SWIMWISE
AGE UP WISER

October 28, 2026

Coaching Workshop Topics

The SwimWise Coaching Workshop is a day for coaches of adult swimmers: four hours of presentation, Q&A, and breakout exercises on how to be a successful Masters coach, then two hours at the pool for the Swimmers Four-Stroke Clinic, where participants coach on deck, swim, or do an hour of each. Capacity is 30 registrants. Each receives a SwimWise certificate of attendance. The host provides lunch.

The topics below show the breadth of what SwimWise instructors teach. Each workshop draws from them, and the instructors adjust the emphasis to the group. Prospective hosts can share the list with their coaches to gauge interest and identify preferred topics.

Stroke technique

- The finer points of modern stroke technique
- The physics of fast swimming: drag, propulsion, and balance
- The benefits of swimming different strokes
- Starts and turns
- Open-water skills
- Planning and running a stroke clinic

Training and season planning

- Planning the season: a yearly calendar and workouts for each phase (base, threshold, sprint, taper)
- Targeting the four energy zones and building sets for each
- Explaining the how and the why of every set and drill
- Race-pace training, broken swims, and tapering
- Using equipment in practice
- Coaching on race day
- Adapting technique and training for older and injured swimmers

Managing the deck

- Organizing lane space
- Coaching swimmers of varying abilities and motivations
- Ensuring every swimmer gets a meaningful workout
- Following a daily coaching routine
- Handling unexpected circumstances

Being an effective coach

- What it means to be an effective coach
- Understanding the adult learner
- What swimmers want from their coach
- Developing your coaching philosophy
- Playing to your strengths and bolstering your weaknesses
- Earning trust: don't coach what you don't know
- Giving feedback swimmers can act on
- Building relationships with swimmers, pool staff, and decision makers

Motivation and goals

- Motivating swimmers by understanding why they swim
- Goals: why they matter and the coach's role
- Encouraging swimmers to compete
- Giving swimmers who don't compete a fitness challenge to train for
- Helping swimmers overcome fear of failure and dwelling on the past
- Making swimming fun: games, socializing, and celebrating success

Building the program

- Defining your team's identity and culture
- The coach's role beyond the pool
- Recruiting and retaining swimmers, including beginners
- Coach compensation