

NTK's player development model

General

The Strategic plan of Nordstrand Tennisklubb (NTK) envisions player development according to accepted general standards but emphasizes that the club should develop a specific internal pathway and system for player development (NTK Way). Such an overall player development model is dynamic and evolves according to the needs and opportunities of the club. NTK way is also an internal working document for the administration and coaching staff, and all coaches at NTK should adhere to its principles.

NTK's player development model follows the rules and guiding principles of NIF (Norges Idrettsforbund) and NTF (Norges Tennisforbund), but also relies on the culture and tradition of Norwegian sports while implementing and accepting the international experience of the NTK's coaching team. Therefore, in accordance with the more general aims of the NTK's strategic plan, we are emphasising healthy development through participation in several sports while also following the NTF's recommendations in determining the right balance between tennis and other sports. To achieve a balanced training program for all NTK's players we will try to more clearly emphasize the periodization of the training plan to encourage the players to try different sports, especially during the winter period when there is less capacity for tennis training available, but to increase the tennis training opportunities and hours throughout spring and summer. Coaches, players, and parents share the responsibility to create the optimal program throughout the year, especially so as large amount of tennis training should be done outside of the NTK's organized courses. By more clearly defining periodization and including parents and players in the creation of periodized training plans, NTK adheres to another important ambition of NTK and Norwegian sports, to keep the cost as low as possible and make tennis accessible to everyone.

NTK Way is an overall player development model and provides guidelines for players, parents, and coaches through NTK pathways. The overview of the NTK Way published here is based on NTK's training program current situation (court and coaching capacity) and is the starting point for implementing the key sports program related goals of NTK's strategic plan. This document has been developed by the administration and coaching staff and the Head Coach at NTK is responsible for the final version. The board has been informed and the document has been finalized for publication in collaboration between the administration, coaching staff and the board at NTK. With new challenges and opportunities this program will be revised, and new versions will be published continuously when significant changes are implemented into NTK Way.

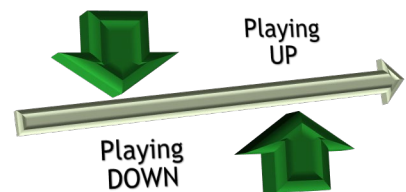
Background

NTK has a large training program with more than 500 children, teenagers, and adults in training. To successfully run such a major training program, NTK must have clear structure for player development and a clear pathway. The new Strategic plan at NTK promotes a vision that, by building a strong Team Tennis environment, NTK should provide each individual member an opportunity to maximize their potential. Hence, to accommodate this vision, NTK Way needs to provide more granular individual and team pathway development, (in example, players of same age may develop at a different rate, have different ambitions, and put in more or less effort into their tennis - therefore, they also need different challenges.) Some changes have already been gradually implemented during the last few years.

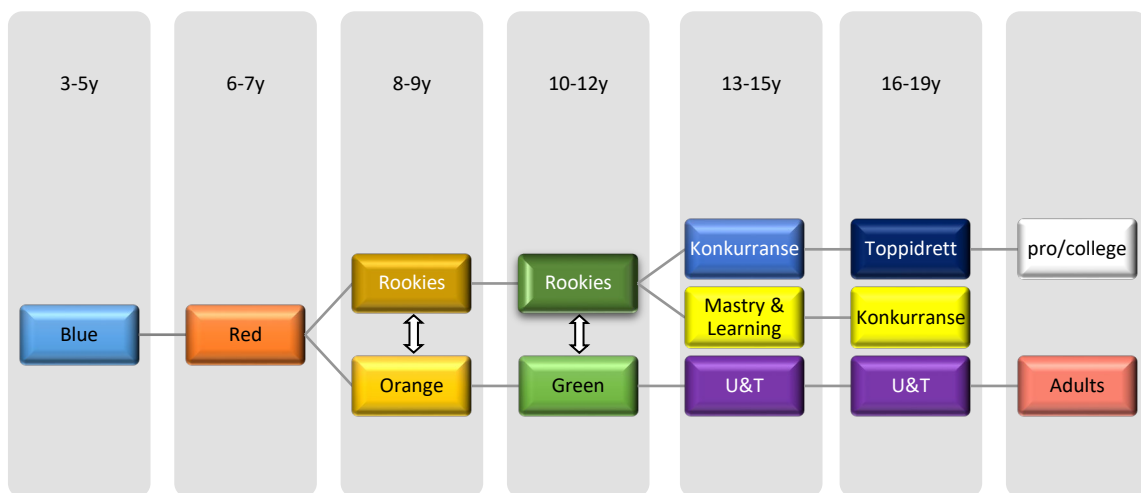
As a general principle and as a way of realizing the idea that strong team environment gives individuals the best platform for their development, NTK also advocates that players of different

levels should play together for as long as possible to create strong social bonds and to benefit from a structured exposure to different skill levels throughout their progress in NTK (In example, a player should practice 25% of the time with players with higher level - "playing up", 50% with players the same level, and 25% with players at a lower level - "playing down". This distribution is imperative if NTK is to have strong teams and good social environment that will benefit the individual players development. (In example, every player needs to learn to both control the rallies, by playing at the same level and playing down, and to be challenged and stimulated by also playing with players on a higher level.)

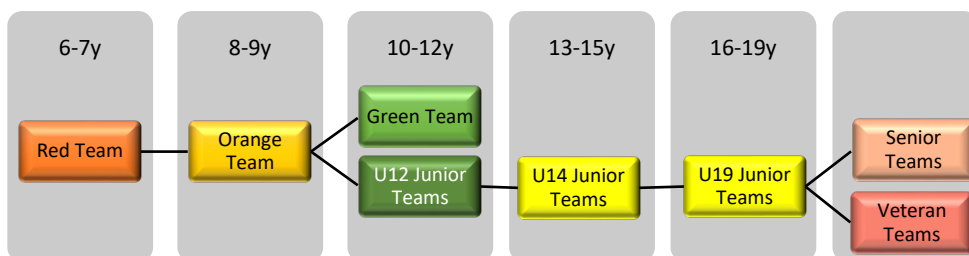
As NTK Team Tennis and individual development through participation in team events is being advocated as the main goal of all competitive stream training activity in NTK, NTK Way also provides the Team Tennis pathway that supports and follow the individual pathways. Success in team tennis requires strong and cohesive age groups but also top players. Therefore the "25%-50%-25% rule" helps to give all players a chance to develop their skills to the best of their ability while contributing to Team Tennis.



NTK's competitive and tennis for life pathways



NTK's Team Tennis Pathway



NTK Way – competitive stream

NTK's tennis program, for those players aiming to compete at a high national or international level, focuses and prioritizes a long-term development approach that incorporates a full spectrum of skills necessary to enjoy competing in tennis. Learning to play tennis and compete in tennis takes patience, dedication, and requires developing not only one's tennis skills, but also building strong physical competence and mental resilience. Therefore, the main goal of the next strategic period for the competitive stream programs is to further incorporate all the important aspects of player development (psychological, physical, technical, tactical) into the training program.

Loyalty, teamwork, effort, dedication, respect come first and are the building stones of every club-based training program. The training culture of NTK has a rich and successful tradition that produced many players who became successful junior players, Norwegian champions, and even ATP or WTA players. The current NTK's coaching team wishes to uphold this tradition and build on it by enriching it with substantive international playing and coaching experience.

In the last strategic period, NTK has put in a considerable effort to raise the standard of the competitive stream practices to a higher level. The changes to the recruitment method, follow-up, training plans, and training methods have been successful and in the upcoming strategic period we aim to keep maintaining and building on the strong foundations we now have. In line with the NTK's new strategic plan and following the NTK pathways, to help each player – by better periodized training, strong and inclusive team culture, well prepared and efficient tennis and fitness practices, more work with players off the court - develop to the best of their wishes and ability, NTK's coaching team is determined to establish one of the best training offers for competition players in Norway.

Establishing one of the best training offers in Norway also requires a conscious effort by all parties (club, coaches, players, parents) to work together. Communication, therefore, will be of crucial importance.

Key areas of focus 2024 – 2028

1. improve communication and follow up

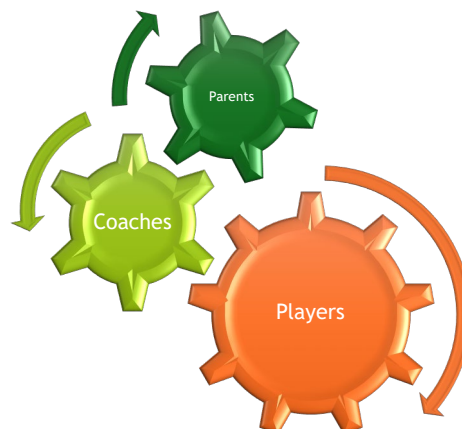
2. consolidate the long term development method

3. creating a strong team tennis environment

4. players and parents taking responsibility for additional practice

1. communication & follow-up

To help the players achieve their goals and fulfil their potential, we (NTK's coaching team) believe it is important to work even more closely with parents and players. When it comes to players wanting to play tournaments and compete, the collaboration between players, coaches, and parents becomes of crucial importance. In the upcoming strategic period, to be able to work more closely, a communication and follow up plan for Rookies and Competition groups is updated to contain more frequent status updates and conversations or meetings between coaches and players, and coaches and parents.



Tournament schedule and follow-up on tournaments is also of great importance so the activities and tournaments plan will be sent early on before every semester to help the parents and players make a good plan for the season. NTK will also continue follow up all the significant national and international level tournaments in Norway, but since parents, especially in the younger age groups, are present at most tournaments, the feedback of parents is highly valuable and will be taken into account. We aim to establish better routines to be able to benefit from the parents' observations during matches.

Communication plan 2024

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
i. parents meetings	X			T					X, T			
i.a. parents 1on1	X					X			X**			
ii. Players Meeting	X		T ₁						X	T ₂		
ii.a. players 1on1	X		X*			X*				X		
iii. activities plan sent			A _{1/3}					A _{2/3}				A _{3/3}
iv. status updates (Spond)		S ₁		S ₂	S ₃		S ₄			S ₅		S ₆

* - for players participating in NM indoors and outdoors

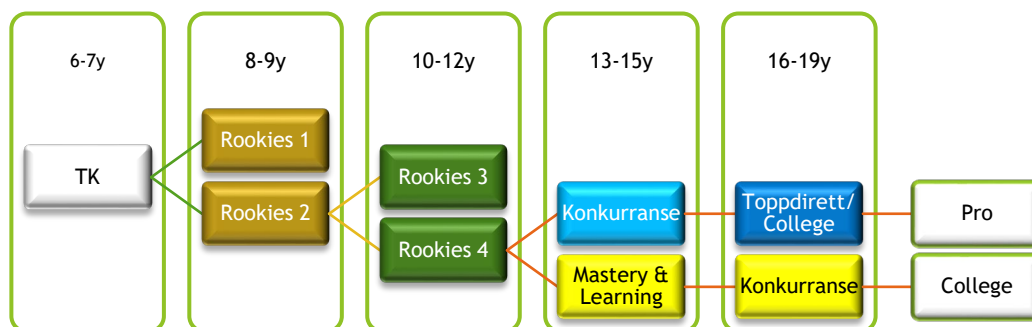
** - for parents of players new to the competition group

T - team matches information

2. NTK long term development pathway

To be able to achieve the long-term goal set by the tournament players of all levels and ambitions, NTK's pathway is constantly adjusted and improved. The pathway is based on NTF's players guide¹ and adjusted to NTK's needs based on experience.

Competitive stream pathway from 2024



¹ spillerguiden.no/guide/spiller/

Rules and requirements for different stages of the competitive stream are also ongoingly updated. In the upcoming period, Rookie and Competition groups will have clearer and stricter admission rules that will be followed up more closely. The progression through the NTK pathway is not guaranteed solely based on how many times per week the players are willing to practice, or by the fact the players are already in the competition group, or by the ambitions of players and parents, but instead based on fulfilling the requirements for each group and stage. The placements will be reviewed together by coaches, parents, and players every 6 months (end of Spring and Autumn semester).

3. creating a strong team tennis environment

To create a strong and competitive team atmosphere crowned by successful Teams and loyal members who enjoy playing team matches for NTK across all age groups, we will work to create stronger bonds within the Competition and Rookie groups and between these groups.



We strongly believe that individual player development goes hand in hand with building a strong team culture at NTK. Stronger team spirit and having Team Tennis as the main goal and something to look forward to will help to maintain sturdier age groups that will help to have a wider base of motivated players pushing each other to work harder and have fun along the way.

Building a strong team culture also requires all parties to help create and uphold NTK’s values and rules. Therefore, terms and conditions for Competition and Rookies groups have been updated to include playing team matches as mandatory, requirements and benefits for those who are a part of the Teams have been clarified, team practices and requirements to join have been established, and player contracts have been drafted and sent out.

4. players taking responsibility for their own training

NTK will set the platform and offer guidance to players who want to compete on a high national or international level. In addition to regular NTK training, Competition and Rookie players have a variety of additional opportunities to train more and develop their skills, but it is up to the players (and parents) to use these opportunities as best as possible.



NTK Way – tennis for life stream

The main purpose of NTK's tennis for life stream programs, in accordance with the NTK's strategic plan, is to provide an enjoyable introduction to the world of tennis starting from a young age, and to provide an opportunity for continuous learning and improvement of one's tennis skills throughout life. The goals of NTK's tennis for life stream is to continue providing, to members taking up tennis as one of the sports of choice, a strong tennis community, enjoyable environment, and tennis education.

Starting and learning tennis takes dedication and patience and NTK's tennis for life programs have a wide range of course that are run in a safe and enjoyable way while focusing on mastery of skills required to enjoy tennis. The teaching methods used are based on the NTF's "Tenniskids"² program and the "play and stay" method developed by ITF (International Tennis Federation)³. The "play and stay" method developed by ITF aims to promote tennis as easy, fun, and healthy, and aims ensure all starter players can serve, rally and score from their "first lesson".

In addition to the courses, and to help develop tennis and social skills throughout the NTK journey, the players and parents are encouraged to actively participate in and help organize as many Team Tennis and other activities as possible.

The goal for NTK's tennis for live stream is to set up one of the best training programs in Norway in the next strategic period. Having one of the best training programs in Norway for children and adolescents also includes improved communication, engaged and active players and parents, enjoyable social environment playing opportunities outside of NTK organized practice.

Therefore, the main areas of focus of NTK's tennis for life stream for the 2024 – 2028 period are:

Key areas of focus 2024 – 2028

1. improving communication and follow up
2. consolidating the long term development method
3. consolidating the "play and stay" method
4. creating a strong team tennis environment
5. having more social activities
6. maintaining additional playing opportunities
7. further developing the courses for adults

² [TennisKids - Norwegian Tennis Federation](#)

³ [Tennis Play and Stay | ITF \(itftennis.com\)](#)

1. communication and follow up

Starting tennis is a challenging undertaking and parents and players are often completely new to the world of tennis and sometimes new to NTK. Therefore, NTK will, by more actively communicating with parents, strive to offer guidance from the start. Parents' meetings will be carefully planned and well executed to provide as much information as possible on how to start up and excel in the players' tennis journey. The progression through the NTK pathway will be better followed up and parents more often informed on the status of the progress. To achieve the goal of improving communication and follow up the first step is to have a solid communication plan.

communication plan

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
i. parents meetings	X								X			
ii. feedback on progress			Red	Orange	Green							
iii. activities plan					A2							A1
iv. Spord status updates		S ₁		S ₂	S ₃		S ₄			S ₅		S ₆
v. signup					Signup Autumn						Changes	

Red, Orange, Green – update on players progress, recommendation for the next semester sign up

X – parents meeting

A – activity plan for the upcoming semester sent out

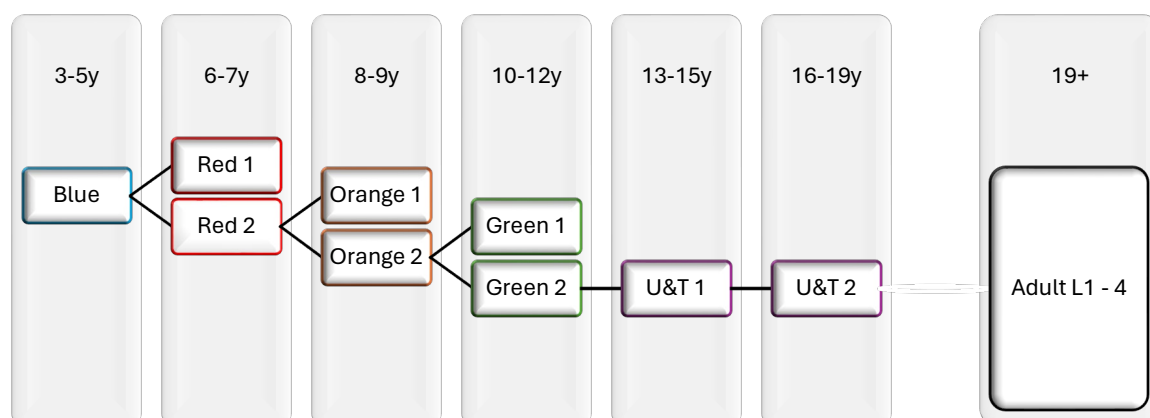
S – status updated on the overall group progress and activities

Signup – information regarding signup

2. consolidate the long-term development method and pathway

NTK's tennis for life pathway is constantly improved and adjusted to provide the best platform for long-term development of all players. NTK is currently following the NTF's guidelines for player development and enriching it by the experience of our coaching team. It is of key importance, and of the main goals of the upcoming strategic period, to establish wide social groups of players of similar levels to create a social environment that will motivate all players to stay in tennis for as long as possible. The stages within the pathway will be more clearly defined and the skills required to move on to the next level better determined.

NTK's tennis for life stream pathway



3. consolidating the "play and stay" method

*"The ITF Tennis Play and Stay campaign aims to promote tennis as easy, fun, and healthy, and to ensure all starter players can serve, rally and score from their first lesson. Fundamental to the campaign is the use of slower balls by coaches working with starter players, ensuring that their first experience of tennis is a positive one, where players are able play the game."*⁴

KEY MESSAGES OF THE CAMPAIGN

Tennis is easy...

when coaches use the slower Red, Orange and Green balls



Tennis is fun...

when starter players serve, rally and score from the first lesson



Tennis competition is fun...

formats & scoring systems exist to suit all lifestyles



Tennis is healthy...

when players serve, rally and score; research supports this



Tennis is a sport for all...



The goal of the NTK's coaching team is to have fully implemented "play and stay" method, adhered to by all NTK's coaches and adjusted to the needs of NTK players participating in the courses of all levels. Good work has been done throughout the last few years, but further effort is required to fully implement the method completely.

key areas of focus for all tennis for life programs from 2024

To have a consistent long term tennis development plan throughout all stages

To have a consistent teaching method, based on the "play and stay" concept, throughout all groups

To have even better prepared and organized training sessions

To use the time on court even more efficiently

⁴ [Tennis Play and Stay | ITF \(itftennis.com\)](https://www.itftennis.com)

4. & 5. TK Tour, social activities and creating a strong team tennis environment.

NTK is also an active participant in organizing the Tenniskids Tour.⁵ Playing on the Tenniskids Tour gives the player the opportunity to compete in a team environment almost as soon as they start with tennis. As building a strong team tennis culture in order to set up a platform for individual development is one of the main goals of NTK's new strategic plan, the NTK's Tenniskids program will also more strongly emphasizes team environment and learning the skills necessary to participate in the TK Tour.

TK Tour also offers a reward system that rewards active participation. The more tournaments you play, the more bracelets you will earn, and your bracelets will lead to the bronze, silver or gold trophy. If you play enough tournaments, you will be able to receive a diamond for your efforts. TK Tour and playing for NTK Teams is about developing social and tennis skills and being part of a tennis journey that recognizes you for your tennis commitment.

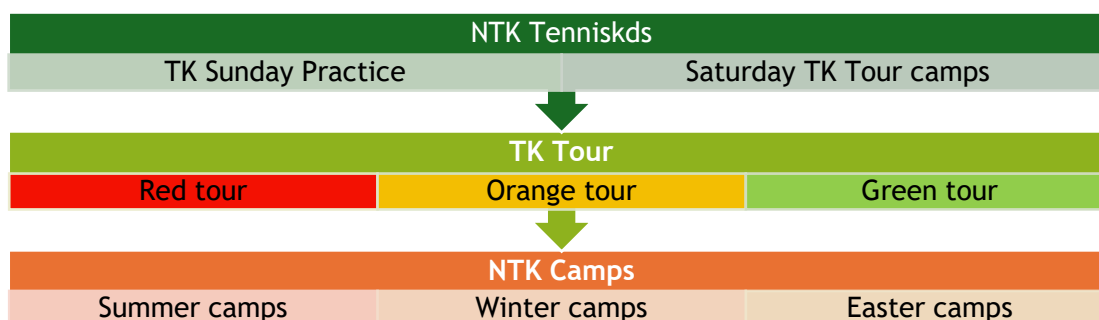
For each event, players are placed in groups based on their skill level. The levels are based on the NTF Tennis Kids skill chart and coaches' assessment. This way, the matches are connected to the skills and standards we develop in the lessons, and children have a fairer competitive experience.

One of NTK's development model goals is to increase participation in the TK Tour and we will therefore put more effort into promoting and organizing these events.

6. Additional playing opportunities

In addition to organizing the TK Tour, NTK is organizing and will continue to implement more playing opportunities to players of all levels so that they can improve their tennis skills as far as they want to. On Sundays, participants of all of our TK courses are welcome to play more tennis with their parents and friends. Before every TK Tour event there is a mini camp organized as preparation. NTK aims to offer camps during all of the school holidays so that those who are eager to play more will have the opportunity to spend valuable extra time on the tennis court.

All of these camps and event offer valuable extra time on court and a great chances to meet other players and make friends, but the summer camps are a unique opportunity to play a lot of tennis over a short period of time, to level up the players skills, and to meet many new friends to enjoy tennis with in the future. Also, the players will come well prepared for new semester start and the chances of having more fun with tennis will increase.



⁵ [General 1 — TENNIS KIDS TRIAL \(ntftenniskids.no\)](http://ntftenniskids.no)

7. further developing the courses for adults

NTK is proud to have a large group of adult courses participants and wishes to continue improving its offer for those taking up tennis late or coming back after having played as a junior. NTK's tennis for life stream see the adult courses as an important part of the program and thinks of it as crucial to be able to achieve one of the most important goals of the NTK's strategic plan, to have as many players become as good as possible and play for as long as possible.

Over the past years the adult program at NTK has evolved to better accommodate the needs of the course participants by creating balanced groups and well prepared training session adjusted for each level. NTK will keep improving its offer to adult players by aiming to create even more even-leveled groups and by introducing additional playing opportunities.

Already last year we started adding playing opportunities and as a great addition to all NTK programs, last year we introduced the club ladder system also for the indoor season. The club ladder is a great chance for those in courses to connect with other players from the club, get more training, and challenge themselves in a more competitive situation. The goal is to continue maintaining and expanding the club ladder. The club ladder run throughout the full year.

The best chance of leveling up in a short period of time are NTK's summer camps organized in June and August. For those not interested in regular courses, our summer camps serve as a great and quick introduction to tennis. To provide an opportunity to those not participating in courses to join organized practice, and to provide additional chance to improve their skills to those already participating in the courses, this past year NTK also started organizing adult weekend camps.

NTK offer for adults

