INDEPENDENT LEARNING RECOMMENDATIONS

Online courses

ITF Academy - Engage with world-class content developed by the International Tennis Federation to help you elevate your coaching skills, many of which are free of charge. We highly recommend the following the latest additions:

- **Advanced Coaching Manual - Introduction to Psychology.** This course allows you to explore key psychological concepts that impact performance and development in advanced players-mental toughness.
- **Advanced Coaching Manual - Introduction to Coaching and Instructional Principles.** It provides a practical foundation for coaching advanced tennis players. It covers key concepts in motor learning, instructional styles, communication, and feedback, helping coaches create effective and adaptable learning environments.
- **ITF Coaching Advanced Player Course – Introduction to Coaching Philosophy**. It's designed for anyone interested in understanding and developing a personal coaching philosophy, particularly in the context of tennis coaching.

Meta Blueprint – Explore a free learning platform with more than 90+ self-paced courses on Meta advertising tools (Facebook, Instagram, WhatsApp, Messenger). We encourage you to have a look at:

- **Meta Certified Business Marketing Strategy**. An official Meta certification that validates your ability to create strategic marketing plans using Meta platforms.

Coursera - Make the most of a platform that offers you over 5,800 courses on a wide range of topics that can be relevant to your coaching/business. Have a look at the following:

- **Digital marketing**. A series of online courses that will enhance your capacity to reach more players, venues and other stakeholders.
- **Finance**. A selection of online courses that will give you an introduction to the Finance and Accounting fundamentals.

UK Coaching - This site is purely dedicated to support coaches across all environments. In here, you'll find multiple courses to help you, not only improve your coaching skills, but also increase your understanding on topics like safeguarding or mental health. We specifically recommend:

- **Mental Health Awareness for Sport and Physical Activity**, developed by Mind1st4Sport Learning and funded by Sport England.
- **Duty to Care Toolkit and Digital badge**, a series of resources and knowledge checks set across the five distinct pillars that represent the Duty to Care ethos: Safeguarding, Inclusion, Diversity, Well-being and Mental Health.

The Open University - Navigate limitless resources created to enable every adult to have access to higher education. As a coach, you'll find relevant online courses on health, sports and psychology. Why not trying the following:

- **Exploring sport coaching and psychology**. Learn how factors like mind, body, environment and training techniques combined contribute to enhance one's sporting career.
- **Communication and working relationships in sport and fitness.** Enhance your communication skills and learn to adapt depending on your audience needs.

Podcasts

- **Adam Blicher show**
- **Control the Controllables** - Dan Kiernan
- **My Tennis Journey** - Rob Salmon
- **Kris Soutar's Tennis Podcast**
- **Positive pedagogy for sport coaching** - Stephen Harvey
- **Performance Analysis and Coaching in Tennis** - Loughborough University

- **Sporting Success** - Candy Reid-Harrop
- **Talent Takes Practice** - Matthew Syed and Robbie Savage
- **The High Performance Podcast** - Jake Humphrey and Professor Damian Hughes
- **The Knowledge Project** - Michael Lombardi - Leadership on the field
- **The Talent Equation** - Stuart Armstrong
- **The Tennis Business Academy Podcast** - David Martins
- **The Game Changers** - Sue Anstiss
- **The Padel School Podcast** - Sandy Farquharson
- **Women in Sport Podcast**

Webinars

- **CIMSPA** - Gain access to the CIMSPA Digital Marketing Hub which is a free hub of on-demand training, webinars, mentorship and benefits that provides support to those in Sports and Physical Activity.
- **LTA Coach Webinars** - The LTA host a series of coach webinars with industry-leading experts. You can book onto upcoming webinars by checking regularly the **Webinars webpage**. If you're an Accredited coach, you can also watch the recordings of past webinars in the **off-court resources** section of the Coach Hub.
- **LTA Venue Webinars** - If you're thinking about expanding your coaching business, in here you'll find multiple webinars focused on helping you manage and grow your venue and attract more players.

Technical books

1. Beecher, C. (2026). The playbook. Amazon Publishing. (Available now online here.)
2. Higham, A., & Soares, A. (2026). Momentum: The Winning Edge in Tennis. Hawksmoor Publishing, Birmingham. (Available online here)
3. Blicher, Adam (2024). Winning Words: How to Unlock Potential Through Communication as a Tennis Coach.
4. Fogg, B. J. (2019). Tiny Habits: The Small Changes That Change Everything. Houghton Mifflin Harcourt.
5. Lyle, J., & Cushion, C. (2017). Sport Coaching Concepts: A framework for coaching practice. Routledge, Oxford. (Available online here)
6. Gladwell, M. (2017). Outliers: the story of success. Audio-Tech Business Book Summaries.
7. Duckworth, A., & Duckworth, A. (2016). Grit: The power of passion and perseverance (Vol. 234). New York, NY: Scribner.
8. Kahneman, D. (2011). Thinking, fast and slow. Macmillan.
9. Syed, M. (2010). Bounce. Collins.
10. Coyle, D. (2009). The talent code: Unlocking the secret of skill in maths, art, music, sport, and just about everything else. Random House.
11. Kline, N. (1999). Time to think: Listening to ignite the human mind. Hachette UK.
12. Covey, Stephen, R. (1989). 7 Habits of Highly Effective People. Free Press.
13. Dawson, Roger. (1988). Secrets of Power Persuasion.
14. Cialdini, R. (1984). Influence: Science and Practice.

Articles

Libraries you should visit:

- **Google scholar** has an extensive library of peer-reviewed research articles to search and explore.
- **Activity Alliance** houses a number of articles on inclusion and disability in sport.
- **ITF Academy** allows you to engage with articles written by tennis experts.
- **Meta** provides you with access to multiple resources and tools to grow your business using its platforms, such as Facebook, Instagram or WhatsApp.

Specific articles we recommend:

- Collins, A. (1996). **Design issues for learning environments**. International perspectives on the design of technology-supported learning environments, 347-361.
- Kovalchik, S. A., & Reid, M. (2017). **Comparing matchplay characteristics and physical demands of junior and professional tennis athletes in the era of big data**. Journal of sports science & medicine, 16(4), 489.
- Bergeron MF, Mountjoy M, Armstrong N, et al (2015) **International Olympic Committee consensus statement on youth athletic development** *British Journal of Sports Medicine* 2015;49:843-851.

Recorded lectures

LTA Coach Hub - In here you can gain access to an exclusive content library for LTA Accredited coaches. We encourage you to have a look at the following:

- **LTA Youth Lesson Plans** - explore a vast number of drills for LTA Youth players of all ages and stages.
- **LTA National Coaches Conferences presentations** - revive all the world-class content delivered at these events by expert coaches.

ITF Academy - only available to LTA Accredited+ Coaches (login required) through the **Coach Hub**, this platform offers numerous presentations from international subject matter experts on coach, player and business development. We recommend:

- **Academia Sanchez-Casal 360 System, drills for direction and height.**
- **Beni Linder - Winning Through Intensity.**
- **Craig O'Shannessey - The First 4 Shots.**
- **Jo Ward and Merlin Van De Braam - Integrating Mental Skills On-Court.**
- **Mary Pierce - The Future of Women's Tennis.**

TED talks - This site allows you to engage with lectures with inspirational speakers across a variety of topical areas. We encourage you to visit:

- **Amy Cuddy, Your body language may shape who you are.**
- **Carol Dweck. The power of believing you can improve.**
- **David Epstein, Are athletes really getting faster, better, stronger?**
- **Stefanie Reid, Why accessible design is for everyone.**
- **Simon Sinek, How great leaders inspire action.**