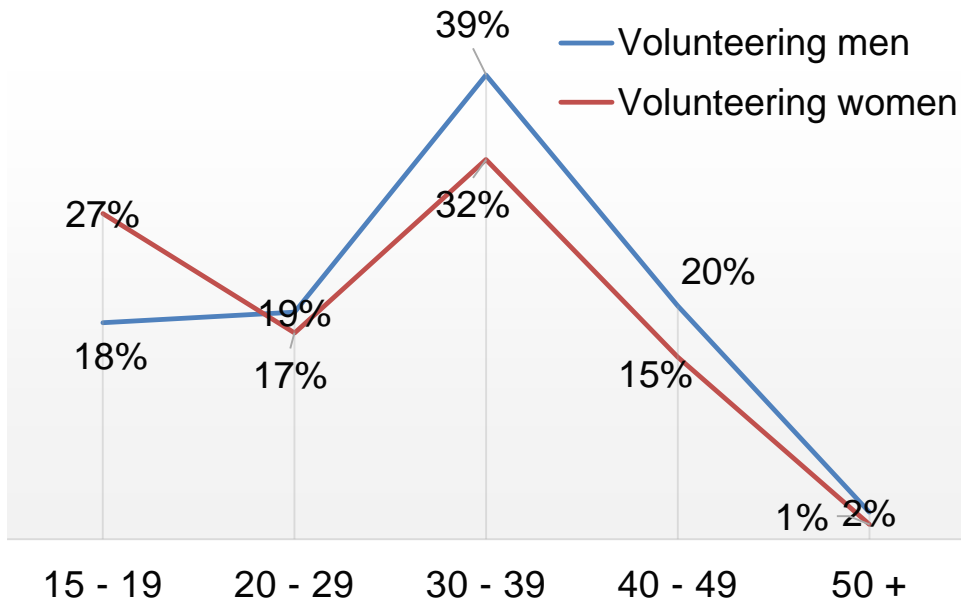
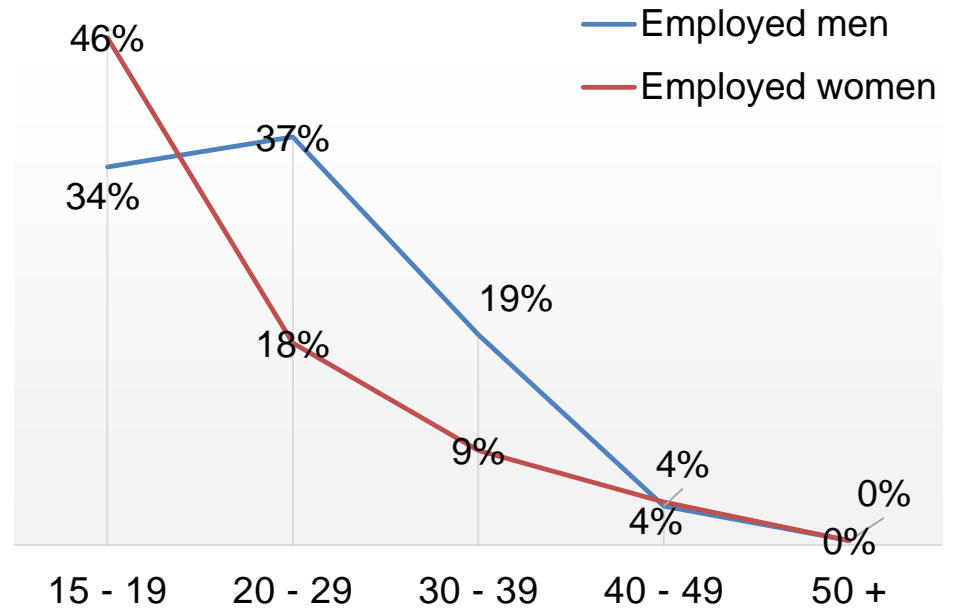
- 10% member of national team

Key Finding 7 ENTERING COACHING

They become coaches when 15-19 or 30-39, mainly to contribute to athlete learning and development

- **72% to contribute to athlete learning and development**
Other prominent motives:
 - were asked to coach
 - to give back to sport
 - their kids started playing
- **Volunteers**
 - more between 30-39 years (37%)
- **Employed**
 - more between 15-19 (38%)
20-29 (30%)
- **Men**
 - more between 30-39 (34%)
- **Women**
 - more between 15-19 years (33%)

At what age did they start coaching?



Key Finding 8 COACHING PROFESSION

Coaching is a part time non-salary position that you get asked to take on or you volunteer yourself

❖ Coaching is not a full-time job

- 79% of employed works part-time
- 52% was asked to take the job
 - 49% of the men
 - 24 of the women

❖ 43% works without a contract

- 33% had contract in writing
- 24% had oral agreement
 - 53% of the men has a contract
 - 67% of the women has a contract
 - 40% of the men gets a salary
 - 24% of the women gets a salary

❖ Volunteers

- 46% volunteered themselves
- 39% was asked to volunteer

Key Finding 9 ETHICS

**1 in 4 not informed
of ethical guidelines
to follow**

❖ **75% informed of ethical guidelines**

- 50% of them endorsed by signing

❖ **Not informed**

- 29% of volunteers
- 19% of employed
- 23% of men
- 29% of women

❖ **84% of 5540 coaching under 19 underwent criminal record check**

Key Finding 10 COACH WELLBEING

Coaching is about developing skills, relating and achieving, yet it can be lonely, low paid, and life stressors get to coaches

Wellbeing

❖ Is enhanced by

- relationships in sport
- athlete performance
- own skills, experience

❖ Is challenged by

- loneliness at work
- salary
- stressors outside coaching

Main objective in daily coaching

- to develop athlete skills and mastery

Key Finding 11 COACH EDUCATION

Education is key for sports coaching but time, availability and work-life challenges restrain coaches' wishes; relating is always of importance

- ❖ **89% sees high value in gaining more skills, education, competencies**
- ❖ **Majority wants sport specific knowledge**
 - Preferable mode: in class, on weekends
- ❖ **Most impactful learning sources on coaching practices, were informal**
 - observing, working with other coaches
 - athlete feedback
 - reflection
- ❖ **58% experienced obstacles**
 - 54% had no time
 - 46% had no courses available close by
 - 45% had work-life balance challenges
 - priority to x-elite athletes and the younger

In what areas do they want more education?

1

5

Not interested

Strongly interested

Sport specifics	4.26(0.95)
Planning of training and competition	3.92(1.10)
Leadership and communication	3.79(1.14)
Sport psychology, pedagogy, didactics	3.71(1.18)
Code of conduct, bullying, harassment	3.60(1.21)
Fair play, morality	3.42(1.23)
Health and life-style	3.33(1.15)
Physiology, anatomy, biomechanics	3.31(1.23)
Nutrition and hydration	3.31(1.16)

What sources have impacted their coaching practices?

1

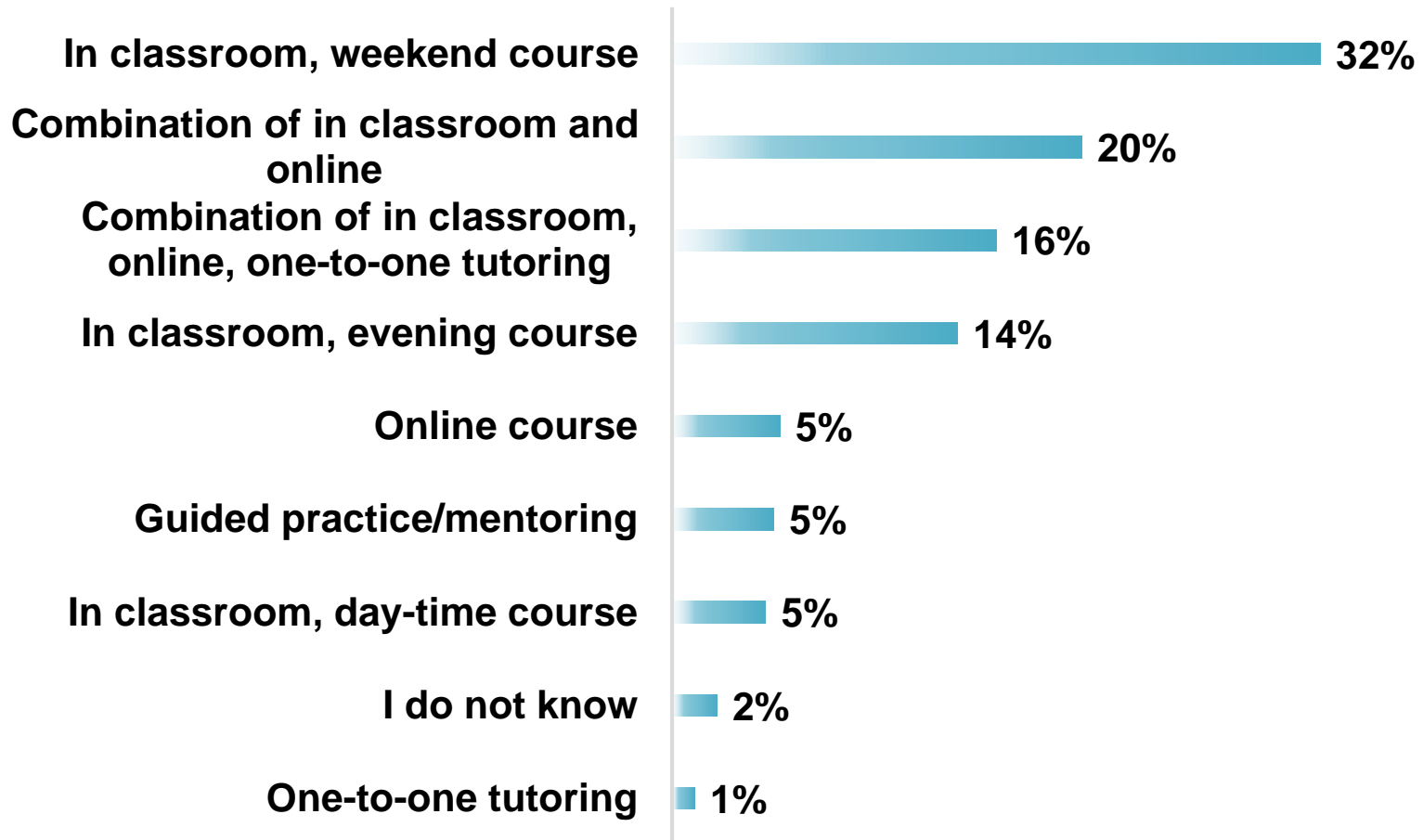
No impact

5

Strong impact

Feedback I receive from athletes/players	3.85(0.98)
Working with or observing other coaches	3.82(1.04)
Reflection on own and others coaching practice	3.81(0.98)
Testing and experimenting with own ideas	3.73(1.03)
Traditional education	3.48(1.26)

What modes of learning they prefer



Key Finding 12 ADVANCING & EXITING

1 in 4 faced obstacles in advancing as a coach, the key reason to stop coaching is work-life challenges, impacting more women

❖ **24% experienced obstacles in their advancement as coaches**

- 36% due to lack of experience
- 29% due to knowledge

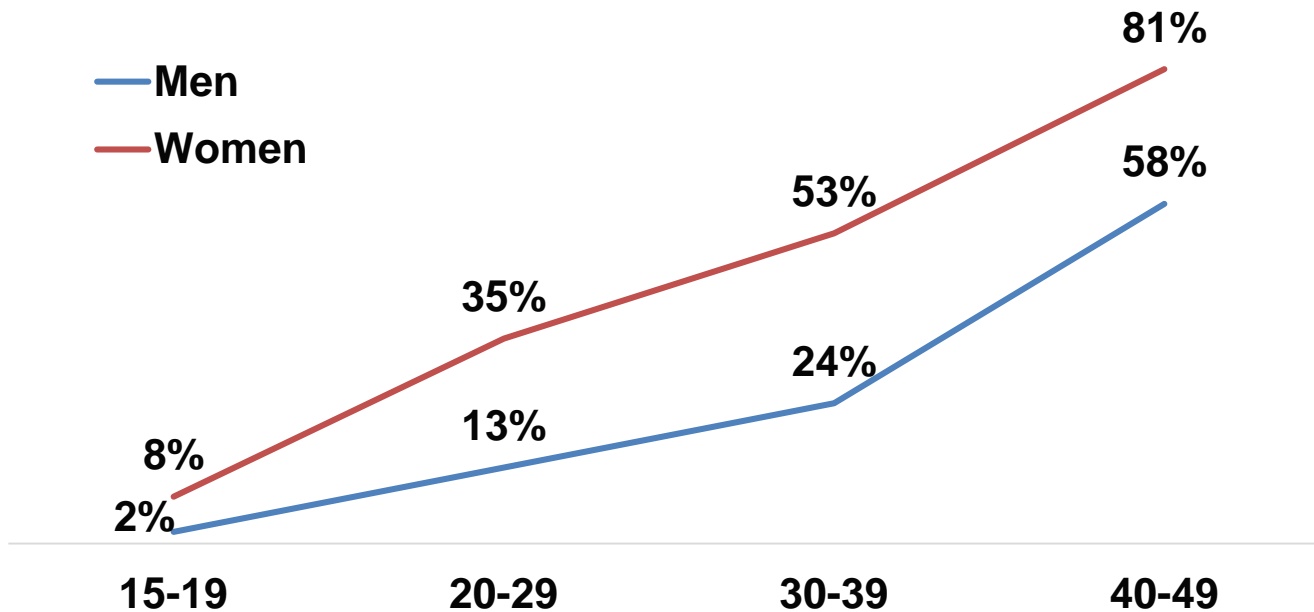
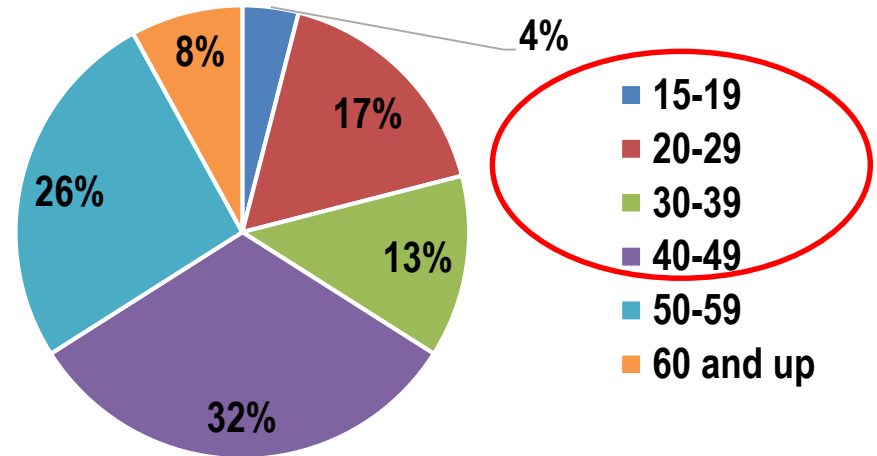
❖ **930 inactive coaches**

- 73% volunteers
- 27% employed
- 64% men
- 36% women

❖ **Top reason for stopping is work-life balance situations**

- 45% of inactive women
- 26% of inactive men

Of the 930 inactive more women stopped rather young



Key Finding 13 GENDER MATTERS

Women coaches are fewer and have to work harder to succeed

- ❖ **Regardless of the context, gender, educational level there is some gender stereotyping**
 - more women in “feminine sports”
 - 75% in gymnastics, 61% in swimming
 - fewer women in “masculine sports”
 - 10% in football, 29% in ski
 - women are underrepresented in Norwegian sports coaching
 - 52% is true for youth sports
 - 68% is true for elite sports
 - women coaches in Norway have to work harder than men coaches to achieve same level of success

Key Finding 14

AIMING AT THE FUTURE

6 in 10 want to further develop their coaching practice, few wanted to get certified/educated

- **60% to develop coaching further**
 - more women
 - more volunteers
- **4% to get educated/certified**
- **25% has no goals**

Key Finding 15 BEST THING IN COACHING

Promoting enjoyment, development and good experiences for the athletes is the best thing in coaching

4423 answers (74%) organized into 8 themes

- **47% promote enjoyment, development, good experiences for the athletes**
- 15% be together, get to know the athletes, share positive moments
- 13% promote inclusion, unity, belonging
- 8% being professional, teaching the athlete
- 6% to develop values and athletes as persons
- 6% to motivate, inspire, and create arenas for sport
- 4% producing results
- 2% the way to “pay back” the sport



WHERE CAN WE GO FROM HERE?

Implication 1 EMPLOYED COACHES

Too many employed work part-time
and without a contract

2 in every 10 are not educated in
sports coaching

**Further steps need to be taken
towards the professionalization
of the coaching occupation to
alleviate some of the insecurities
enhance the expertise level
enhance culture of coaching**



Implication 2 VOLUNTEER COACHES



Volunteers enter in large numbers,
to help the sport their kids play
3 out of 10 lack coaching education

**To increase their knowledge,
widen sport experiences and
shorten learning curve**
communities of practice
mentoring
reflective practices
provide means to development

Implication 3 COACH EDUCATION



Coaches pointed out gaps in all 3 knowledge areas related to coaching

professional knowledge

interpersonal knowledge

intrapersonal knowledge

To impact coaching practices, learning sources/modes are key

Greater engagement

in communities of practice

where they relate, observe, reflect, learn from each other

Implication 4 SKILLS & COMPETENCES



Most coaches report experience from coaching children and youth at the local level

This presents a challenge:

When many of those coaching children's sports lack education, what is the quality of coaching offered to the youngsters of Norway?

Need to prioritize on increasing the competencies of those coaching children and youth

alternative we should consider new organization models for local sports focusing on the quality of coaching

Implication 5 COACHING ATHLETES WITH DISABILITIES



We have few coaches with education and experience on coaching athletes with disabilities

Opportunities for athletes with disabilities will increase when more individuals are educated and trained to work with them



This will improve the quality of the experiences for athletes with disabilities

Implication 6 WOMEN COACHES



More men than women are offered coaching positions

an area to improve with 'open to all' recruitment processes

Many young women get into coaching and are employed with contracts, these are positive developments, yet more women appear to exit coaching when still young mainly due to a work-life challenges

follow up with measures that support women's long-term engagement in coaching

Implication 7 SAFE SPORT



GUIDELINES TO PREVENT SEXUAL HARASSMENT AND ABUSE IN SPORTS

(Adopted by the Executive Board of the Norwegian Olympic and Paralympic Committee and Confederation of Sports (NIF) in 2010) Sexual abuse and sexual harassment are completely incompatible with the intrinsic values of sports.

- Within Norwegian sports there is *Zero tolerance* for discrimination and harassment irrespective of gender, ethnic background, religious faith, sexual orientation and disability.
4. Avoid expressions, jokes and opinions that relate to the athlete's gender or sexual orientation in a negative way.
 5. Seek to have both sexes represented in the support network.

Further increase in awareness and implementation of ethical guidelines in everyday practice

**will be key for ensuring
“joy for all in sport”**

Zero-tolerance of harassment and discrimination in sport will create safe and secure environments for all involved

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Treneren i norsk idrett

En nasjonal kartlegging
av trenere og trenerrollen

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<https://spinn-inn.no/>

Thank you!

Note

PROCON was co-financed by NIF and HiNN.
PROCON data is co-owned by NIF and HiNN.
Access to and use of the data is managed by HiNN.