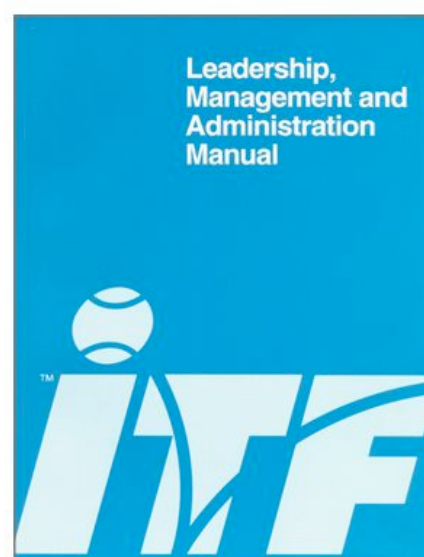


BOOK REVIEW.

As coaches we spend most of our time helping our players to develop. It can be easy after a hard day on court to forget that we must spend some time developing ourselves, if we are to survive and thrive in changing times.

One development I notice of late is the trend for Clubs to look to appoint **Directors of Tennis**. This is something which I am convinced we will see more and more frequently in the years ahead. It would be great if a Clubs first port of call when looking for a Director of Tennis was to a Tennis Ireland qualified and TICA registered coach.

But if we are to be in a position to put ourselves forward for jobs such as these, our expertise must go beyond how to help a player improve at tennis. We need the type of knowledge which is contained in the ITF's '**Leadership, Management and Administration Manual**'. I highly recommend this book, because it covers many of the skill sets a coach would need to master in order to make the step from Head Coach to Director of Tennis.



CHAPTERS INCLUDE:

- ❖ **Organisational Framework for Tennis.**
- ❖ **The National Tennis Association.**
- ❖ **Personal Skills.**
- ❖ **Planning.**
- ❖ **Administration.**
- ❖ **Meeting Management.**
- ❖ **Human Resource Management.**
- ❖ **Marketing and Mass Communication.**
- ❖ **Financial Resourcing.**

To purchase the ITF's '**Leadership, Management and Administration Manual**' (€10) go to store.itftennis.com