

# Targeted Development:

## Development Model and MNA Developer Program

### Anders Lundberg

Director of National Teams, Swedish Ice Hockey Association

- Swedish Federation Country-wide Development Model and changes made during last years
- Best examples from Sweden on their development program and values



**THE SWEDISH ICE HOCKEY ASSOCIATION  
DEVELOPMENT PROGRAM  
- Anders Lundberg**

# Anders Lundberg



## Working with the Swedish Ice Hockey Association since 2013

Regional Hockey Instructor Stockholm - 2013

Manager Coaches Education Program - 2014-2017

Manager Player & Coaching development - 2018 – 2020

Director of Player development - 2020 – 2022

**Director of National Teams - 2022 –**

Coordinator between our national teams and our development  
appartment.

# Swedish Players in the NHL



## NHL NATIONALITY BREAKDOWN

NATION	1980	1990	2000	2010	2015	2017
Canada	82,2%	74,0%	55,1%	52,8%	49,3%	45,9%
USA	11,9%	17,1%	15,5%	24,2%	24,7%	25,7%
Sweden	3,3%	2,3%	4,8%	6,3%	8,5%	10,2%
Russia/Sov	-	1,6%	7,3%	3,3%	4,0%	3,8%
Czech Rep	-	-	7,2%	4,2%	3,9%	4,0%
Finland	0,9%	1,5%	3,5%	3,0%	3,8%	4,3%
Slovakia	-	-	3,1%	1,4%	1,2%	1,2%
Switzerland	-	-	0,5%	0,8%	1,5%	1,7%
Germany	-	0,1%	0,6%	0,9%	0,9%	0,9%
Denmark	-	-	-	0,6%	0,7%	0,9%
Austria	-	-	-	0,3%	0,3%	0,4%
France	-	-	0,1%	0,1%	0,2%	0,4%
Latvia	-	-	0,7%	0,4%	0,3%	0,1%
Slovenia	-	-	0,1%	0,2%	0,1%	0,1%
Norway	-	-	0,2%	0,2%	0,2%	0,1%
Belarus	-	-	0,2%	0,4%	0,1%	0,1%
Ukraine	-	0,3%	0,3%	0,2%	-	-
Kazakhstan	-	-	0,3%	0,3%	-	-

elite | hockey  
prospects

www.eliteprospects.com



# History of the Development Program

## Situation in 2002

Poor results at the World Juniors  
Few players ready to take the step  
Something had to be done!

## JUNIOR HOCKEY SUMMIT 2002

100 Hockey Experts attended  
Created an Action Plan





# Action Plan from the Junior Hockey Summit

1. Recruit more players
2. Better Coaching Education
3. Better Educational Materials
4. Hire Regional Hockey Instructors
5. Better Player Development Program
6. Better Hockey Academies
7. Better Competition Systems
8. Better Goalie Development
9. New Website and e-learning
10. Develop the National Teams Program





# Coach and Player Development

## Coaching education

Educate the coaches so they can develop the players in their clubs

## Player education

Gather players and educate them on camps and with the National Team



# Recruit - Learn to Play program

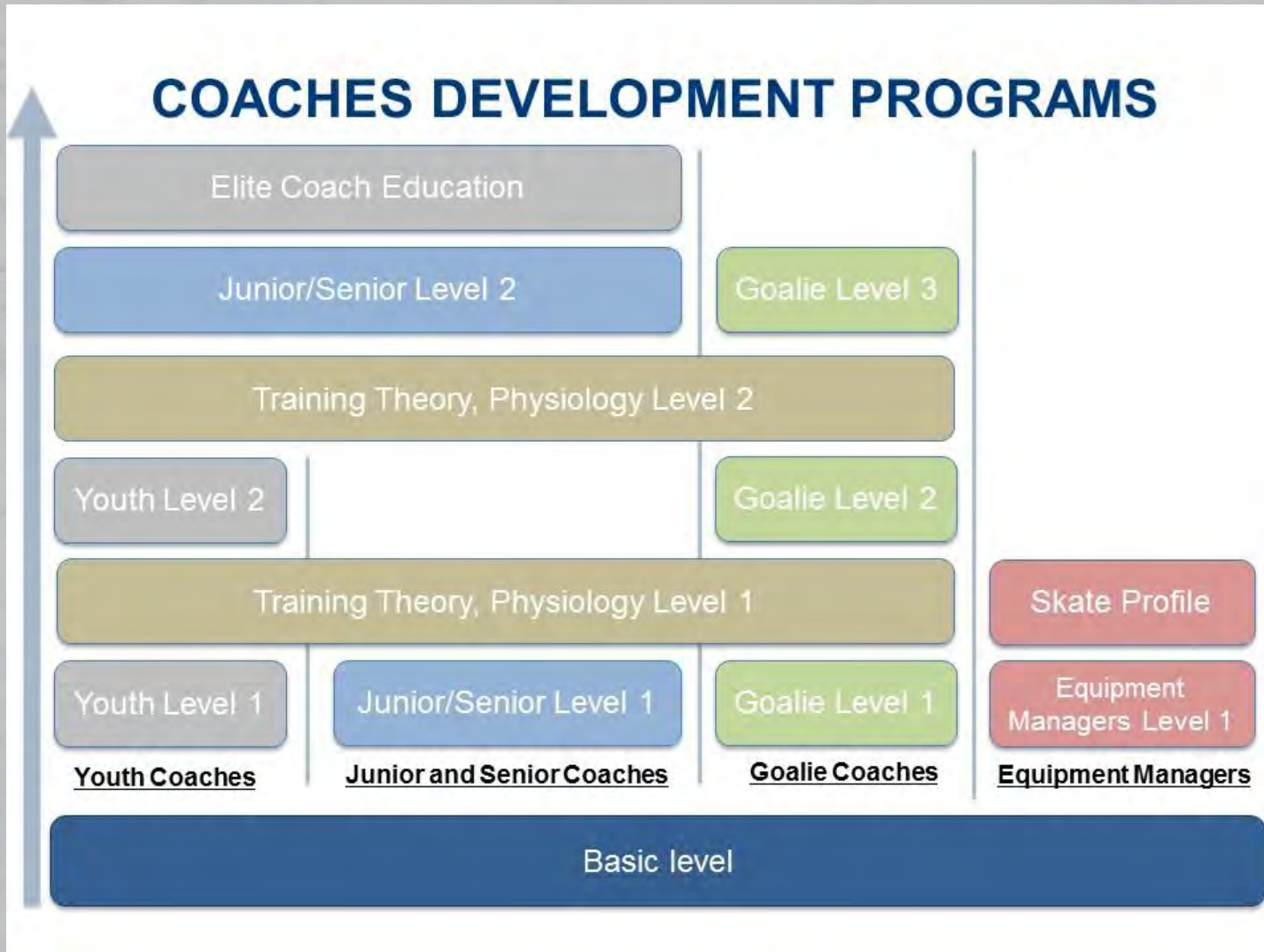


- **Government funded**
- **35 000 kids in 250 clubs – (increase of 33 % last 4 years)**
- **SIHA sending out 300.000 personal letters to kids 5-7 years (7 different languages)**
- **Educational materials, jerseys, lighter pucks, parent guidelines etc**





# Coaching Development Program



## Yearly

- Junior Coach Clinic
- Senior Coach Clinic
- Regional Clinics



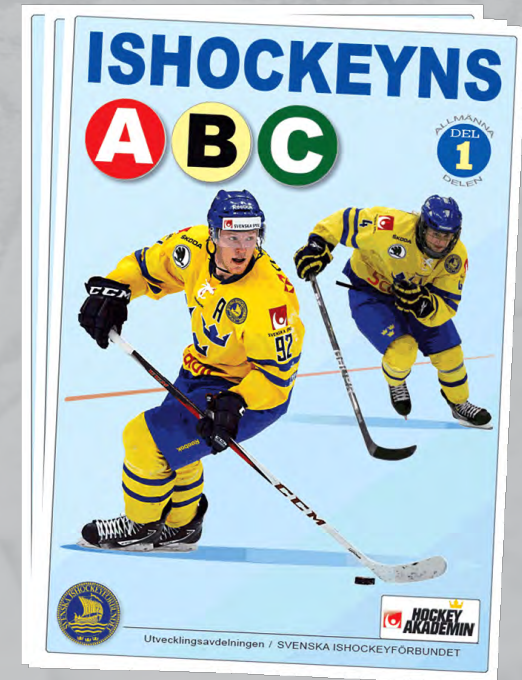
# Educational Materials

The foundation of a successful development program

Binders, Books, Booklets, Videos etc

Website: 90 % can be downloaded for free

Drill hub with age specific drills





# 11 Regional Hockey Instructors

**Fully employed by the association**

**Visit every youth club 1-2 times every year (350 clubs)**

**Use the same Educational Material at all clubs**

**Also instructors at different camps**



# Employed National Team coaches



U16 Head Coach – Player Development

U16 Assistant Coach – Hockey Academies

U17 Head Coach – Regional Instructor

U18 Head Coach – Manager of the Hockey Academies

U20 Head Coach – Coaching Clinics

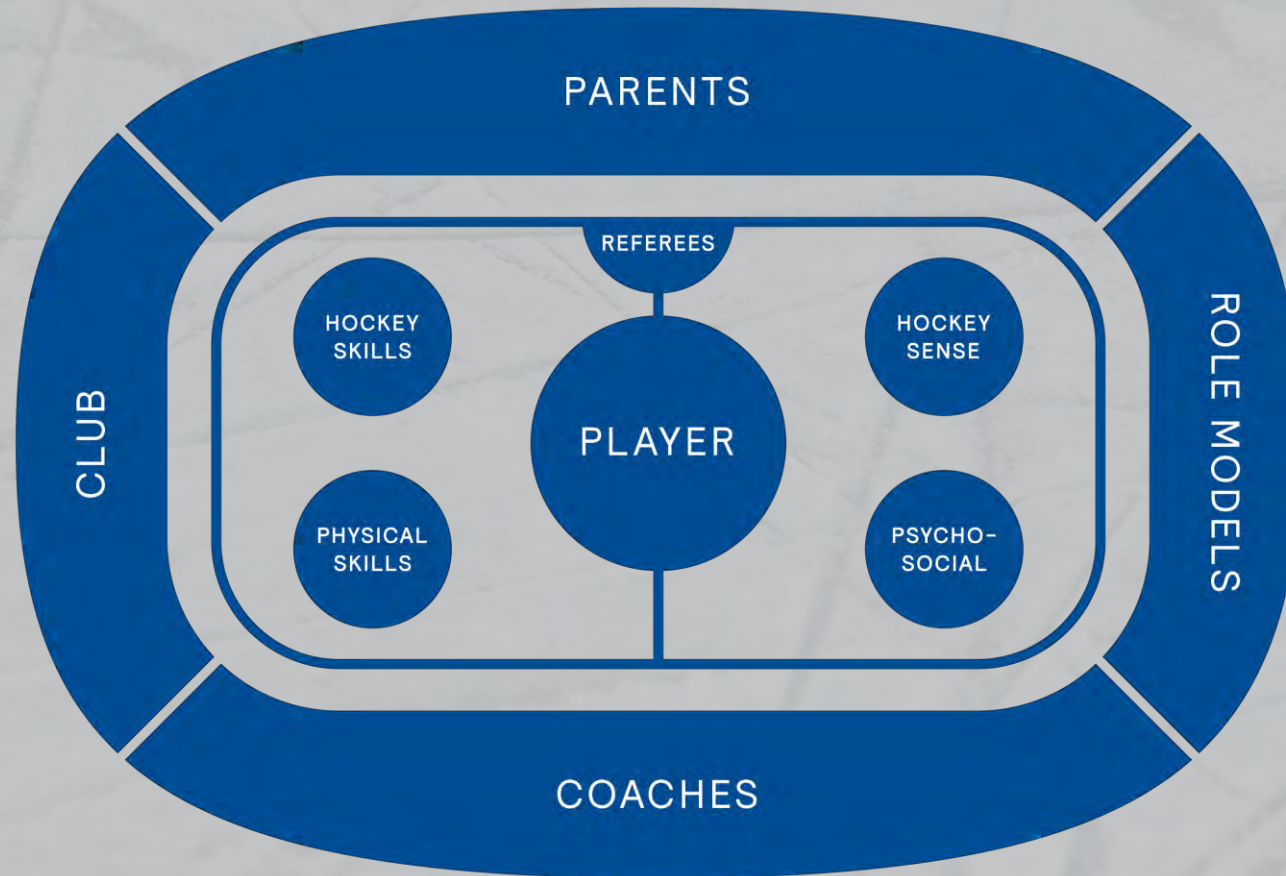


**Bring the National Team experience in to the development program**

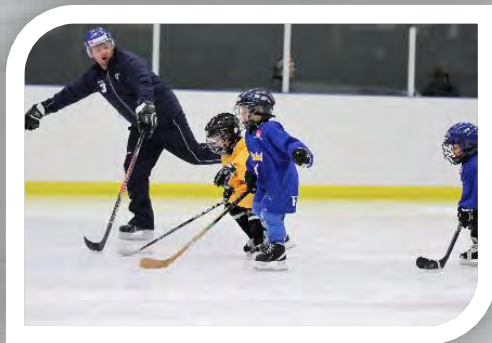
**Meet 4-5 times every year to learn and develop**

**Share clips and information to the Hockey Academies and Coaches**

# NEW DEVELOPMENT MODEL



# NEW SIHA PROJECTS



**PHYSICAL LITERACY**



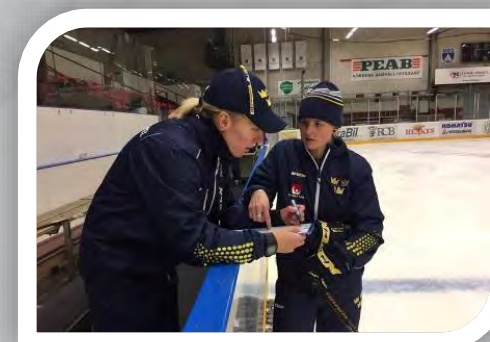
**NEW GAME FORMATS  
IN YOUTH HOCKEY**



**ENVIRONMENT  
FOR DEVELOPMENT**

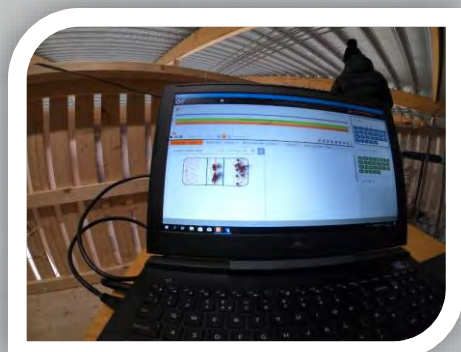
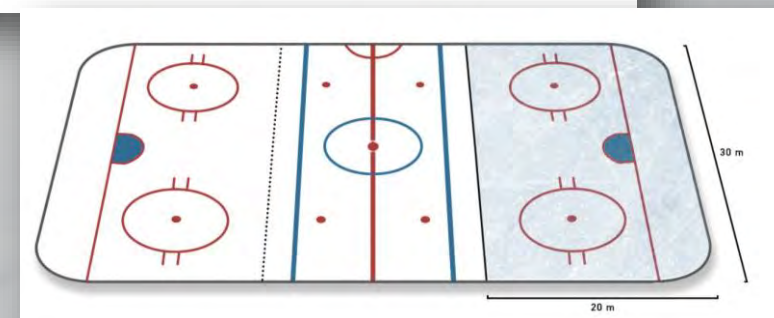
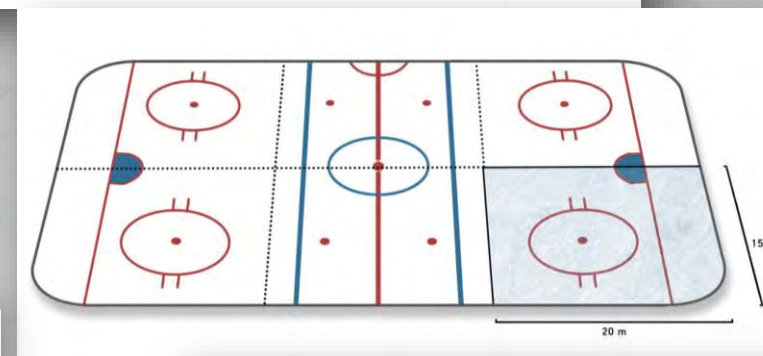
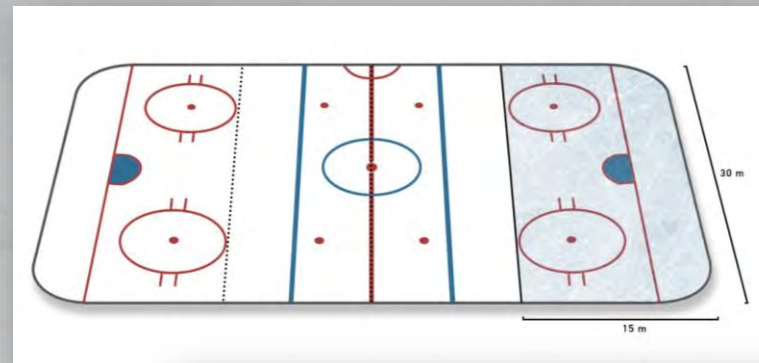


**RETAIN GIRLS AGE 10-14**



**COACHES EDUCATION**

# NEW GAMES FORMATS



# Player Development Program

44 Camps – 2000 players

Hockey Academies - 1000 players

SIHA approved  
Ice Practices  
Theory sessions  
Off-ice





# Player Development Program

## Women's National Team

IIHF WC  
National Team

**U22**

Summer camp

**U18**

IIHF WC  
National Team  
Summer camps  
Regional camps  
Hockey Academies

**U14-U16**

TV-Pucken  
Development camps

**U10-U14**

Retain girls U10-U14

**Girls**

Learn to play program

SIHA approved  
Ice Practices  
Theory sessions  
Off-ice

# Goalie Development

- Employment of SIHA "Goalie Coach in chief"
- Education Materials, podcasts
- Goalie Coach Education Program
- Goalie coaches in the clubs



# Hockey Academies (U17-U19)



- 33 Hockey Academies
- Approx. 1 000 players
- Certified instructors
- SIHA approved



# **DEFENSEMEN AND FORWARD TEACHING POINTS PLAYER DEVELOPMENT PROGRAM**



# Swedish Defensemen

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# Swedish Defensemen

**Quote from the Swedish Associations  
defensemen binder from 2004**

*"We don't have enough good defensemen in  
Sweden, something need to be done!"*





# Swedish Defensemen

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- Keep control of the puck
- Quick regroupings
- Gap Control

**Swedish Junior Clubs:**  
Winning is important,  
But also development.

**Patience and  
development!**

# Keep control of the puck





# Quick Regroups



# Gap Control





# Swedish Forwards

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# Swedish Forwards

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**Quote from 2017**

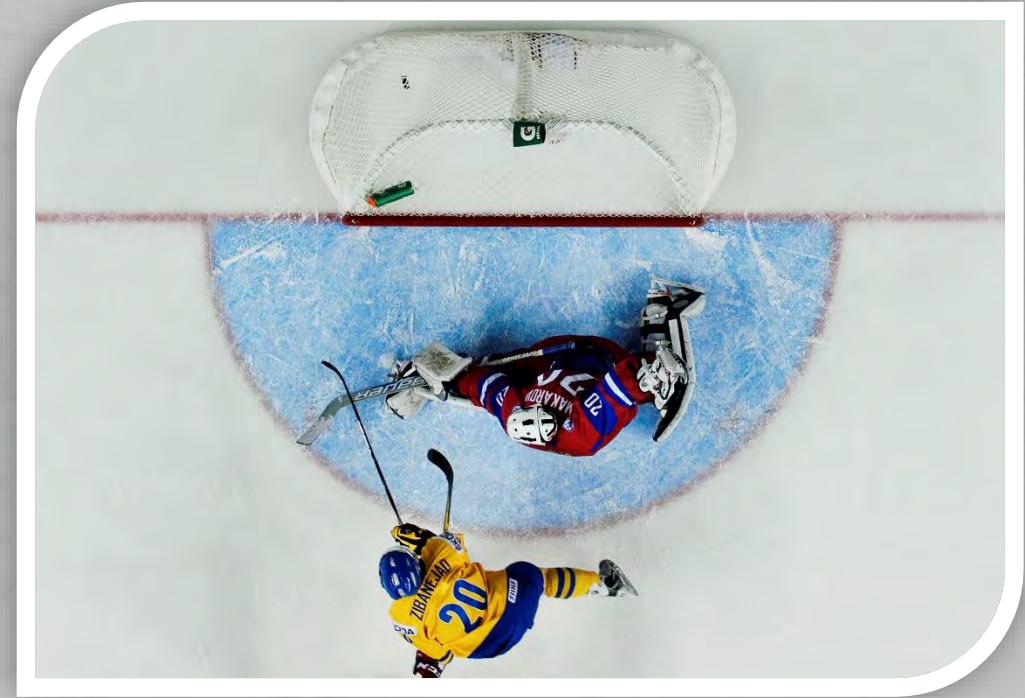
*"We need more skilled forwards and goal scorers in Sweden"*

# Goal Scoring NHL



## NOV 23 2017 – Stats Scoring NHL

- 11. Mika Zibanejad
- 12. Filip Forsberg
- 30. William Karlsson
- 41. Gabriel Landeskog
- 49. Rickard Rakell
- 55. Victor Arvidsson
- 77. Adrian Kempe
- 81. Patric Hörnqvist





# Forward Clinics

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- 1 National Forward Clinic - sept 2017 - 200 coaches
- 4 Regional Forward Clinics – okt 2017 – 150 coaches
- Clinics available for free online
- New Educational Material 2018

# Forwards

- Goal scoring skills
- Tactics
- Solutions in the offensive zone





# How?

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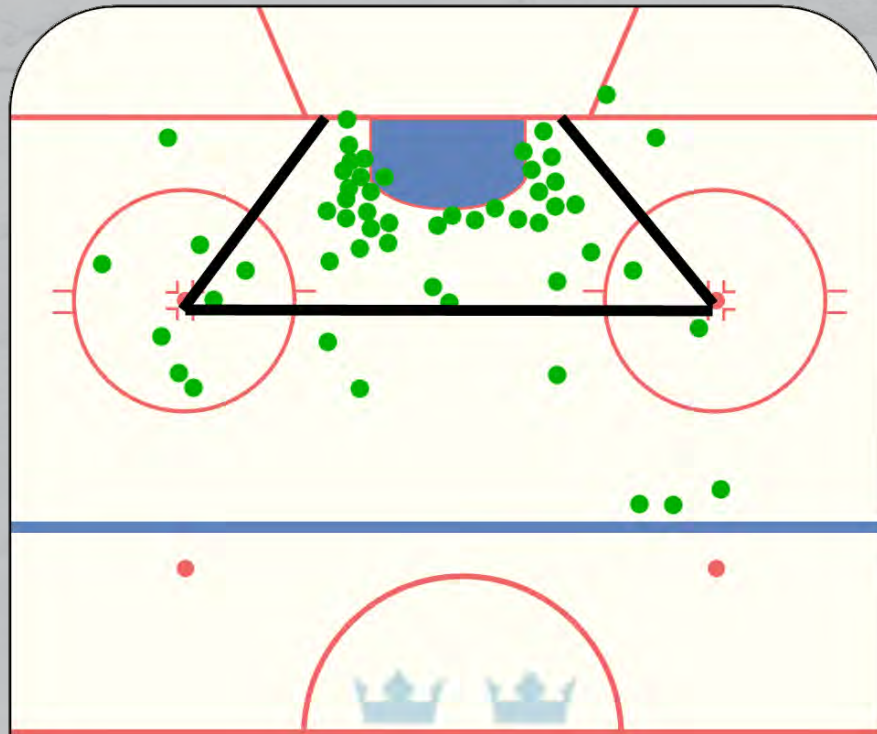
## **5 on 5 analyze from World Cup of Hockey**

- 63 % of the goals are one-timers
- It's more common to score on a pass from the side, then from the front
- 91 % are scored when the goal scorer had control of the puck less than 2 seconds





# Where?



**75 % in  
this area**

# Goals scored in the 75 % area



# Scoring skills



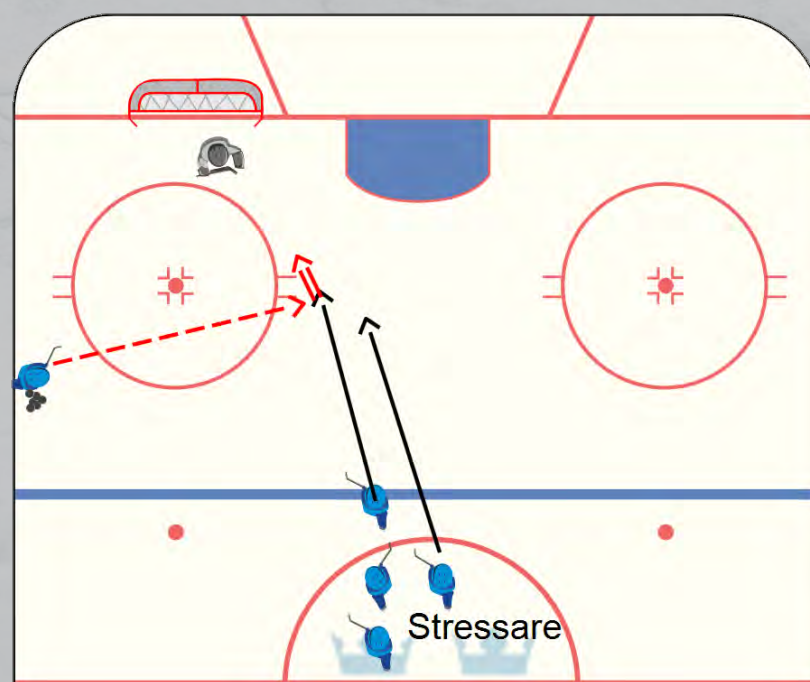
# Tactics in goal scoring



# Solutions in the offensive zone



# Drills – Goal Scoring



**Create Drills – Upload to our Drill Hub, use them in the program**



## **SUMMARY**

# Summary

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## **SIHA creates a good foundation with:**

- Coaching Development
- Player Development
- Educational Material
- National Team

## **Swedish Clubs**

- Recruit players
- Develop players





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