

## Case Study

### Sarah Lafflin

Topcoach Academy was launched in August 2016 with 40 coaches & instructors selected with a variety of qualifications and experience.

#### The project aims to;

- Create a more diverse coaching network to meet Suffolk's needs.
- Develop a suitably qualified workforce able to respond to the changing sector requirements.
- Raise the profile and demonstrate the impact of coaching across the county.
- Support partners to understand the benefits of matching the right coach to participant group.
- Embed a culture of self improvement within the coaching network.
- Link coaches with appropriate delivery opportunities.

#ExcellentEveryTime



Sarah, pictured at her Topcoach Academy induction.

#TopcoachAcademy

Sarah first got into coaching through her teaching day job. She comments more on her introduction here;

*“There was a group of girls in years 5 and 6 who did not like sport and did not participate. The This Girl Can campaign had just started and I thought that dance would be a way of making them more active but not by doing “sport”. We started off at lunchtime doing a short exercise/dance class to music they were into and it proved popular. We then choreographed a cheerleading routine for sports day and the after school dance club evolved where we choreograph a routine that we then perform at the end of the term/half term. The performance aspect has really helped some of the girls with their confidence too.”*

Motivation to coach is not hard to find when you are enjoying it. Sarah comments on what she enjoys about it here;

*“Pleased to see their enthusiasm, how happy they are when they achieve something that they couldn't do before, seeing their confidence grow. With Zumba – making people*

*feel good, motivated and enthusiastic. Knowing that I have made a positive difference to their life/wellbeing.”*

In terms of individual development Sarah has seen changes in herself and gained new skills since becoming a coach

*“It has changed me to become more confident and look at things differently. Enhanced communication skills, learning also about the body/health/fitness that is relevant in everyday life.”*

As Sarah continues on her journey as a developing coach she comments on how the academy has supported her along the way;

*“ Massively – the courses have been increasing my confidence and broadening my knowledge which I have found really interesting and have wanted to expand further. Since becoming an Academy member it has also encouraged me to take my Exercise to Music Level 2, the Zumba Kids training and through the list of courses that you email us, I saw the Leader in Running Fitness course which I also did that was really useful with my running club.”*

*“It is such a fun way to exercise and Sarah is an amazing teacher - so enthusiastic and encouraging to all. The music makes you want to move and I find doing things with others so much more likely to encourage me to continue.”*

Class participant—Jan 2017



SUPPORTING WOMEN IN COACHING

### **What do you coach, to what ages and abilities?**

*Zumba – higher level aerobic exercise. Participants aged 11-66*

*Zumba Gold – low impact class for older active adults*

*Zumba Kids – age 7-11*

*Dance Club – age 9-11*

*Running Clubs (x2) – age 7-11*

### **Are you a volunteer or paid?**

*Paid for Zumba and dance, volunteer for running clubs*

### **How did you get into coaching?**

*Started a dance club and running club at lunchtime at school*

### **How long have you coached for?**

*2 – 2.5 years. Zumba since June 2015*

