



Successful clubs don't
happen by accident

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EYLEIFUR JOHANNESSON

About me

Eyleifur Johannesson (Leifi)

- ▶ Born in Akraness, Iceland
- ▶ Wife and three children
- ▶ Active swimmer from 1978-1990
- ▶ Coaching since January 1994
 - ▶ 1994-1996 Age group Coach KR (Iceland)
 - ▶ 1996-1997 Head Coach Breidablik (Iceland)
 - ▶ 1997-2000 Head Coach KR (Iceland)
 - ▶ 2000-2004 Head Coach IA (Iceland)
 - ▶ 2004-2007 Head Coach Aegir (Iceland)
 - ▶ 2007-2020 Head Coach Aalborg (Denmark)
 - ▶ 2020-2022 National Team Director (Iceland)





My home

*We come from the land of ice
and snow, from the midnight sun
where the hot springs blow.*

– Immigrant Song, Led Zeppelin



Great culture in akranness

12,5m (3 lanes)
Until 1988



25m (5 lanes)
After 1988



Reykjavik Before and after

Until
December 2004



After
January 2005

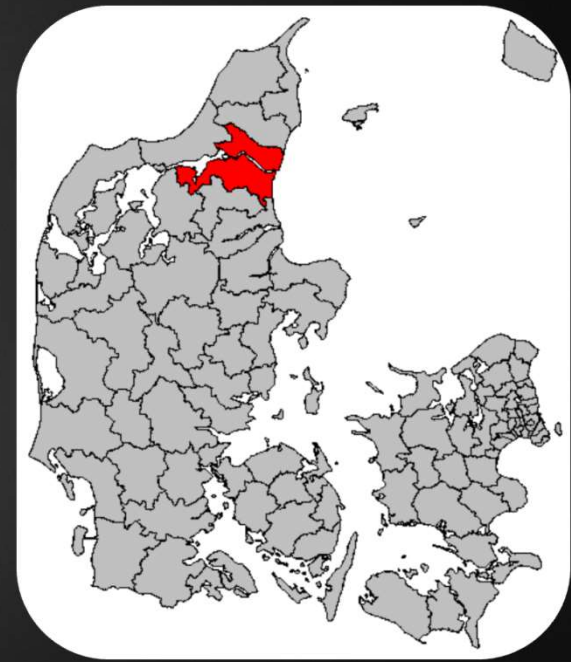




EVERYTHING
STARTS WITH
A DREAM

Aalborg, Denmark

- Third largest commune in Denmark
- Education at all levels.
- Team Danmark commune.
- Sports classes in secondary & high school.
- Sport College for athletes that are studying.
- Aalborg Swim Team has a history of success: medals at Europeans, Worlds & Olympics.



Performance Cycle & Performance Clock

Concept by Wayne Goldsmith

1. NON COMPETITIVE

The organization is failing to perform and struggling to survive

2. STRIVING FOR SUCCESS

A passionate people that embraces learning and are committed to action

3. THE RIGHT CULTURE

The right people and the right environment are in place

4. SUCCESS

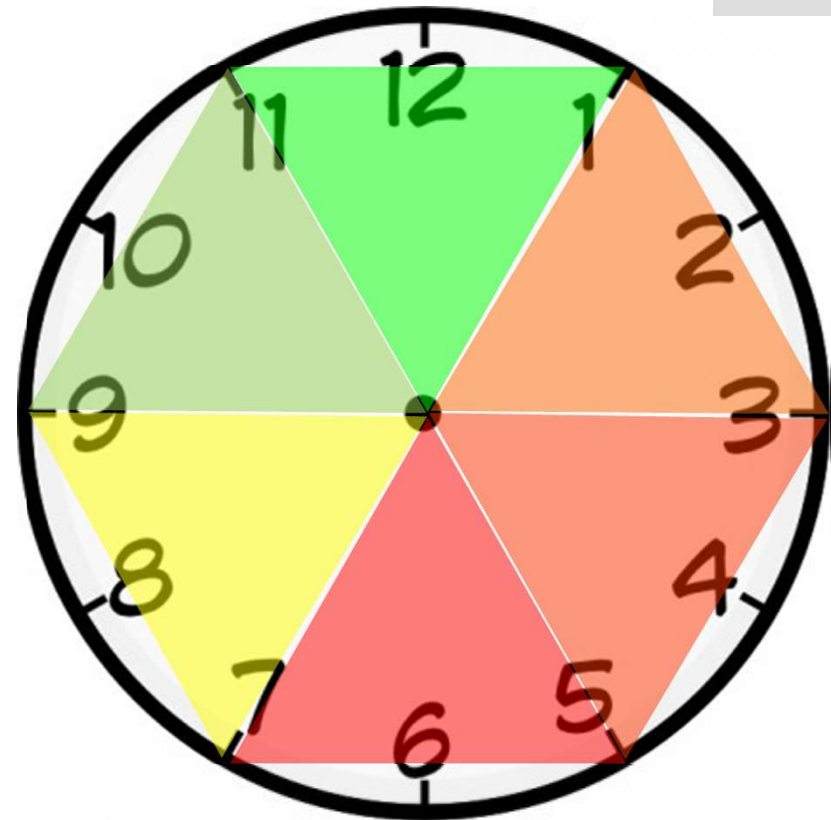
The organization on top, but loses momentum
"Secret Formula " We know what it takes to win

5. THE FALL

Things start to fail, and staff get sacked

... And we are back at STAGE ONE again

PEAK
PERFORMANCE



ROCK
BOTTOM

WHAT IS YOUR CLUB GREAT AT ?

First WHO...than WHAT, WHY and HOW

- ▶ Get the right people on the bus
- ▶ Get the wrong people off the bus
- ▶ Get the right people in the right seats
- ▶ Figure out, where do we want to go
 - ▶ WHY do we want to go there ? (PURPOSE)
 - ▶ HOW are we going to get there ? (PROCESS)
 - ▶ WHAT is needed to get there ? (PROCESS)

We have two kind of people, DOers and THINKers.

**Good is
the
enemy
of great.**

KEYSTONE HABITS

Culture is a reflection of the action of the leader

- ▶ Stay healthy
- ▶ Make it better
- ▶ Take it personally
- ▶ Collaborate
- ▶ Remain open handed





Har du, hvad der skal til, for at være med i en af
DANMARKS BEDSTE KLUBBER

Statistics

- ▶ Membership increased round 25%.
(1.800 in 2007 vs. 2.400 in 2020)
- ▶ Approximately 70 employees.
(coaches/teachers)
- ▶ Approximately 100 volunteers.
- ▶ I was the only full-time coach in 2007,
three full-time coaches today.
- ▶ Certificated as high-performance
club by Danish Swimming in 2015.



This is what we changed in Aalborg

2007

- ▶ 7 groups (approx. 140 swimmers)
- ▶ 70 pages coach guidebook
- ▶ Low self-esteem
- ▶ Swimmers driven program
- ▶ Early specialization
- ▶ Low fees and costs
- ▶ Poor standards & low expectations

2020

- ▶ 10 groups (approx. 200 swimmers)
- ▶ 12 pages coach guidebook (KISS)
- ▶ Good self-esteem
- ▶ Coaches driven program
- ▶ LTAD (medley based)
- ▶ High fees and costs
- ▶ Hard standards & high expectations

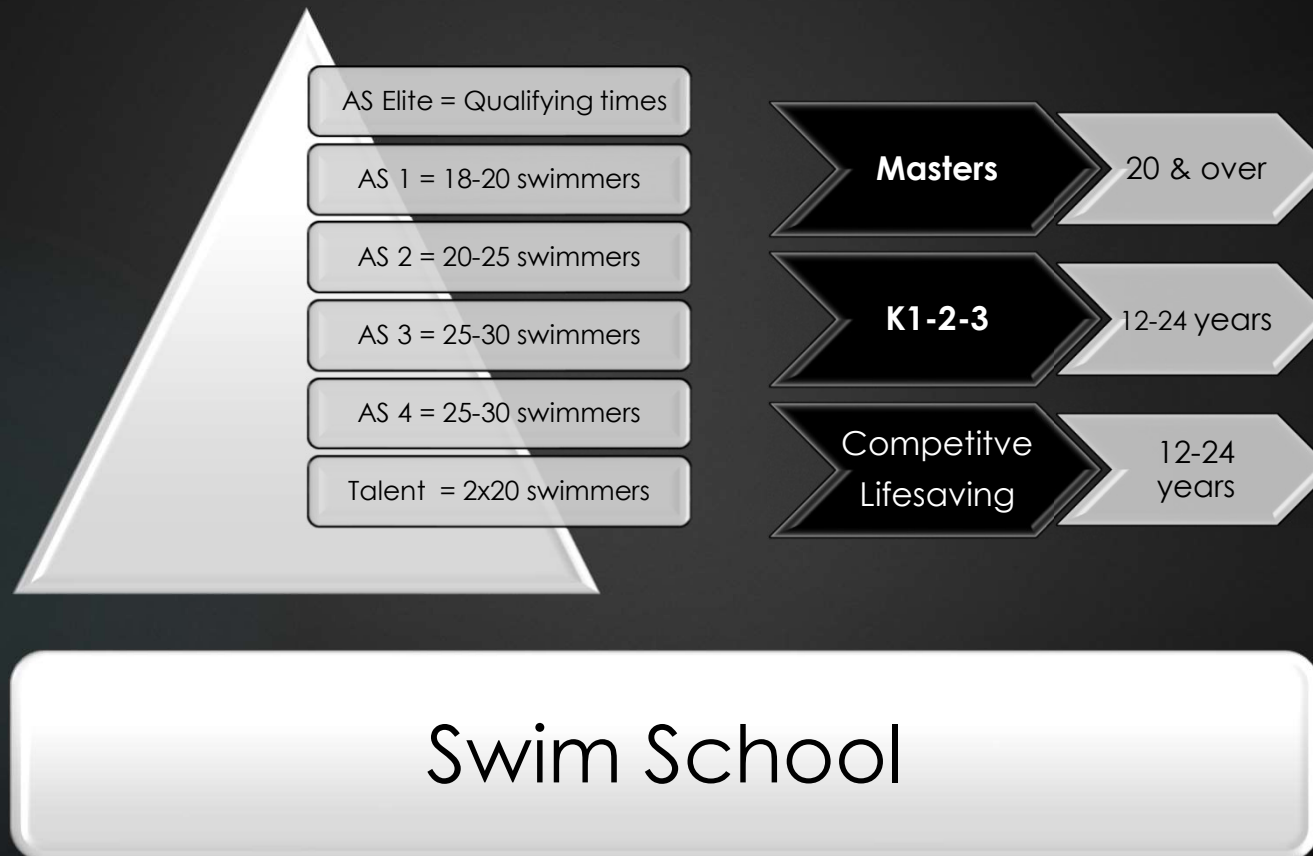


**IF YOU FAIL TO PREPARE,
YOU'RE PREPARED TO FAIL.**

MARK SPITZ

**TAKE
ACTION**

TEAM STRUCTURE



LONG TERM ATHLETE DEVELOPMENT

Which results are most important from age group swimming ?
...Success at senior level !!!



Groups	Talent		AS-4		AS-3		AS-2		AS-1	
Age (start in group)	8 ± 1 year		10 ± 2 year		Girls 12 ± 1 yrs / Boys 13 ± 1 yrs		Girls 14 ± 1 yrs / Boys 15 ± 1 yrs		14 years & older	
Trainings Periot	2 years		2 years		2 - 3 years		2 - 3 years		1 year >>>	
Training	Water	Land	Water	Land	Water	Land	Water	Land	Water	Land
Per Week	2-3 x 60 min	1 x 30 min	3-4 x 60-90 min	2 x 30 min	5-6 x 90 min	3 x 30 min	7-8 x 90-120 min	4 x 30-45 min	8-10 x 90-120 min	4-5 x 30-60 min
Weeks per season	40 - 42 week		42 - 44 week		44 - 46 week		44 - 48 weeks		46 - 48 weeks	
Distance per training	0,75 - 2,0 km		2,0 - 4,0 km		3,0 - 6,0 km		3,5 - 7,0 km		4,0 - 8,0 km	
Distance per season	75 - 250 km		250 - 500 km		500 - 1000 km		1000 - 1500 km		1500 - 2500 km	
Training objective										
<i>In water</i>	<ul style="list-style-type: none"> > Technique for all strokes > Starts, turns and underwater > Drill and sculling > Aerobic endurance > Speed at 25-50m > Simple training sets and games 		<ul style="list-style-type: none"> > Technique all strokes > Starts, turns and underwater > Race skills > Aerobic endurance > Speed 25-50m and acceleration > Greater mix of training methods and games 		<ul style="list-style-type: none"> > Technique all strokes > Starts, turns and underwater > Increased volume > Aerobic endurance > Race skills > Speed 25-50m and acceleration > Introduce intense interval taining > Relay take overs and games 		<ul style="list-style-type: none"> > Perfect technique and skills > Increase volume and intensity > Begin to specialise > Aerobic specific endurance > Race simulation > Begin tempo training and pace work > Periodise swimming program > Tapering 		<ul style="list-style-type: none"> > Increase intensity > Anaerobic swimming capacity > Race specific endurance > Power and resistance training > Race simulation > Tempo training and pace work > Specific peridise swimming program > Tapering 	
<i>On land</i>	<ul style="list-style-type: none"> > Flexibility > General Body strength > Movement Coordination > Group activities 		<ul style="list-style-type: none"> > Flexibility > Increase strength to body weight > Development of all muscle groups > Core body strength 		<ul style="list-style-type: none"> > Flexibility > Body weight exercises and simple gymnastic exercises > Improve core body strength 		<ul style="list-style-type: none"> > Exercises with resistance like medicine and swiss balls, weights, and own body weight > Improve core body strength > Maintain flexibility 		<ul style="list-style-type: none"> > Periodise strength program > Exercises with resistance > Transfer power into swimming > Maintain core body strength > Maintain flexibility 	
Knowledge and Attitudes	<ul style="list-style-type: none"> > Enjoyment of pool and land activities > Learn to function as an individual within a group activity. > Become familiar with rules and competitive situations. > Learn about stroke technique 		<ul style="list-style-type: none"> > Enjoyment of pool and land activities > Become part of the club, team and squad culture. > Develop habits which support an active and healthy lifestyle. > Learn about training methods. 		<ul style="list-style-type: none"> > Enjoyment of swimming activities and desire for personal improvent. > Better knowledge of training methods and the performance outcomes. > Develop self-discipline and increasing commitment to swimming. 		<ul style="list-style-type: none"> > Enjoyment of swimming activities and desire for personal improvent. > Improve knowledge and skills, like technique, goal settings and nutrition. > Mental toughness and daring. 		<ul style="list-style-type: none"> > Self-discipline and commitment to the team and the swimming. > Understanding importance of healthy lifestyle and good nutrition. > Improve knowledge of physiology and psychology. 	
Competitions	<ul style="list-style-type: none"> > 7-8 competitions per year. Club and Cups competition. 		<ul style="list-style-type: none"> > 9 - 10 competitions per year. Club, Cups, Agegroup regional-championships. 		<ul style="list-style-type: none"> > 10 - 11 competition per year. Club, Cups and Agegroup regionals-championships. 		<ul style="list-style-type: none"> > 11 - 12 competition per year. Club, Cups, Ageg./Junior championships and International competition. 		<ul style="list-style-type: none"> > 11 - 12 competition per year. Club, Cup, Senior championships and International competitions. 	



CULTURE OF HARD WORK

The only place success comes before work is in the dictionary

Løb 11, 4X200m Frisvømning Damer, Finaler Årg. 0-2004

Dansk Rekord Senior: Sigma NS Damer (1900) 7:55.34 2009-04-19

Dansk Rekord Junior: KVIK Piger (1900) 8:10.39 2009-10-24

Plac.	Navn	Født	Klub	100m	200m	Opnået Status
1	Aalborg Damer 2	0	Aalborg Svømmeklub			8:14.30
	Katrine Bukh Villesen	2000		59.40	2:01.34	2:01.34
	Amalie Bærentsen	2000		59.85	2:02.31	4:03.65
	Lisa Rijkhoff	2001		1:01.39	2:05.21	6:08.86
	Camilla Bregger-Andersen	2002		1:01.32	2:05.44	8:14.30
2	Aalborg Damer 1	0	Aalborg Svømmeklub			8:14.50
	Line Jørgensen Bruun	1995		1:00.18	2:01.61	2:01.61
	Camilla Ottesen	2000		1:00.10	2:02.50	4:04.11
	Lisa Schen	1999		1:00.62	2:04.95	6:09.06
	Jackie Gade	1998		1:01.30	2:05.44	8:14.50
3	Esv Piger 1	2000	Vejle Svømmeklub			8:37.16
	Line J. V. Hededal	2001		1:05.68	2:13.16	2:13.16
	Sofie Theophil Petersen	2003		59.84	2:05.35	4:18.51
	Cecilie B. Andersen	2001		1:01.99	2:08.11	6:26.62
	Louise Hvarre	2001		1:02.64	2:10.54	8:37.16
4	Horsens Piger 1	0	Horsens Svømmeklub			8:37.49
	Cecilie Grøndal	2002		1:02.97	2:09.25	2:09.25
	Mie Buch Nielsen	2001		1:03.41	2:11.84	4:21.09
	Caroline Liboriusen	2002		1:03.34	2:12.05	6:33.14
	Josefine Due Christensen	2001		1:00.93	2:04.35	8:37.49
5	Agf Damer 1	1996	Agfs Svømmeafdeling			8:40.53
	Mia Borgensgaard	2003		1:03.51	2:10.58	2:10.58
	Cecilie Lykke Hansen	1999		1:02.46	2:09.19	4:19.77
	Marie Christensen	2002		1:02.46	2:11.09	6:30.86
	Ane Kirstine Granild	2004		1:02.10	2:09.67	8:40.53

WE MADE
THEM
COMPETITIVE

WE PLANNED WITH THE END IN MIND

Good is the enemy of great

Competition structure

JAN	FEB	MAR	APR
GOOD	GOOD	GOOD	GOOD

JAN	FEB	MAR	APR
			GREAT
OKAY	OKAY	GOOD	

WE MADE STEPPING STONES FROM NATIONAL TO INTERNATIONAL



Rudolph points	What does it take to be in finals
20	Worlds level
19	European level
16	Nordic level
15	AS Elite
14	Danish level
12	Jutland level
8	Region NJ level



AS ELITE

► General

- 2-4 activities each season
- 6-12 swimmers qualify each time

► Records

- 59 Danish Junior Records
- 57 Danish Records
- 22 Nordic Records
- 1 European Records

► Medals

- EJC = 6 golds + 1 silver + 2 bronze*
- EC25 = 4 gold* + 5 silver* + 2 bronze
- EC50 = 4 gold* + 2 silver + 1 bronze
- WC25 = 3 gold* + 1 silver* + 5 bronze*
- WC50 = 1 bronze + 7 finals
- OL = 1 bronze* + 3 finals*

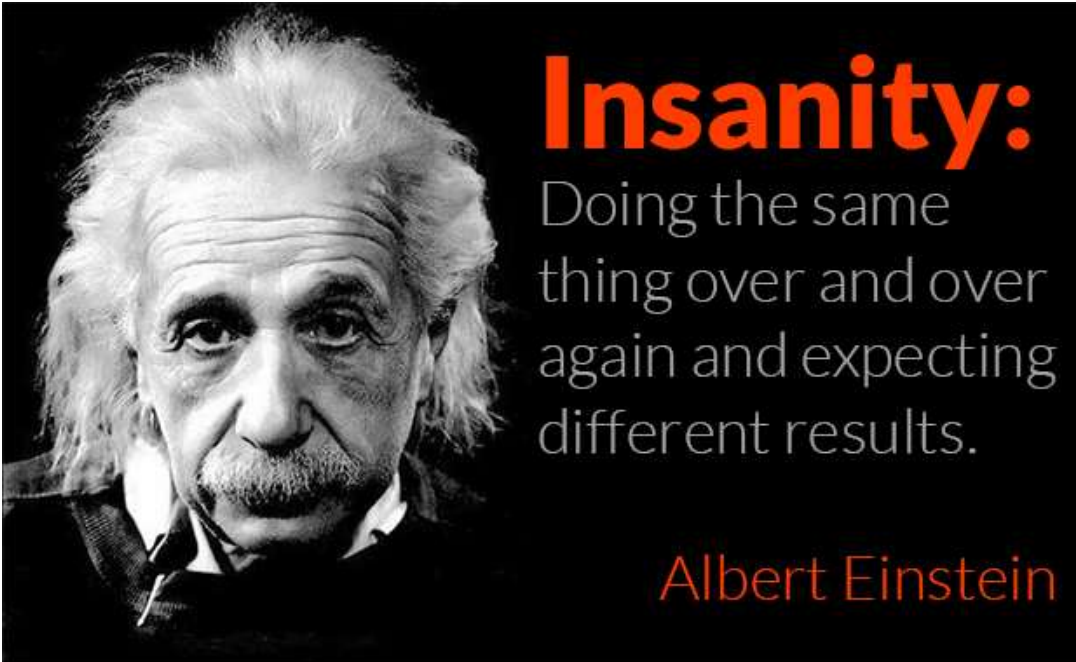


Get Behind the WHEEL and Drive!

LESSON LEARNED

LESSON LEARNED





Insanity:

Doing the same thing over and over again and expecting different results.

Albert Einstein


LESSON LEARNED



*It's not the size of
the dog in the fight,
but the size of the
fight in the dog.*

~ Mark Twain

LESSON LEARNED

NEVER
STOP  LEARNING

LESSON LEARNED

THE BEST WAY TO LEARN,
IS TO SPEND TIME WITH
SOMEONE THAT IS
SUCCESSFUL



Thanks!

EYLEIFUR JOHANNESSON