



BWF WORLD COACHING CONFERENCE 2025

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Allistair McCaw

Driving Excellence as a Coach

The 4 key areas every coach should be focusing on right now

**“A great coach isn’t determined by
the level of player they coach.
A great coach is determined by
what they can do with the level
of the player.”**

- Allistair McCaw

The background is a dark blue pattern featuring various sports-related icons and text. Visible elements include the word 'PARIS' in a bold, sans-serif font, the year '2025', and the word 'BADMINTON' in a smaller font. There are also stylized representations of badminton rackets, shuttlecocks, and other sports equipment. The overall aesthetic is modern and celebratory.

Generational Codes

Working with 'Gen Z'

STRENGTHS

- ◀ Open to learning
- ◀ Well informed
- ◀ Digital natives
- ◀ Visual learners
- ◀ Socially conscious

AREAS OF IMPROVEMENT

- ◀ Feedback
- ◀ Focus
- ◀ Inter-personal skills
- ◀ Time management
- ◀ Easily offended

Keys to Coaching 'Gen Z'

- ◀ Embrace change
- ◀ Utilize technology – apps, video, etc.
- ◀ Build the connection
- ◀ Provide support
- ◀ Adapt approach & communication style



The background is a dark blue pattern featuring various badminton-related icons and text. The word "PARIS" is repeated in a stylized font, along with the year "2025" and the word "BADMINTON". There are also illustrations of badminton rackets, shuttlecocks, and a badminton court. The pattern is dense and covers the entire background.

A. I.

How Today's Coach Can Use A.I.

- ◀ Embrace It!
- ◀ Learn the **what, why** and **how**.
- ◀ Be curious, not judgmental.
- ◀ Learn and share with your team.
- ◀ See how other sports and industries are using it.

“The number one tool in coaching and leadership will always be the **human factor. It’s about the **connection** you have with people.”**

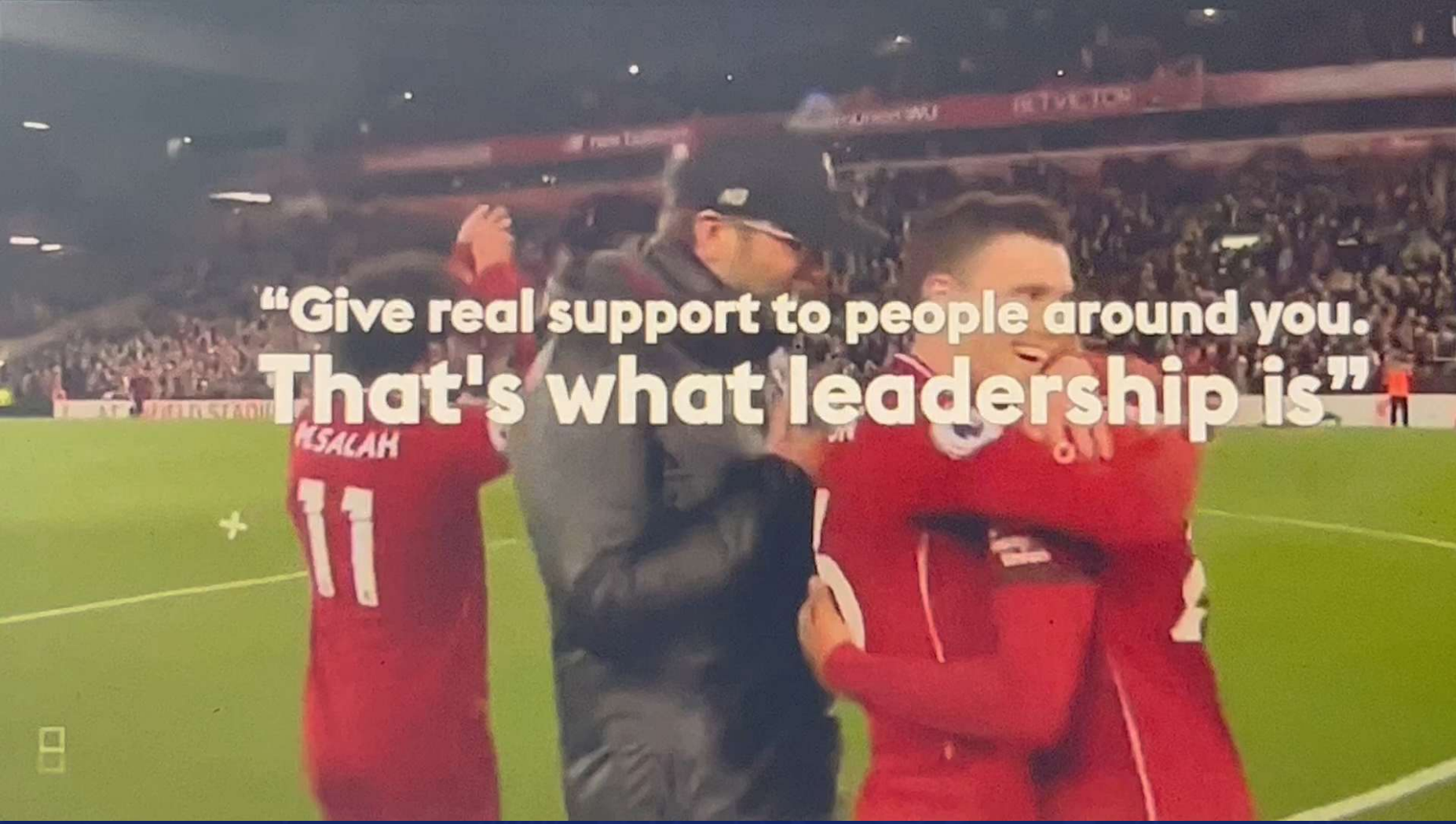
- Allistair McCaw

The background is a dark blue pattern featuring various icons related to the Paris 2025 Badminton event. These include the word 'PARIS', the year '2025', and the word 'BADMINTON'. There are also stylized representations of badminton rackets, shuttlecocks, and other sports-related symbols.

Environment

Creating the Right Environment

- ◀ The right people
- ◀ Enjoyable experience
- ◀ Psychological safety
- ◀ Personal & professional development
- ◀ Excellence should be the daily goal



**“Give real support to people around you.
That's what leadership is”**

“A great coach is someone who stays curious, coachable, and surrounds themselves with people smarter than them.”

- Allistair McCaw

E. Q.

Emotional Intelligence

The ability to **understand**, use and manage one's own emotions, as well as the emotions of others.

Today's E.Q. Coach

GOOD E.Q. SKILLS

- ◀ Self-aware
- ◀ Adapts well
- ◀ Good communicator
- ◀ Good social skills
- ◀ Humility
- ◀ 'Feels the moment'

POOR E.Q. SKILLS

- ◀ Criticizes, blames and complains
- ◀ Too emotional
- ◀ Lacks empathy
- ◀ Poor social skills
- ◀ Ego driven
- ◀ Moody



“No two players are the same.

**To achieve the best from the player, you
must first **understand the person.****

**As a coach, you must learn what makes
them tick.”**

- Nick Bollettieri





Julio **agreed**
to come to dinner

The 4 Key Areas Every Coach Should Be Focusing On Right Now:

1. GENERATIONAL CODES
2. ARTIFICIAL INTELLIGENCE
3. ENVIRONMENT
4. EMOTIONAL INTELLIGENCE

Your players won't remember your drills.

Your players won't remember your sessions.

Your players won't remember your speeches.

Your players will remember **how you made them feel.**

DRIVING **EXCELLENCE** AS A COACH



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