

Targeted Development:

Development Model and **MNA Developer Program**

Jorma Mäkipää

Sport association and club development specialist, Vierumäki Sport Institute of Finland

- IIHF MNA Developer program that is according to the **IIHF ICE26 Strategy**
- People overseeing the development in their federation



IIHF MNA DEVELOPER PROGRAM

@Skills4All
October 24/25th 2023
Jorma Mäkipää



Starting point for the year



- **One-year education** for MNA Developers (mostly online and 1-2 on-site moments)
- Starting **May 2023**, graduation **May 2024**)
- People who **oversee the development** in their MNA.
- Pilot year, so **education** is free of charge.

Participants cover their flight costs to on-site training during the summer 23 and to Czech Republic in May 24..

The IIHF will cover full board accommodation and the education.





IIHF MNA Developer Program

Pilot season 2023-2024

- 70 people started from 49 different MNAs in May 2023
 - **48** people were attending on-site weeks from **40 different MNAs**
 - Online **assignments** and **development work in the MNA** requirements of the course
 - Program includes **2 on-site weeks, 7 on-line webinars, 3 “away-team” meetings** and different assignments during the process
 - **On-site week mandatory** to complete the program
-

Who are the 23-24 MNA developers?



Diverse group with a variety of skills, experience and positions in the MNA's

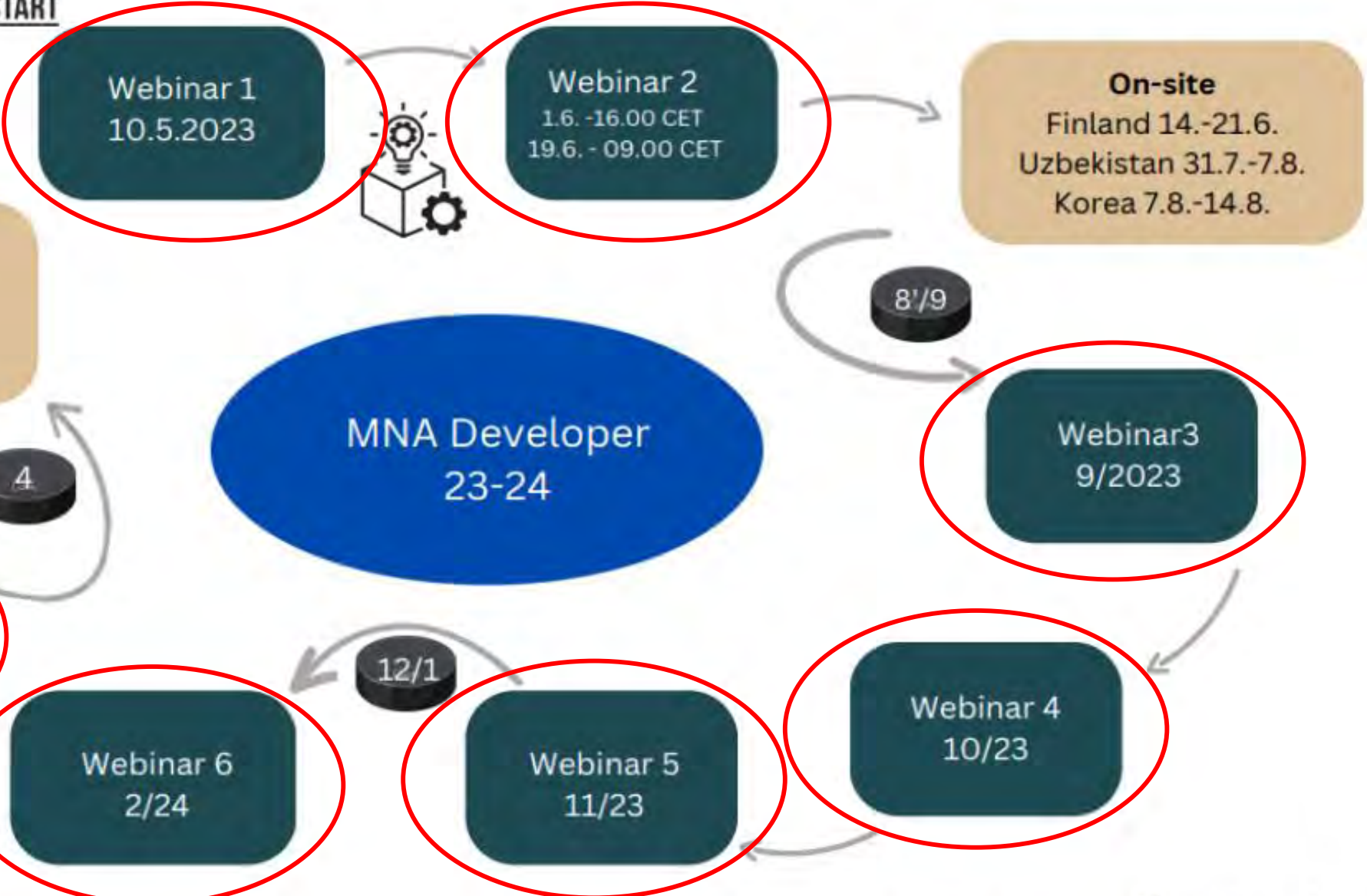
→ Challenges the original goal of a MNA developer

→ Provides an opportunity to gain a **holistic view of the different operational levels** in and their needed skills in MNA's.

→ Provides a **broad view for future development needs** in MNA's

VIERUMAKI

START



On-site
Czechia
5/2024



→ = 'Home team' meeting in MNA

🏒 = 'Away team' meeting: MNA developers

VIERUMAKI

START

Webinar 1
10.5.2023



Webinar 2
1.6. -16.00 CET
19.6. - 09.00 CET

On-site
Finland 14.-21.6.
Uzbekistan 31.7.-7.8.
Korea 7.8.-14.8.

 **On-site**
Czechia
5/2024

MNA Developer
23-24

8/9

Webinar3
9/2023

4

Webinar 7
3/24

12/1


Webinar 6
2/24

Webinar 5
11/23

Webinar 4
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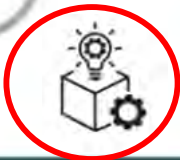
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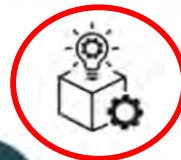
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Webinar 6
2/24

12/1


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Overview of the year

May – August 2023

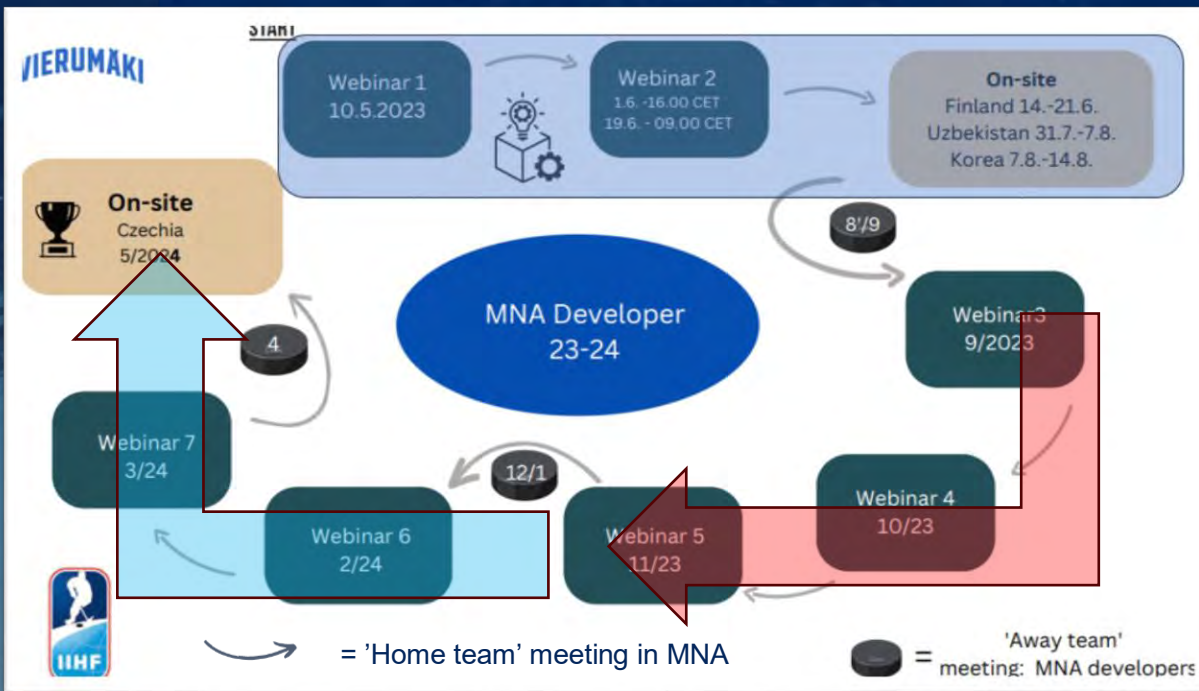
2 webinars
Onsite week

September – December 2023

3 webinars
away team meeting

January – May 2024

2 webinars,
2 away team meetings
Onsite meeting during WC



Learn To Play - Pathways

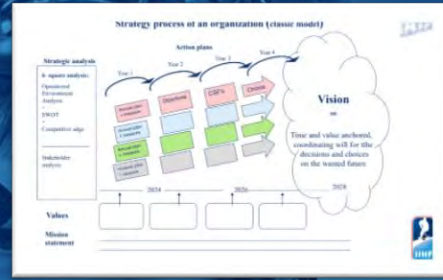


It's time to play...

**Learn to play ...
Play to Learn**



Strategic process – in theory



- and in practice

Topics and themes

Leadership

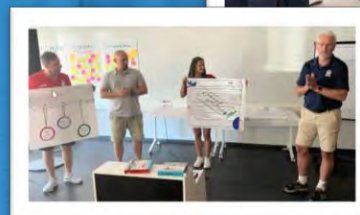


One
Support
Trust
Empathy
Patience
At a time ...

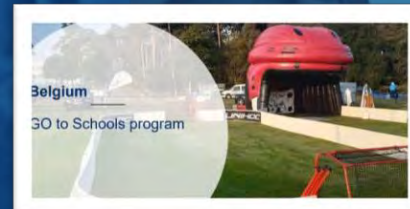
Planned Topics to come

- Club Development
- Cultural differences in the country
- Budgeting
- Marketing and sponsorship
- "Special Hockey" / other groups

Coach Development



Recruitment - Event organization



Belgium
GO to Schools program

Meet them where they are !

Go out in the community and find the 4-5, 6-7, Year Old

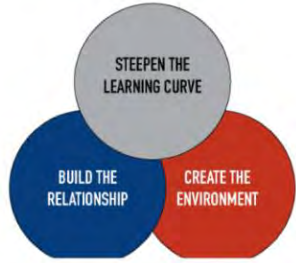
- POS (point of sales) - Ice Rink
- Elite games / big family events
- Playgrounds
- Shopping centers
- Mailing list
- Online
- Social media

Where we meet them ?
any ideas? - 3 min



What do Coach Developers Do?

PILLARS OF LEARNING
Dent and Reynolds



LEARNING PYRAMID

THE LEARNING CONE, THE CONE OF RETENTION, THE PYRAMID OF RETENTION



lifelong-learning
opportunities
independent
beyond enthusiasm
adapt digital
attention
habits
countless
focus
informal-learning
self-motivated
evolving
practise
limitless
changing
technology
creativity
future
fluid
fast-paced
inquiry
network
extend
opportunity
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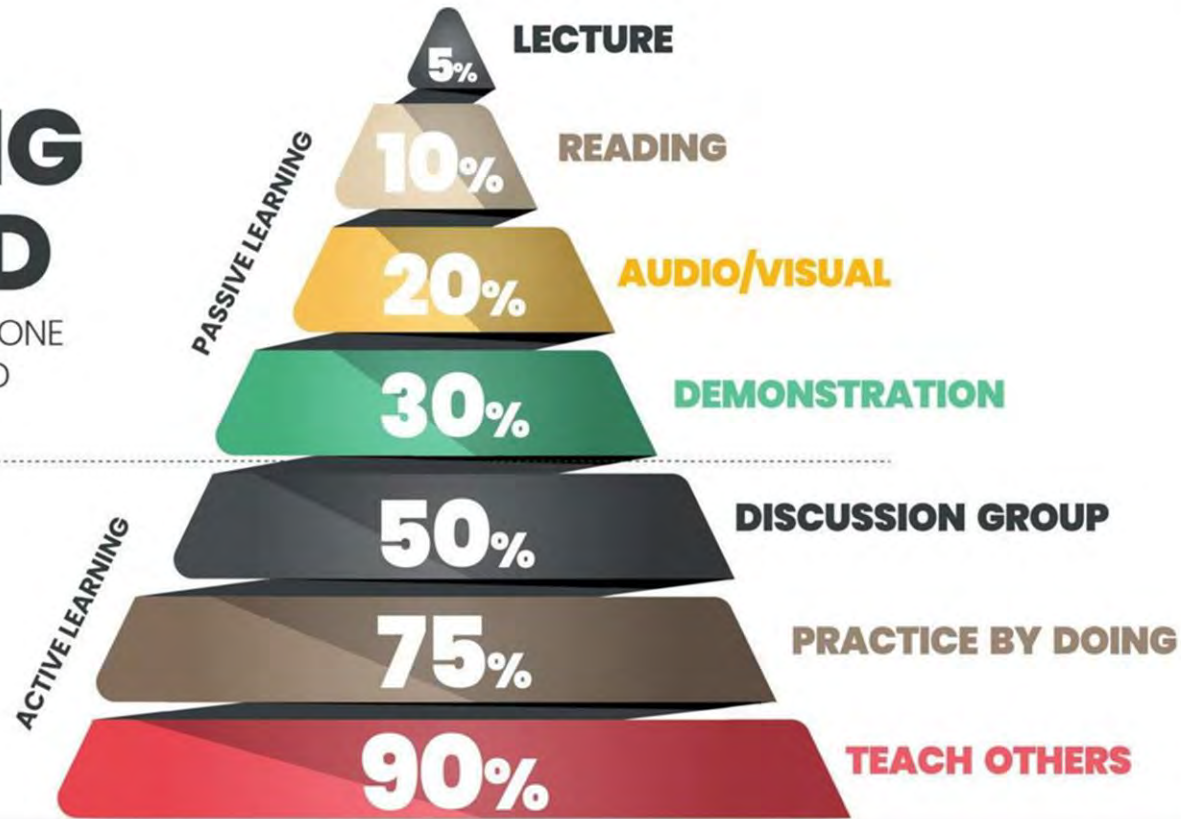
PILLARS

LEARNING

BUILD THE RELATIONSHIP

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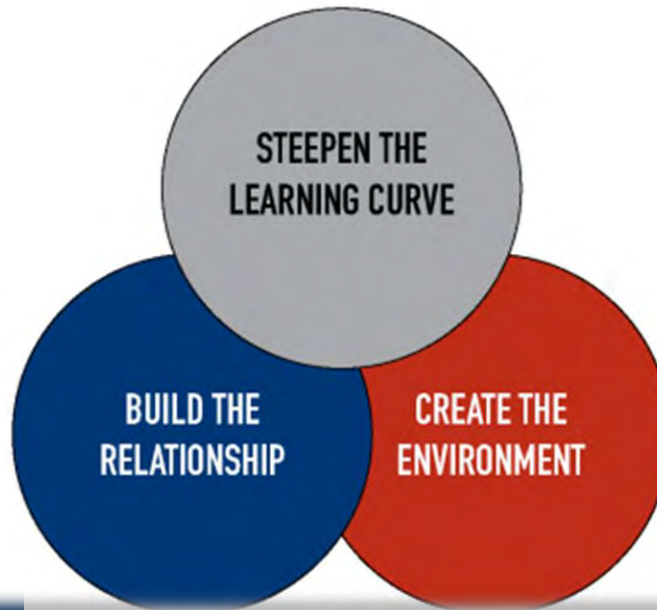
lifelong-learning
opportunity independent
informal-learning self-motivated evolving practise limitless
changing technology creativity future
fluid fast-paced inquiry network
extend beyond enthusiasm adapt digital attention



What do Coach Developers Do?

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What do Coach Developers Do?

PILLARS OF LEARNING

Identify and Optimize

STEEPEN THE LEARNING CURVE

BUILD THE RELATIONSHIP

CREATE ENVIRONMENT



LEARNING PYRAMID

THE LEARNING CONE, THE CONE OF RETENTION, THE PYRAMID OF RETENTION



bits countless focus
self-motivated evolving practise limitless
Learning changing technology creativity future
fluid fast-paced inquiry
extend **opportunity independent** network
beyond enthusiasm
adapt digital attention



lifelong-learning

informal-learning habits countless focus self-motivated evolving practiselimittless changing technology creativity future fluidfast-paced inquiry network extend Opportunity independent beyond enthusiasm adapt digital attention

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lifelong-learning

extend Opportunity independent beyond enthusiasm adapt digital attention

Future of the MNA Developer program

- Program will run **every season**, but the **target groups** and **themes change**.
- **Every second season**, the attendees are the people who **oversee development** in their MNAs. **On the other seasons**, the attendees are people who are **responsible for** building or enhancing a **specific program**. Therefore:
 - **Season 23-24** is dedicated for longer and more holistic development plans (pilot year)
 - **Season 24-25**, an MNA can e.g. update their Coaching Program and thus the person responsible for such will attend



For more information:

Your own MNA: If your MNA has a participant already in, get in touch

**Future steps and long-term view of the program:
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**Current, 23-24 MNA Developer program:
jorma.makipaa@vierumaki.fi**

