

This is truly the most challenging time any of us will have faced, and hopefully will ever face in both our personal and business lives. Yet, in a strange way it presents not only a challenge but the most amazing opportunities for us as coaches to be able to reflect and review our coaching methods and business and to bounce back stronger than ever.

At this moment in time we have all been forced outside our comfort zone and leaving us wishing to get back to normal. But now we have the chance to be able to make a new normal rather than going backwards to the one we used to have. If you are outside your comfort zone already why not make the most of that feeling and push yourself into other areas of discomfort. Look again at yourself as a coach and look again at your coaching business. In an ideal world what would you really like to consider 'normal' and what would you really like to be able to change and make it your new normal ?

Now is the first chance that many coaches actually have a lengthy period of time to look at these things and then to positively work to put something in place to create your way back into coaching.

New skills, new ideas, new initiatives, new coaching methods, a different approach to coaching, more technical knowledge etc. Now is the time to work on your own coaching and your own business you will never be given an opportunity like this again to be able to spend time re-training, upskilling, broadening your knowledge, setting and reviewing your goals and to be able to create and then develop your new normal.

The other big question is do you want to be normal or are you going to take this opportunity to become something a little more special. Normal is often considered a little boring, do you want to be considered boring ?

In the past few days I have put together a think tank to try and model our way back into tennis and coaching. We are looking at coaching, clubs, schools, public facilities, marketing and promotion, creativity and political models of how we can make sure that tennis is one of the first sports that comes back into operation and we as coaches back into business and to come back stronger than ever before. Now is not the time to wish we could get back to normal, now is the time to create the new normal.

As someone once said to me "It is not about doing something exceptional not normal, it is about doing the normal exceptionally well" so why not take your time, be creative and be the exception by bouncing back doing something exceptional exceptionally well and create your own new normal

