

Prof Brendan Cropley

FRIDAY 25 JANUARY 2019 – 7.00pm-8.30pm

About the talk: Brendan will explore the power of reflective practice as a way of enhancing self-awareness and its position in both personal and professional development.



About Brendan: Professor of Sport Coaching at the University of South Wales (USW). He joined USW in 2017, having previously worked at Swansea University and Cardiff Metropolitan University. He has made a significant contribution to the sport and exercise sciences, particularly in the area of sport psychology and sport coach education. He has provided a range of consultancy services to athletes, coaches,

and NGBs, such as the Australian Institute of Sport, UK Coaching, and Sport Wales. He also has an emerging research profile, having published over 40 research articles and book chapters, which have helped to shape training and development programmes in the sport sciences and sport coaching. Brendan is the Head of the Centre for Football Research in Wales. His contribution to sport was recognised by the British Association of Sport & Exercise Science (BASES) who awarded Brendan Fellowship status in 2014. He has been a BASES Accredited Sport & Exercise Scientist (Psychology) since 2007 and a Chartered Scientist since 2014, and has worked closely with a number of NGBs to develop their coach education strategies, helping to write the A Youth Licence Coaching Qualification for the FAW Trust, as well as acting as a coach educator and a mentor up to (and including) Level 4.

In an industry where the smallest of margins can have a particularly significant impact on outcome, athletes, coaches, support staff and National Governing Bodies alike constantly seek a competitive sporting edge. However, as technology and innovation continue to dominate, sports people often overlook the need to place themselves at the centre of their development. Indeed, understanding the self can give individuals (and teams) the biggest performance advantage as they start to actualise their capabilities by creating greater opportunities to exploit their strengths.