

**13th International Association for Sport Information World Congress
11-13 March, 2009 - Canberra, Australia**

**Creating Effective Online Learning Communities in High Performance
Sport.**

Wayne Goldsmith

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*Building and sustaining sport information communities -
through connectivity, collaboration and sharing*



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High Performance Consultant



CREATING EFFECTIVE ON LINE LEARNING COMMUNITIES IN HIGH PERFORMANCE SPORT

Wayne Goldsmith,
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Knowledge is
Power...
ONLY when it
is hard to get.



The essence of high performance sport **is change.**

The faster you are able to **accelerate** your rate of change – faster than your **competition** – the more likely it is that you can capitalize on a **performance advantage.**



YOUR ABILITY TO
ACCELERATE YOUR RATE
OF CHANGE DEPENDS ON YOUR
ABILITY TO LEARN.

When you learn faster.....your capacity to accelerate
change becomes greater.



The on-line community provides the ideal opportunity to learn....**to learn faster** than at any time in the history of sport.

There is more 'WHAT' available to more people than ever.

So the question has to be – “are your high performance people – athletes, coaches, sports scientists, sports medicine practitioners, managers, and leaders etc. – capable of adapting the way they learn and accelerating the rate of change in their high performance environment?????”



NO ONE GOES **BACKWARDS** IN THIS BUSINESS....WE
JUST **PROGRESS** AT DIFFERENT RATES.

THIS IS THE FUNDAMENTAL PRINCIPLE TO UNDERSTAND –
EVERYONE IS MOVING FORWARD AT AN INCREDIBLE RATE.

This presents several challenges for all of us:

PRO — More information is available now than ever before.

CON — Everyone knows what you know.

PRO — It takes less times for research data to be accessible.

CON — Everyone knows what you know
AND.....



The sports science / sports medicine practices of peer review and traditional publications conventions have not changed fast enough to accommodate the rate of change demanded by the high performance industry.

Conservatism and caution have no place in High Performance.



Refereed
Journals



Books

– yes they still
exist.

Conferences
– sorry Gav.



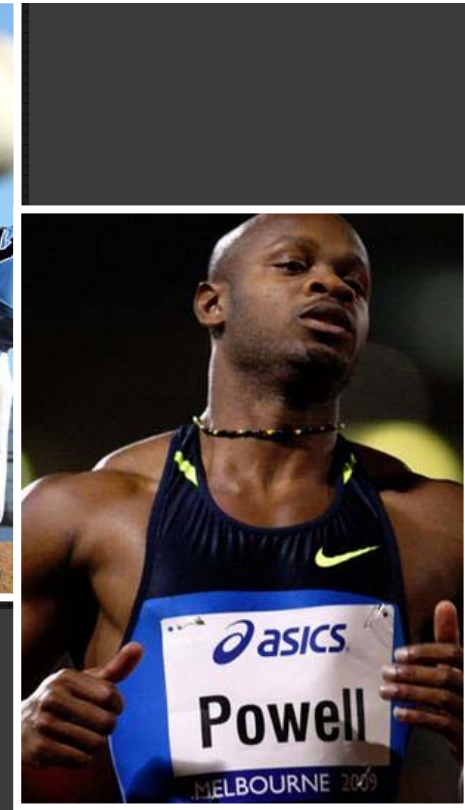
DVDS / CDS
/ and Heaven
forbid
Cassette
tapes!

What are the dumbest ways to learn if you are in high performance?



Conference assumptions...

1. I am telling you **the truth**
2. I am telling it to you accurately.
3. You **understand** what I am telling you.
4. You understand **WHY** I did it.
5. You **can use** what I am telling you in the enhancement of your program.
6. You have the ability to not just **copy** what I am telling you but **improve** on it.
7. You have the capacity to take it places I have not even thought of.



Why is **this** important? Why do we all need to understand this.....

Education and research is about the **PAST**.

Servicing and Management is about the **PRESENT**.

High Performance is about the **FUTURE**.



Old thinking – let's benchmark what's been done, copy the bits we like and try to make it work out of cultural context – COPY.



New thinking – let's imagine how we will be the first to develop a female swimmer who can break 50 seconds for 100 metres freestyle – CREATE.



So the question to **you** is....

how can **you** help make a
fundamental change in the
way **information** is
passed around the **high**
performance
industry?

The old ways
have gone the way
of the do-do.

We need to get comfortable
taking
risks.



We need to teach people
HOW and not
WHAT:
What is
transitional
and time
relevant.

We need to
challenge
and
change the
assumptions the
industry has accepted for
50 years – this is
not
ACADEMIA



We need to help
people
remove
the
obstacles
- to see the
future and
accelerate their
rate of change.



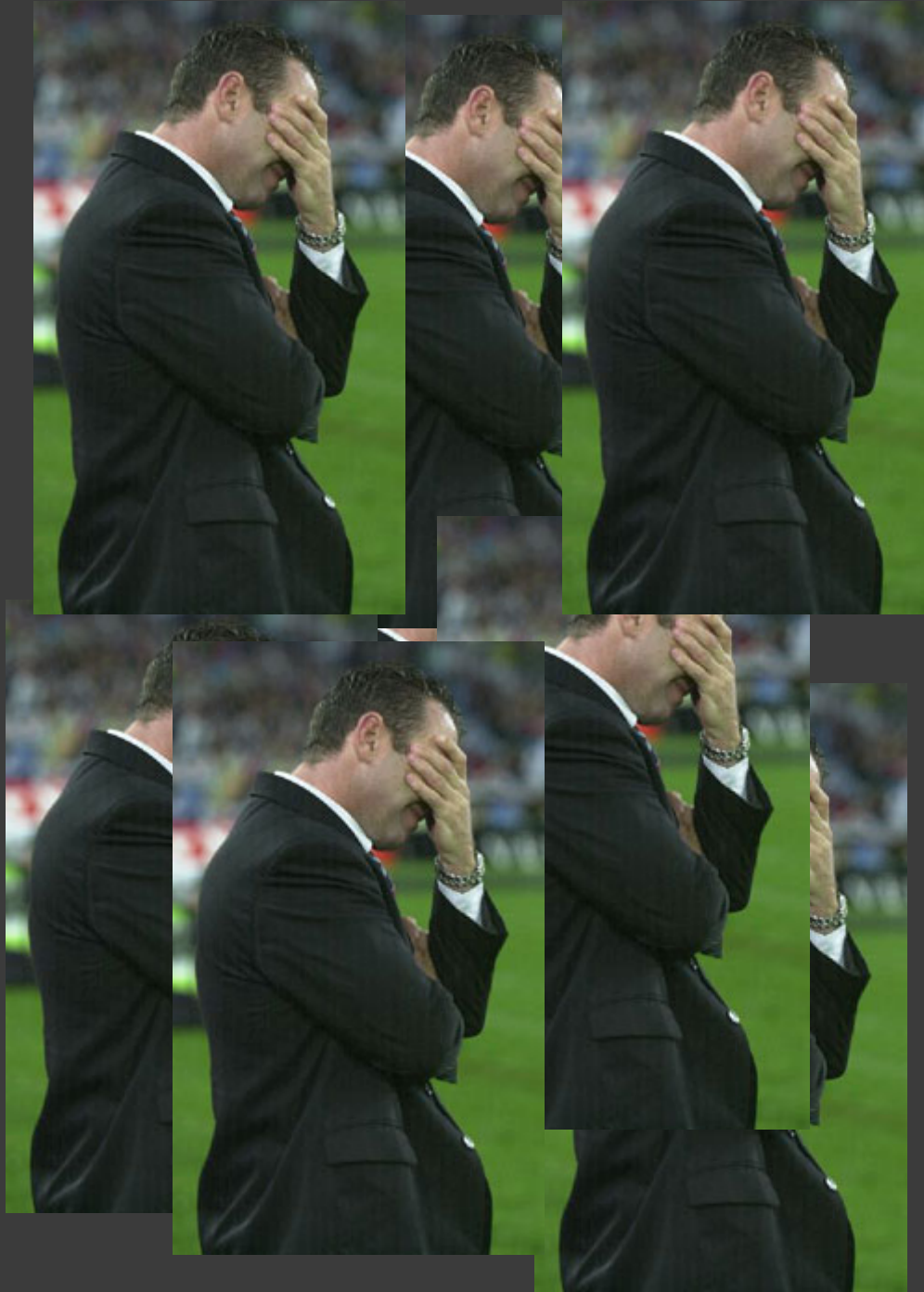
In high performance...**risk** is its own **reward**!!!!!!!



Common knowledge is more common than ever.

Winning is no longer a WHAT thing.

You need uniqueness, vision, leadership, a futurist approach and the ability to accelerate faster than your competition.

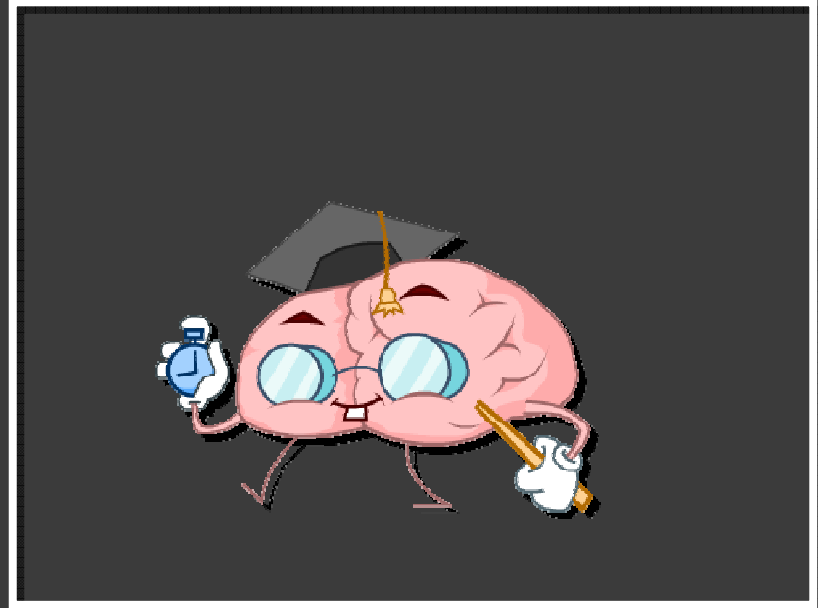


Help to create on-line learning communities which provide the **opportunity** for coaches, athletes, sports scientists, sports medicine practitioners, managers, analysts and yes! even nerdy people (like the people at this conference) to **accelerate their rate of learning, change and progress.**

The greatest gift you can give to your high performance clients is to teach them how to break free of the old way of learning and show them a new world where **anything is possible.**



Get angry,
Get mad
but make
something
happen!



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