

# ICECP

INTERNATIONAL COACHING  
ENRICHMENT CERTIFICATE PROGRAM



2021-2022  
VIRTUAL EDITION



UNIVERSITY OF  
DELAWARE





Susanne D. Lyons

**THE INTERNATIONAL COACHING ENRICHMENT CERTIFICATE PROGRAM (ICECP)** has been received with much enthusiasm amongst NOCs and more than 410 participating coaches representing 121 countries from all five continents and 35 sports. In a time when the entire world has been thrust into a recalibration of how we do things, we have taken this opportunity to re-conceptualize the delivery and structure of the ICECP utilizing virtual technology, and expanded the program reach to a wider world-wide coaching audience.



Sarah Hirshland

Celebrating the success of the past editions of the ICECP, we are looking forward to launching an ICECP Virtual class this fall in partnership with Olympic Solidarity and the University of Delaware.

While the United States has a long history of serving and supporting the Olympic Movement, we have made a renewed commitment to sharing our knowledge and resources, expanding our international partnerships, and extending a welcoming hand to the world. We are honored to be able to be involved with a program that contributes to the Olympic Movement's greatest asset—its human capital. Through the ICECP, we aim to raise up coaches to be leaders and support their professional development while fostering a fruitful exchange of experiences and lifelong international friendships. Moreover, by investing in coaches we are in turn contributing to the development of athletes since great coaching is widely recognized as being one of the most significant factors leading to athlete success. With 87 nations having won a medal at the Rio 2016 Olympic Games, this shared international partnership is one of the Olympic Movement's greatest strengths.

Partnering with Olympic Solidarity gives us the opportunity to expand our world-class training opportunities and expertise to coaches from around the world. This is of particular importance given the demands placed on coaches. Coaches are expected to be exemplary leaders; stay abreast of the latest technological advancements in their sport as well as to incorporate the use of physiology, nutrition, psychology, strength and conditioning, video technology (among others) within the training of their athletes. It is also essential that coaches be educated on athlete SafeSport and abuse prevention, to include: bullying, harassment, hazing, physical abuse, emotional abuse, and sexual misconduct and abuse. The ICECP is taught by Team USA's Sport Performance and University of Delaware experts, as well as other leading international professionals in their respective fields. The virtual content is delivered through a user-friendly interface accessible via a mobile phone application or online. Participants who fulfill the requirements will receive an ICECP certificate from the University of Delaware.

On behalf of the U.S. Olympic & Paralympic Committee, we are excited for the opportunity to continue to partner with Olympic Solidarity and the University of Delaware to offer coaches with world-class training and educational opportunities to improve their knowledge and expertise.

Susanne D. Lyons  
Chair/President  
U.S. Olympic and Paralympic Committee

Sarah Hirshland  
Chief Executive Officer/Secretary General  
U.S. Olympic and Paralympic Committee



Dennis Assanis

**THE UNIVERSITY OF DELAWARE IS THRILLED TO ONCE AGAIN PARTNER** with the United States Olympic & Paralympic Committee and Olympic Solidarity to educate coaches from around the world through the virtual International Coaching Enrichment Certificate Program (ICECP). The University shares the high ideals of the Olympic Movement and is pleased to offer this comprehensive and in-depth course of study. Since launching the nation's first study-abroad program nearly a century ago, UD has been a leader in promoting global education and cooperation. We also have a long and proud tradition in intercollegiate athletics and in training elite athletes for international competitions. We look forward to sharing our knowledge with the ICECP coaches and learning from them, as well. We hope coaches will use the experience and knowledge gained through this excellent program to grow the sport and further the Olympic ideals in their own countries.

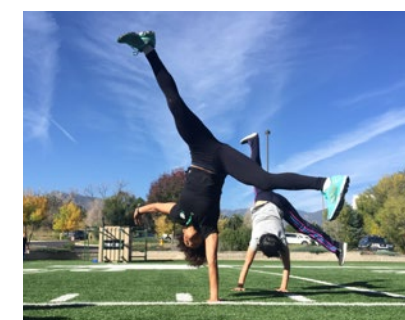
Dennis Assanis  
President  
University of Delaware

## Mission

**THE MISSION OF THE INTERNATIONAL COACHING ENRICHMENT CERTIFICATE PROGRAM** is to provide national-level coaches and those responsible for the development of the sport national coaching structures in their countries with a practical program orientated towards developing proficiency in the areas of coaching leadership, sport sciences, talent identification, athlete development, coaching education, grassroots sports development and ethical aspects of coaching at all levels of competition and across multiple sports.

The focus of the program includes training participants to identify and develop athletes as well as to provide the participants with the skills and competencies needed to educate aspiring coaches in their home country. The program will lay theoretical foundations and offer practical applications for the further growth of sport, coaching, and the Olympic ideals within their home country.

The intended outcome is for ICECP participants to serve as coaches within their respective sports as well as become foundation builders for future coaches and athletes while spreading the Olympic spirit.



# Program Structure

**THE ICECP VIRTUAL** is comprised of coaching leadership and core sports science curriculum taught by Team USA's Sport Performance and University of Delaware experts, as well as other leading international professionals in their respective fields. Content is delivered through a blended virtual experience that includes eight modules offered over nine months, consisting of close to 60 courses/hours (six to eight hours per month) of online video lectures completed independently, with a content check and reflective exercise. Live virtual discussions on the concepts and ideas are to be presented by an international coaching expert following each of the modules. Participants who fulfill the requirements will receive an ICECP certificate from the University of Delaware. Participation will be limited to 50 coaches. The ICECP is open to coaches from all sports that operate in the Olympic programming.

The curriculum is delivered through a user-friendly interface, offered through the University of Delaware's Canvas Learning Management Platform (accessible via a mobile phone application or online).

## ICECP Virtual Modules

### Module 1: Art and Science of Coaching

#### LECTURES

Coaching Heart: Your Story, Beliefs, and Values  
Winning Coaches: Effective Coach-Athlete Communication  
What You Say Matters: Cueing for Performance  
International Coaching Framework  
Mentoring: Young Coaches and Transitioning Athletes to Coaches

### Module 2: Coaching Leadership and Ethical Aspects of Coaching

#### LECTURES

The Role of Coach as a Leader: Challenges and Opportunities in Creating a Winning Team Culture for Your National Team and Your Club  
Ethical Aspects of Coaching  
Sport Development: Growing the Sport  
Seven Habits of Highly Effective People

Professional Image  
Funding your Dreams: Sponsorships and Fundraising  
How to develop an integrated Sport Science /Sports Medicine team?  
Change Management

### Module 3: Athlete Development

#### LECTURES

Introduction to Long Term Athlete Development Course by Sport for Life  
Introduction to Physical Literacy Course by Sport for Life  
American Development Model: NGB Adoption & Implementation  
Human Development  
Marketing of American Development Model  
Talent Identification: Practical Application for Team Sports  
The Next Hopeful: Talent ID & Transfer  
Science-Based Talent ID System



### Module 4: Sport Psychology and Mental Preparation

#### LECTURES

Mindfulness  
Team Cohesion  
Athlete Mental Health & Wellbeing  
Competition Day Mental Preparation  
A Winning Culture  
Developing a Positive Mindset

### Module 5: Sport Performance Nutrition

#### LECTURES

Introduction to Sport Performance Nutrition  
Periodization of Nutrition & Athlete's Plate  
Practical Recovery, Rehydration, and Hydration Strategies  
Putting Principles into Practice: Creative Solutions  
Dietary Supplements  
Athlete Sport Nutrition into Practice through Local Food Sustainability and Sovereignty

### Module 6: Sport Physiology and Training Design

#### LECTURES

High-Performance Periodization and Planning  
Applied Training Methodology  
Training Loads Algorithms for Coaches Practice  
Overtraining: Causes, Recognition and Prevention  
Junior Elite Athletes: Physiological Characteristics and Training Considerations  
Monitoring Your Athletes Performance: A Physiological Perspective  
Training in Extreme Climates: Temperature, Altitude & Varying Conditions  
Supplemental Oxygen Systems  
Using Lactate and Heart Rate to Guide Training  
International Facility Perspective

### Module 7: Biomechanics and Sport Technology

#### LECTURES

Introduction to Biomechanics  
Using Sport Biomechanics in Training of the Athletes  
The Future of Coaching: The Technology & Innovation Landscape  
Applied Technology  
Technology: an International Perspective  
Utilization of Performance Data Analytics  
Assessment Tools  
Notational Analysis and the Competitive Cauldron

### Module 8: Athlete Performance and Wellbeing

#### LECTURES

Retaining Athletes  
Athlete Injury Prevention  
Age Appropriate Training  
Strength and Conditioning for Performance  
Safe Sport: Ethical Issues in Sport  
USADA: Keeping Sport Clean & Fair  
SafeSport Training: Keeping Athletes Safe from Bullying, Harassment, Hazing, Physical Abuse, Emotional Abuse, Sexual Misconduct, and Abuse



## 2021 ICECP Virtual Program Dates:

**Application Deadline: 1 September 2021**

**Welcome and Introduction**

**Live Session: 28 September, 2021**

**Course Completion: June 2022**

**Module 1:** Art and Science of Coaching Live Session.

**Module 2:** Coaching Leadership and Ethical Aspects of Coaching Live Session.

**Module 3:** Athlete Development Live Session.

**Module 4:** Sports Psychology and Mental Preparation Live Session.

**Module 5:** Sports Performance Nutrition Live Session.

**Module 6:** Sport Physiology and Training Design Live Session.

**Module 7:** Biomechanics and Sport Technology Live Session.

**Module 8:** Athlete Performance and Wellbeing Live Session.

## Application Process

### CANDIDATE PROFILE:

The candidate for an Olympic Solidarity scholarship should be a coach with the following characteristics. He or she must:

- be fluent in reading, writing, and speaking in English; interviews may be performed to ensure English proficiency
- belong to a federation of a sport on the Olympic programme;
- hold the rank of official coach recognized in his/her country of origin and/or by the respective International Federation;
- be active and able to prove that he/she has practical experience as a coach at the national/international level;
- submit ICECP Application Summary Form;
- submit Curriculum Vitae (CV);
- submit a copy of national identity document or passport;
- submit a letter of support from NOC;
- submit a letter of support from National Federation;
- NOCs must complete the Olympic Solidarity Scholarships for Coaches Application by September 1, 2021 (application available on the NOC Relay).

## Funding and Tuition Costs

The University of Delaware tuition fee is USD 400. NOCs interested in benefiting from an Olympic Solidarity scholarship to cover the costs of tuition should send forth an application to Olympic Solidarity via the Olympic Scholarships for Coaches Program (application available on the NOC Relay). NOC applications will be managed by Olympic Solidarity following the normal procedures.

## Application Submission Instructions:

**ICECP applications should be completed electronically through the following link by 1 September 2021: <http://www.udel.edu/ICECP/virtual/program/application.html>**

### CANDIDATE APPLICATION

As part of the application process, applicants need to be prepared to provide personal data, professional background information related to coaching experience and be prepared to respond to the following question:

- What are your objectives and expectations of your participation in the Virtual International Coaching Enrichment Certificate Program?

**NOTE: New to the ICECP application procedure, Olympic Solidarity MUST receive the Olympic Solidarity Scholarships for Coaches Application by 1 September 2021. The USOPC will not consider candidates whose applications for Olympic Solidarity have not been received by 1 September 2021. The new procedure will also mean that candidates will not receive ICECP acceptance confirmation letters until after their candidatures have been approved for a scholarship by Olympic Solidarity and the respective International Federation. Acceptance notifications will be sent forth to accepted candidates by mid-September.**

As part of the application process, you will be required to submit your curriculum vitae (CV), a copy of a national identification or passport (for University of Delaware certificate), and letters of support from your NOC and National Federation by 1 September 2021. In principle, a maximum of one participant per country will be accepted.



# About The United States Olympic & Paralympic Committee

**THE UNITED STATES OLYMPIC & PARALYMPIC COMMITTEE (USOPC)**, one of America's premier sports organizations, is headquartered in Colorado Springs, Colo. The mission of the USOPC is to empower Team USA athletes to achieve sustained competitive excellence and well-being. The USOPC is focused on protecting, supporting, and empowering America's athletes, and is responsible for fielding U.S. teams for the Olympic, Paralympic, Youth Olympic, Pan American, and Parapan American Games, and serving as the steward of the Olympic and Paralympic movements in the U.S.

The USOPC provides valuable services and support to athletes training for the Olympic and Paralympic Games, as well as to National Governing Bodies (NGBs or NFs). The USOPC's system of training centers includes two owned and operated facilities and approximately 18 NGB-specific training sites. The two USOPC-owned and -operated training facilities are located in Lake Placid, New York, and Colorado Springs, Colorado.



For many NGBs, the Olympic and Paralympic Training Centers (OPTCs) provide the optimal training environment for their athletes. The USOPTCs provide a comprehensive training environment comprising a full range of performance and support services. The OPTCs focus is on athletes, programs, and enhanced integration of performance services, along with an emphasis on customer service. The USOPC provides integrated service teams to assist Olympic and Paralympic hopefuls with the

goal of ultimate preparedness for the Games through its Sport Performance division. Sports Performance is comprised of coaching, sports medicine, sports management, and sports sciences specialists. The division partners with National Team coaches and athletes to apply focused, integrated, effective performance services to achieve sustained international competitive excellence. Sports disciplines are categorized into five "portfolios" that address similar training and competitive needs. In each of the five teams, the following areas of support are provided by Performance Services: Performance Technology, Sports Biomechanics, Sport Physiology, Sport Psychology, Strength and Conditioning, Nutrition, Sports Medicine, and Athlete Recovery.

To learn more about the USOPC visit: [www.teamusa.org](http://www.teamusa.org)



U.S. Olympic and Paralympic Training Center

# About The University of Delaware

**THE UNIVERSITY OF DELAWARE** has grown from its founding as a small private academy in 1743 to a major university. The University offers an impressive collection of educational resources. The 16,000 undergraduate students may choose to major in any one or more of over 100 academic majors. The University's distinguished faculty includes internationally known scientists, authors, and teachers, who are committed to continuing the University of Delaware's tradition in providing one of the highest quality undergraduate educations available in the United States.



University of Delaware Main Campus

The central mission of the University of Delaware is to cultivate both learning and the free exchange of ideas. To this end, the University provides excellent undergraduate and graduate courses of study in a variety of disciplines. The University works cooperatively with the area's unique cultural and technical institutions; it provides the finest library in the state and offers the region's people a rich array of public lectures, exhibitions, performances, service programs, and athletic competitions. The University strives for an atmosphere in which all people feel welcome to learn, embracing creativity, critical thinking, and free inquiry, and respecting the views and values of an increasingly diverse population.

The University is home to the High-Performance Figure Skating Center, one of the world's leading training sites and home to several national and international Olympic champions. The University of Delaware offers 23 intercollegiate athletic teams that compete at the highest level of intercollegiate competition in the United States. Their coaches are viewed as some of the best in their respective sports in the United States. ICECP will use the Canvas Learning Management System as licensed and supported through the University of Delaware. This is a secure, password-protected online teaching and learning environment that facilitates educational activities like content delivery, assignment submission, discussion threads, communication, and assessment. ICECP participants have access to Canvas for the duration of the course of the program.

Visit [www.udel.edu](http://www.udel.edu) to learn more about the University.



University of Delaware Athletic Complex

# Program Leadership

## DR. MATTHEW J. ROBINSON • ACADEMIC DIRECTOR

Dr. Matthew J. Robinson is Professor of Sport Management and Deputy Director of Community Engagement Initiative at the University of Delaware. Robinson served as interim Director of Athletics and Recreation at the Institution in the Spring of 2016 and has consulted and works with professional sports franchises, intercollegiate athletic departments, and National Federations in the United States. Robinson has published two books, over 30 research articles, and made over 100 national and international presentations.

## CAROLINA BAYÓN • ADMINISTRATIVE DIRECTOR

Carolina Bayón is the Director of International Cooperation and Policy for the USOPC and was responsible for the development of the ICECP program in partnership with Olympic Solidarity and UD. Before joining the USOPC, Ms. Bayón was responsible for the NOC Management Programs at Olympic Solidarity in Lausanne. She formerly worked for the Sydney and Salt Lake Organizing Committees.

## PROFESSOR JEFF SCHNEIDER • ASSOCIATE DIRECTOR

Jeff Schneider is an instructor in the Department of Kinesiology and Applied Physiology and is the Director of Strength and Conditioning and Athletic Training at the Human Performance Figure Skating Center at the University of Delaware. He holds certifications from both the National Athletic Trainers Association and the National Strength and Conditioning Associations.

## Faculty Presenters

**Nadine Dubina**, Physical Integrator, Character Integration Advisory Group, United States Military Academy

**Cathy Sellers**, Sport Performance Specialist

**Sarah McQuade**, Senior Director, Accreditation & Certification, US Tennis Association

**Peter Davis**, President, APEX Global Sports Group

**Finbarr Kirwan**, Senior Vice President, Chief of Olympic Sport, USOPC

**Richard Way**, CEO, Sport for Life

**Chris Snyder**, Vice President of Operations, I9 Sports

**Mellissa Gordon**, Professor University of Delaware

**TJ Buchannon**, Director of Sport Development, World Lacrosse

**John Scheer**, Director of Talent Identification Philadelphia Union Academy

**Scott Riewald**, Senior Director, High Performance, USOPC

**Genadijus Sokolovas**, High Performance Director at USA Pentathlon; Senior Physiologist at Global Sport Technology

**Peter Haberl**, Senior Sports Psychologist, USOPC

**Karen Cogan**, Senior Sports Psychologist, USOPC

**Sean McCann**, Senior Sport Psychologist, USOPC

**Cristina Fink**, Associate Athletic Director Rowan University & President, CFink Consulting

**Rob Skinner**, Senior Sports Dietitian, USOPC

**Taylor Maggio**, Sports Dietitian, USOPC

**Sally Baumann**, Sports Dietitian, USOPC

**Shawn Hueglin**, Senior Sports Dietitian, USOPC

**Mackenzie White**, Sports Dietitian, USOPC

**Nanna Meyer**, Associate Professor & Sport Dietician University of Colorado, Colorado Springs Tony Caparros, Professor, Department of Health and Performance, INEFC-Universitat de Barcelona

**Randy Wilbur**, Senior Sports Physiologist, USOPC

**Tony Caparros**, Professor, Department of Health and Performance, INEFC-Universitat de Barcelona

**Carwyn Sharp**, Senior Sports Physiologist & Performance Analyst, USOPC

**Lindsay Golich**, Senior Sports Physiologist, USOPC

**Josep Escoda**, Chief International Relations, Innovation & Development, CAR Barcelona

**J.D. O'Brien**, Athlete Performance Coach Indiana University Athletic Department

**Phil Cheetham**, Director, Sport Technology and Innovation, USOPC

**Jose Maria Padullés**, Professor, INEFC-Universitat de Barcelona; Chief Executive Officer, Chronojump-Boscosystem

**Bret Greenberg**, Washington Wizards (NBA), Assistant General Manager for Strategy and Analytics

**Anson Dorrance**, Women's Soccer Coach, University of North Carolina

**Michael Higgins**, Professor of Sport Medicine, University of Virginia

**Brandon Siakel**, Strength & Conditioning Coach, USOPC

# Comments from Past ICECP Participants

"ICECP has given me a new life, more confident to speak up, to be a thinking person."

"It is a great program for the coaches please carry on this program in the future for the benefit of the sports and also for the promotion of Olympism."

"I've described my experience at ICECP as 'Standing on the shoulders of giants.' I feel that the exceptional quality of the lecturers has afforded me a greater understanding of the subjects. Along with this broad invaluable education, I feel a very humbling responsibility to be an agent of change."

"I am 100% in support of the ICECP because the program is enriching coaches from around the globe who will serve as pillars for developing the sport in their country and indirectly giving people most especially the young ones a chance to make a positive change in their lives."

"All the presentations were at a high level and the program has given us a great vision to improve our knowledge of the sport."

"The theoretical and practical components of the program provided vital information and directions that have changed my entire view of coaching."

"From the knowledge, I have acquired I am highly convinced that I can and will make a great impact as a coach to my national federation as well as other federations that operate under the NOC."

"There are components of this course that helped me to have a different view of my sport as a coach in general and I am going home as a different person, with new ideas."

"This is a very high classed coaching course taking into consideration its content and intensity."



12th-year ICECP participants at the USOPC Training Center in Colorado Springs, Colorado

## Contact Us:

If you have any questions regarding the program,  
please contact us as follows:

Attention: Carolina Bayón  
Director, International Cooperation and Policy  
USOPC International Relations  
Email: [ICECP@usopc.org](mailto:ICECP@usopc.org)  
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# ICECP

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