



# BWF WORLD COACHING CONFERENCE 2025

Paris, France

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# Allistair McCaw

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**Developing a Culture of Excellence**

7 Key Factors in Creating an Elite Environment



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# First Things First ...

- ◀ It all starts and ends with leadership.
- ◀ You are only as good as your people.
- ◀ Have clarity on what excellence looks like.

# 1. Define Your Culture:

- ◀ What kind of culture do you want?
- ◀ What kind of people do we need?
- ◀ What is our long-term vision & purpose?
- ◀ Identity: Who are we?

## 2. Values & Standards

- ◀ The simpler the better
- ◀ What matters to you
- ◀ What are your standards of excellence?
- ◀ You can never over communicate them enough!



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# 3. Clarity in Roles & Expectations

- ◀ Coaches, support staff, parents, players, etc.
- ◀ Expectations in selection, behaviors, effort, protocols, time management, etc.
- ◀ How you do anything... Is how you do everything.



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# 4. Environment

- ◀ Facilities – Well maintained amenities, courts, open areas, recovery rooms, equipment, etc.
- ◀ Structure – Layout, athlete protocol, coaching protocol
- ◀ Systems – Training philosophy, specific level groups, fundamentals, video tech, etc.



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# 5. Create the 'Buy In'

- ◀ Credibility – Proven track record, experience, results

- ◀ C.A.R.E

# C.A.R.E

**C**onnect

**A**ctively Listen

**R**espect

**E**ncourage

# 5. Create the 'Buy In'

◀ Credibility – Proven track record, experience, results

◀ C.A.R.E

◀ T.R.U.S.T

# T.R.U.S.T

**T**ime

**R**elationships

**U**nderstanding

**S**haring accolades

**T**ruthfulness

# 6. Communication

- ◀ Implement effective communication strategies.
- ◀ Structured meetings
- ◀ Channels & expectations
- ◀ Feedback

**Communication**



**Connection**



**Collaboration**

# 7. Community

- ▶ Growing the sport
- ▶ Building the community & future generations
- ▶ Improving mental wellness & wellbeing

# Creating Excellence in a Culture

- ◀ Find people who are **teachable, collaborate well, and growth minded.**
- ◀ Excellence needs to be **reminded, recognized and rewarded.**
- ◀ Excellence requires **continuous improvement.**



**“The goal is to create an environment where everyone pursues **excellence** in everything they do. This is the kind of mindset each team member should be adopting.”**

- Allistair McCaw

# Developing a Culture of Excellence



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