

## METHODOLOGY OF DEVELOPING PROSPECTIVE STRATEGIC PLANS FOR EFFECTIVE ORGANIZATION OF COACHING ACTIVITY

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### Abstract

The research addresses the necessity of developing a methodology for creating prospective strategic plans to enhance the effectiveness of coaching activities. Innovative methods for developing strategic managerial skills of coaches, improving athletes’ performance, and effectively organizing sports organizations’ activities are proposed. Practical recommendations are provided for modernizing the management system of coaching activities based on decisions and directives aimed at developing sports in Uzbekistan.

**Keywords:** Coaching activity, strategic plan, methodology, effectiveness, innovation, management.

### Introduction

Achieving high performance in sports and succeeding on the international stage is one of the key directions of Uzbekistan’s state policy. In accordance with Resolution No. 355 of the Cabinet of Ministers of the Republic of Uzbekistan dated July 4, 2022, “On Measures to Further Improve the System of Retraining and Professional Development of Physical Education and Sports Specialists,” and Presidential Decree No. PF-5368 dated March 5, 2018, “On Fundamental Improvements in the Management System of Physical Education and Sports,” enhancing the strategy for effectively managing coaching activities has become a pressing issue.

Today, there is a growing need to develop coaches’ skills in creating strategic plans and implementing them in practice. Establishing a scientifically grounded methodology for strategic planning holds practical significance for coaches and sports organizations. Therefore, this study aims to develop a methodology for creating forward-looking strategic plans to effectively organize coaching activities.

### Research Objective:

To develop a methodology for creating forward-looking strategic plans to effectively organize coaching activities.



**Research Tasks:**

- Justify the need for strategic planning in coaching activities;
- Study international and local experiences in developing forward-looking strategic plans;
- Identify the main stages of the strategic planning process;
- Determine innovative technologies and methods used in organizing effective coaching activities;
- Develop methodological recommendations for implementing strategic plans in sports organizations;
- Design training programs aimed at developing coaches' strategic planning skills.

**RESEARCH METHODOLOGY**

The research methodology includes scientific analysis, a systems approach, comparative analysis, pedagogical observation, and expert evaluation methods. Additionally, surveys and interviews with coaches and sports organization leaders will be conducted. To ensure the objectivity of the research results, mathematical-statistical methods (Pearson correlation, Spearman rank coefficient) will be applied. The stages of the strategic planning process are presented in tabular form [2; 256].

**1. Developing a Personal Development Plan**

- Coaches identify their strengths and weaknesses, focusing on areas requiring improvement.
- A personal SWOT analysis is conducted to create a development plan targeting specific areas.

**2. Participating in Continuous Professional Development Courses**

- Coaches expand their professional knowledge by obtaining international and national coaching certificates and diplomas.
- Participation in specialized courses and seminars organized by international organizations.

**3. Joining International Experience Exchange Programs**

- Collaborating with foreign coaches to adopt advanced methods and techniques.
- Acquiring new knowledge and applying experiences through international seminars, conferences, and internships.

**4. Mastering the Use of Modern Technologies**

- Evaluating athletes' progress accurately through video analysis and statistical software.
- Managing and monitoring the training process effectively using technologies such as "Catapult," "Polar Team Pro," and "Microgate OptoGait."

**5. Working with a Mentor or Experienced Coach**

- Receiving guidance from experienced mentor coaches and leveraging their expertise.
- Implementing innovations in practice based on mentor recommendations.



**6. Evaluating and Monitoring Personal Performance**

- Establishing an objective performance evaluation system and regularly analyzing results.
- Setting goals and monitoring progress toward achieving designated benchmarks.

**7. Introducing Innovative Coaching Methods**

- Applying creative and innovative approaches in the training process.
- Enhancing athletes' performance through psychological training, individualized approaches, and modern training methodologies.

**Table 1: Sample Strategic Plan Recommended by International Practices for Improving Personal Coaching Activities**

Strategic Goal	Implementation Mechanisms	Expected Outcomes
Professional Development	Participate in international courses	International certification and enhanced qualifications
Personal Development	Conduct SWOT analysis and create a development plan	Reduced errors and increased efficiency in activities
Technological Skill Development	Learn and implement innovative technologies	Improved training quality and accuracy of results
Experience Exchange	Maintain regular contact with international coaches	Adoption of modern methodologies and advanced practices
Psychological Preparation	Attend sports psychology courses	Enhanced ability to work effectively with athletes and boost motivation

**8. Developing Professional Communication and Psychological Skills**

- Improving skills in effective communication, motivating, and managing athletes.
- Enhancing personal psychological competence when working with athletes and parents.

These strategies enable coaches to organize their activities more effectively and qualitatively, based on international best practices [3; 126].



**Figure 1: Roadmap for Improving Personal Coaching Activities**

### **ANALYSIS AND RESULTS**

The plans developed to enhance the effectiveness of strategic planning and their implementation outcomes are presented in diagrams and tables. The results confirm that these efforts have enabled coaches and sports organizations to improve the efficiency of strategic management.

### **CONCLUSION AND RECOMMENDATIONS**

Based on the research findings, specific recommendations are provided for developing and implementing forward-looking strategic plans in coaching activities. These recommendations aim to ensure coaches' professional development.

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