



BSN SPORTS™
SWIMMING



X's and O's of Swimming

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HUGE POTENTIAL

- **Not only a sport, a life skill**
 - Approximately 10 people drown every day in the U.S.
 - Drowning is the second-leading cause of injury-related death for children under the age of 14
 - I almost drowned myself
- **One of the largest youth sports in the country**
 - Approximately 301 million swimming visits each year by persons over 6
 - 36% of children (7-17 years) & 15% of adults swim at least six times per year
 - Swimming is the most popular recreational activity for children and teens (ages 7-17)
 - 400,000+ members in USA Swimming currently

THIS MEANS

- **Huge potential** transitioning them into the competitive side of sport
- **Increased demand** for quality coaches
- Imperative for coaches to **keep integrity** of technical fundamentals
- Should look the same from **the top to the lowest level**
- You don't have to be coaching Olympians to **implement the basics**
- **Make the sport FUN for your athletes!**



THE MENTAL GAME

- **Start mental training early**
- **Positive psychology**
 - Help athletes adapt to frustrations
 - Build confidence during critical age in lives
- **Visualization**
 - With & without a stopwatch
- **Goal setting**
 - Write them down!
 - Individual
 - Team (Relay)
- **Time flies when you're having goal-motivated FUN**





COACHING GENERATION Z

Expect instantaneous results

- Are exposed to an unprecedented amount of technology in their upbringing
- Receive 5x as much information every day compared to 1987
- The average person produces 6 newspapers worth of information everyday
- My daughter Olivia could work an iPad at 6 months old

THIS MEANS

- **Going to want to know **WHY** you're asking them to do something**
 - Not intended to show a lack of respect/challenge authority
 - Successful coaches will be more mindful of what they're asking their athletes to do
- **Tapering once a season**
 - A lot of work goes into one opportunity to improve
 - Short term/long term goals are imperative



TEAMBUILDING ACTIVITIES

Group Compliments

- Write each team member's name on a piece of paper
- Pass around & have each teammate write one positive characteristic about them
- Builds confidence and feeling of appreciation from group

Movie Night

- Stream an inspirational movie through a video conference call with your team
- Open the chat box so that you can ask thought-provoking questions and so teammates can comment throughout
- Physical distance can quickly turn into emotional distance, want to keep them working together cohesively

TECHNIQUE: KEEP IT SIMPLE

- Basic technique should look the same from top level down
- Technique before speed
- If you teach them correctly at a young age, athletes can grow and develop easy
- What you teach them now will stay with them forever (will be hard to break bad habits!)



**Keep it simple.
Let's do the obvious thing
-the common thing-
but let's do it
Uncommonly well.**

Leo Burnett

FREESTYLE

- High elbow catch
- Blade
- Quick hip rotation
- Down AND UP kick
- Neutral head position





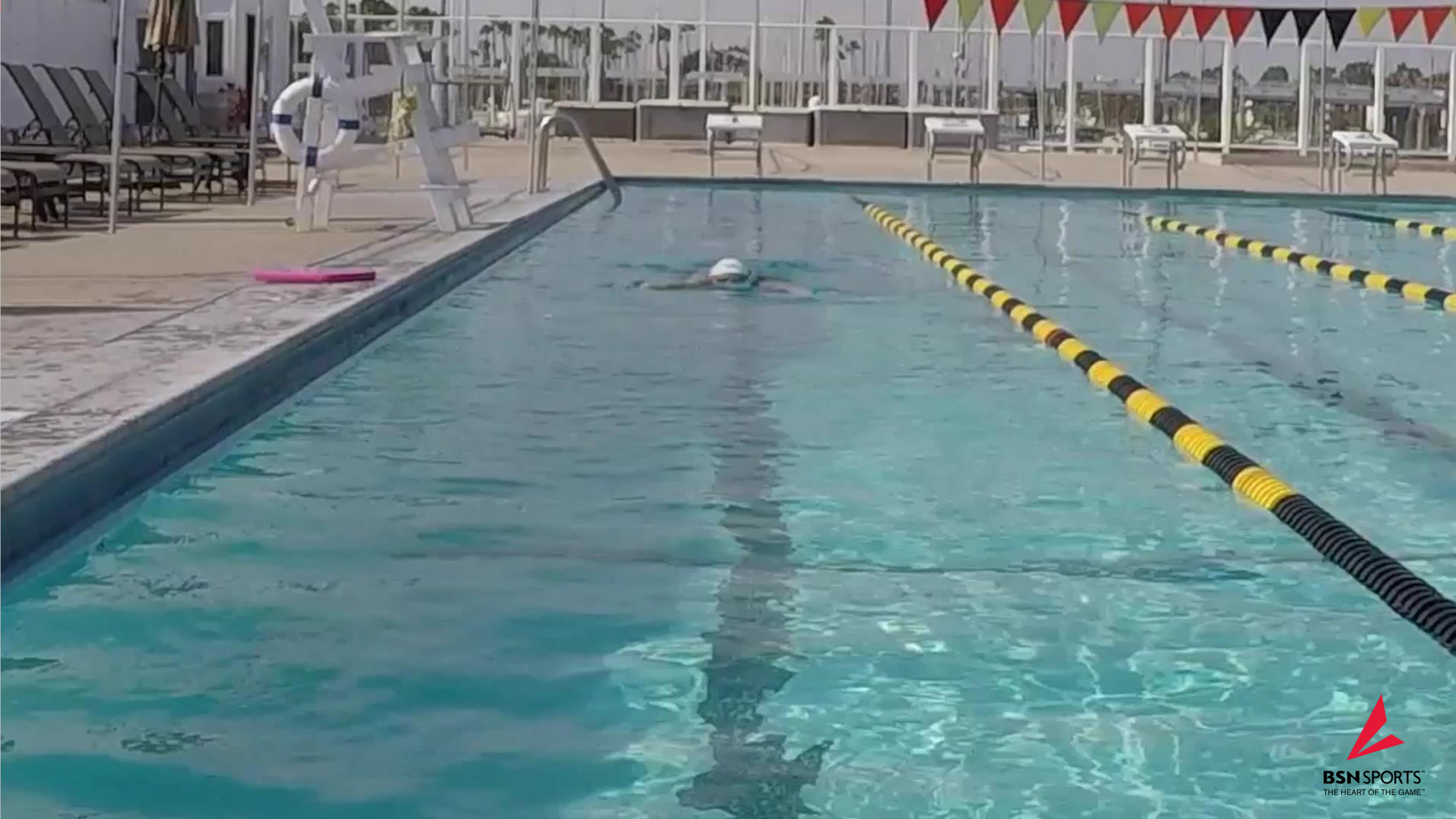
DRILL IDEAS

- High elbow doggy paddle (long & short dog)
- Swim w/ underwater recovery
- One right, one left
- Head up swimming
- Overkick swimming
- Ballet swimming (one leg in the air)



BREASTSTROKE

- High elbow blades through the corners
- Body moves in dolphin rhythm
- Narrow knees through the kick
- Flex toes outward
- Head position flexible



DRILL IDEAS



- High elbow windshield wiper
- Scull with ab flow kick
- Arm stroke with dolphin/free kick
- Knee buoy kick
- Piston kick
- One up, two under
- Head up, quick kick

BACKSTROKE

- Blade starts perpendicular (90°) to body
- Pull toward hip, not down
- Quick hip rotation
- Down AND UP kick
- Chin up





DRILL IDEAS



- Two rotations kick, explosive pull
- One right, one left
- Head up
- Overkick swim
- Balance cup on head

BUTTERFLY

- Entry shoulder-width apart
- High elbow catch
- Body moves in (quicker) dolphin rhythm
- 2 quick kicks
- Head position flexible
(as long as it's not buried)



DRILL IDEAS



- High elbow windshield wiper
- Scull with ab flow
- Swim with fists
- Knuckle & Pac-Man paddles
- Stroke w/ underwater recovery

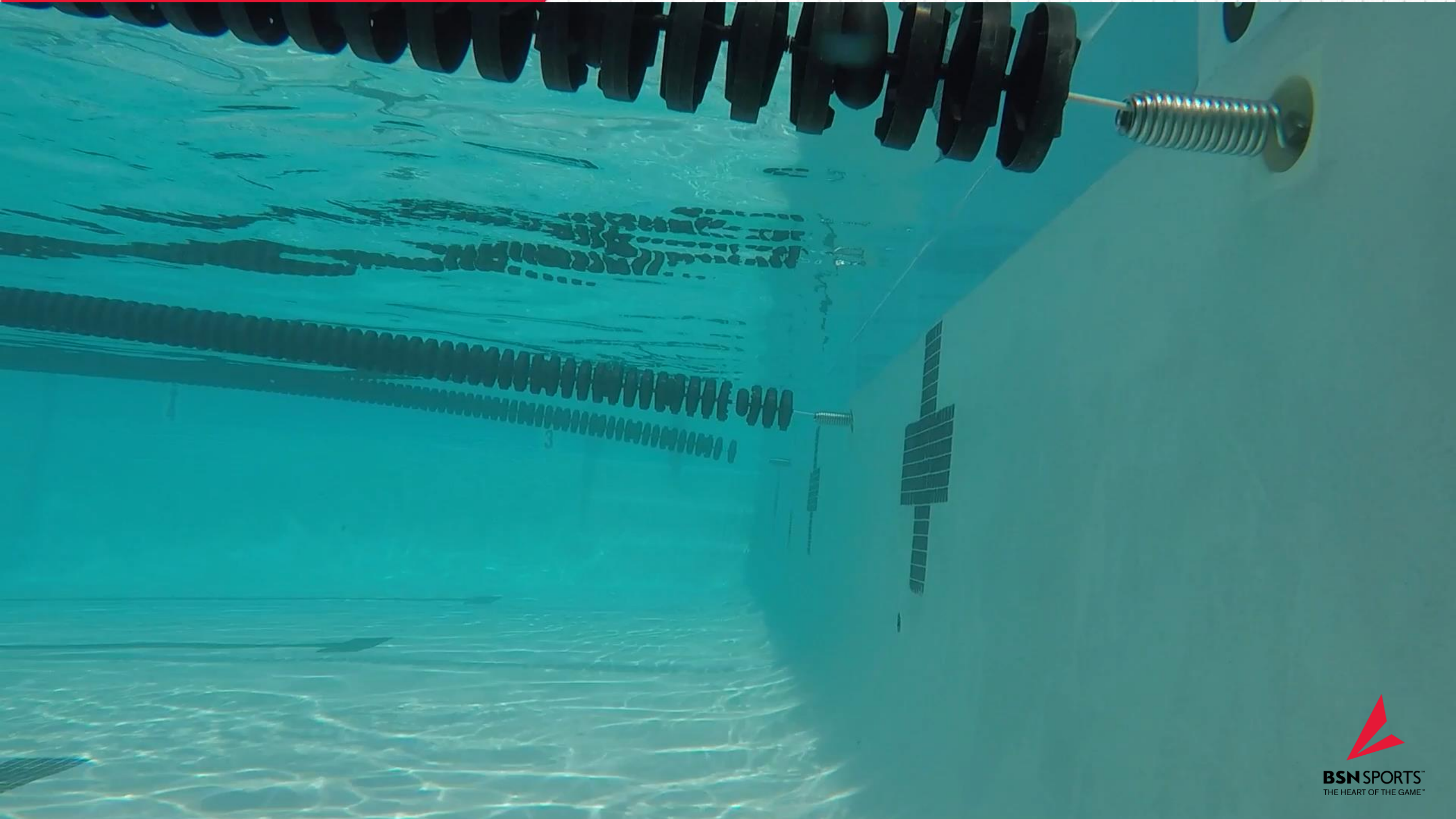
STARTS

- Activate hamstrings prior
- Low hips
- Arm pull first movement
- High back foot kick
- Head in line w/ streamline



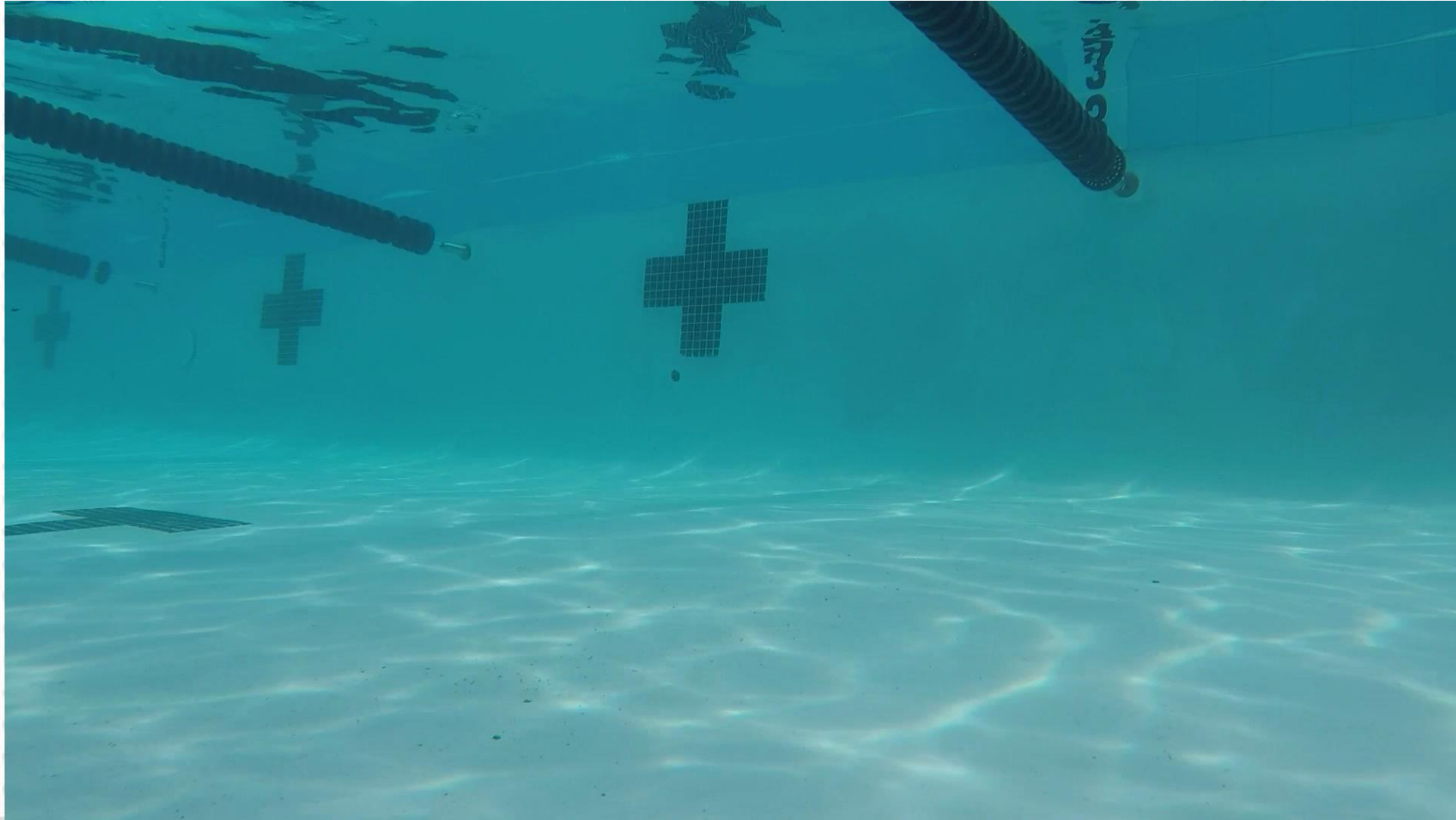
TURNS

- Follow last hand stroke down
- Tight ball
- Angled landing
- Angled push off
- Head in line w/ streamline



TURNS DRILLS

- Double/triple flip turns
- Underwater deep turns



PADDLES

Regular



Knuckle



Pac-man grip

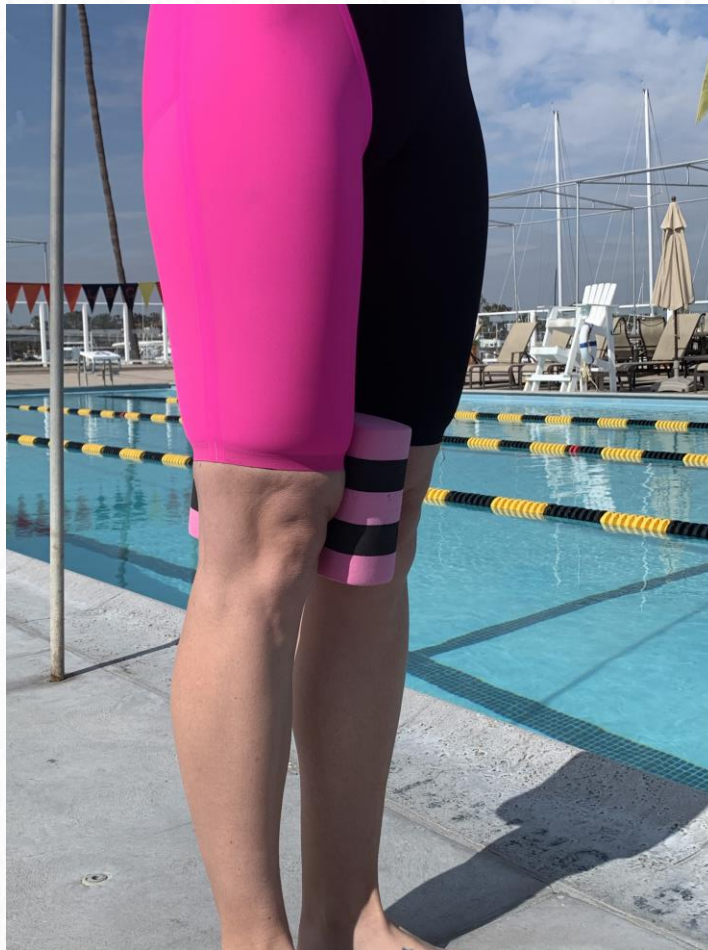


BUOY

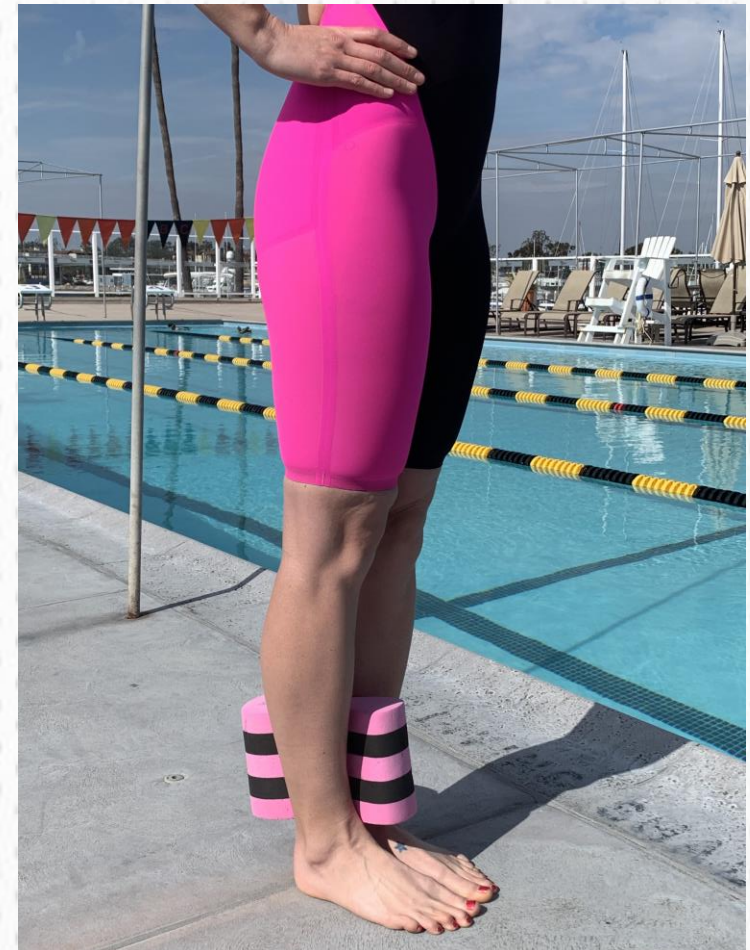
Regular



Knee

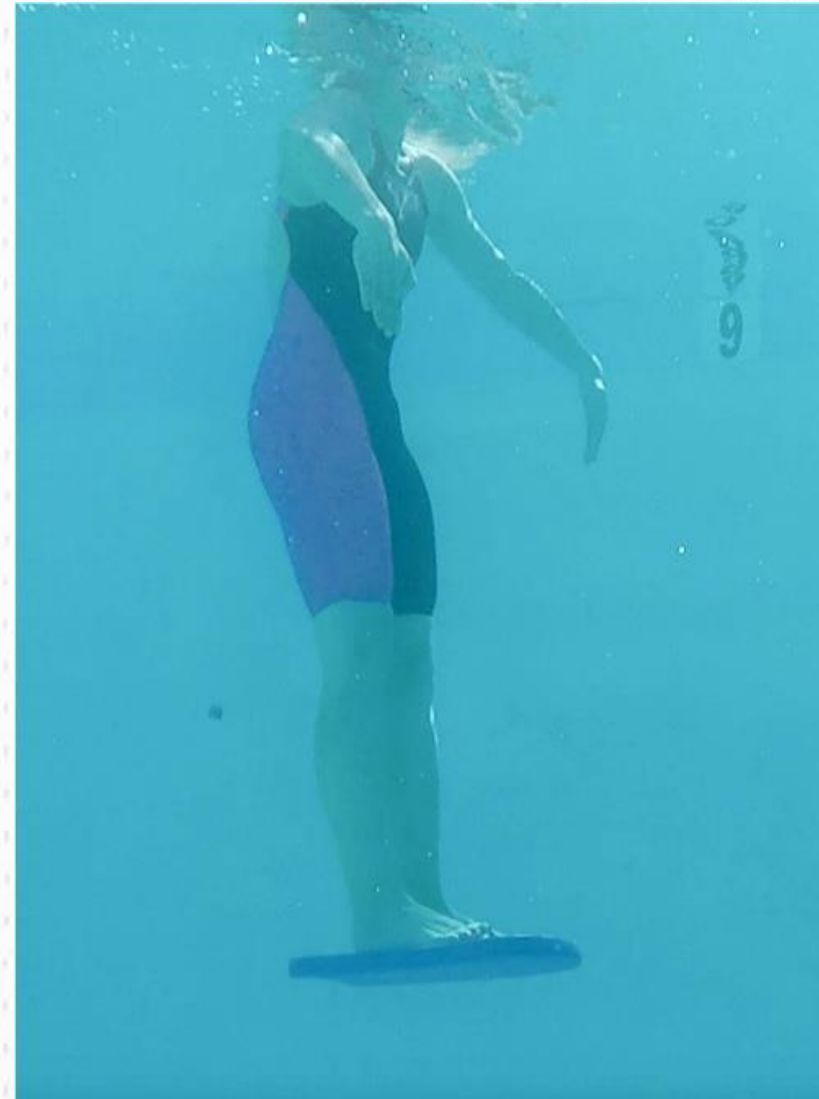
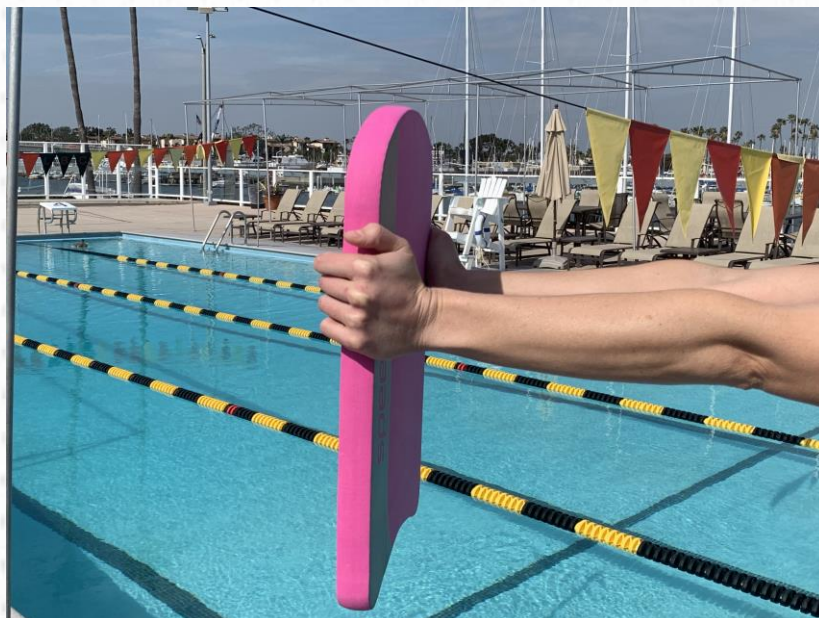


Ankle



KICK BOARD

- Regular
- Vertical tombstone hold
- Standing scull



WHIFFLE BALLS

- Fist swim
- Under chin swim



DRILLS CON'T

- Parachutes
- Kick on top of balloons
- Weights running at bottom of pool



STRENGTH & CONDITIONING AKA “DRYLAND”

- The importance
 - Prehab/rehab
- Form
- Consistency is key





SHOULDER

- Prone T, Y, I static holds
- 90° external rotation at side
- 90° external rotation above shoulder
- Wall angels
- Pushup position – scap extension
- Foam roller Y lay out

BACK

- Superman lifts
- Superman hand taps/flutter kicks
- Bridges
- Cat/cow
- Pelvic tilt against wall



ABS

- V-up
- Suitcases
- Rope climb
- Plank variations



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KNEES

- Wall sits
- Bleacher step ups (knee to chest optional)
- Single leg squat onto bleacher
- Single leg RDL reaches



RECOVERY

- **Replenish**
 - Hydrating
 - Nutrition
- **Importance of stretching**
 - Yoga
- **Foam rolling**
- **Active recovery**
- **Icing/ice bath/contrast**



**Coaching can be a thankless job,
I'm here to say "THANK YOU" to all of you**

- For showing up here
- For showing up for your athletes everyday
- You have the ability to change lives
- We hope to help a little along the way

Questions?



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THANK YOU



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