



WIPO/ IP/KIN/11/12
ORIGINAL: ENGLISH
DATE: APRIL 20, 2011

SEMINAR ON INTELLECTUAL PROPERTY AND SPORT

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Jamaica Intellectual Property Office (JIPO)

and in collaboration with

Gordon McGrath, Attorneys-at-Law

Kingston, April 19 and 20, 2011

**ATHLETE'S SUPPORT FRAMEWORK: BUSINESS ADVISORS AND
MENTORSHIP**

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Seminar on Intellectual Property and Sport



**The Importance of
Mentorship for Athletes
Presenter: Alwyn Babb**

What mentoring means to me

My mentor –
Frank Blackman



- A level of respect
- Confidence
- Trust
- Shaping your philosophy of sport



The Origin of Mentorship

- It is said that in early Greek mythology where it was related that a father trusted his young son to a wise old man named Mentor. Is it then a coincidence that one of the most celebrated sporting events - the Olympic Games - has its origin in Greece?



What is Mentorship?

- Mentorship is a developmental partnership through which one person shares knowledge, skills and perspective to foster the personal and professional growth of someone else.
- During Mentorship a trusting relationship develops between coach and athlete.
- It is developed through the coach's work with the athlete on a daily basis and becoming involved in all aspects of their life.



Types of Mentoring

There are 2 types of Mentoring:

- Informal – a spontaneous and casual relationship between a senior person takes a junior person under his or her wing and provides long term leadership.
- Formal – a structured mentoring program designed to create a culture where people can proactively support the development of another.



How is Mentoring done?

- Mentoring can be done on a one-to- one basis: or
- In teams consisting of peers with different backgrounds and skills
- There must be an overwhelming interest shown in the overall development of the athlete and it should never be only about his physical prowess.
- As coaches we are called upon to guide the athlete in the right direction and assist them in achieving their goals. We should also help them to believe in themselves and boost their self confidence.
- Coaches should ask questions regularly and challenge the athletes. This gives the athlete the opportunity to look more closely at themselves and to act responsibly.



Mentorship – Handling Athletes' Issues

- Educational
- Family
- Financial
- Personal relationships



Educational Issues

- The athlete must understand that education is important.
- Why is education important? There is life after the sport.
- A good mentor will work with the athlete to ensure that they obtain a balance between studies and all aspects of sport.

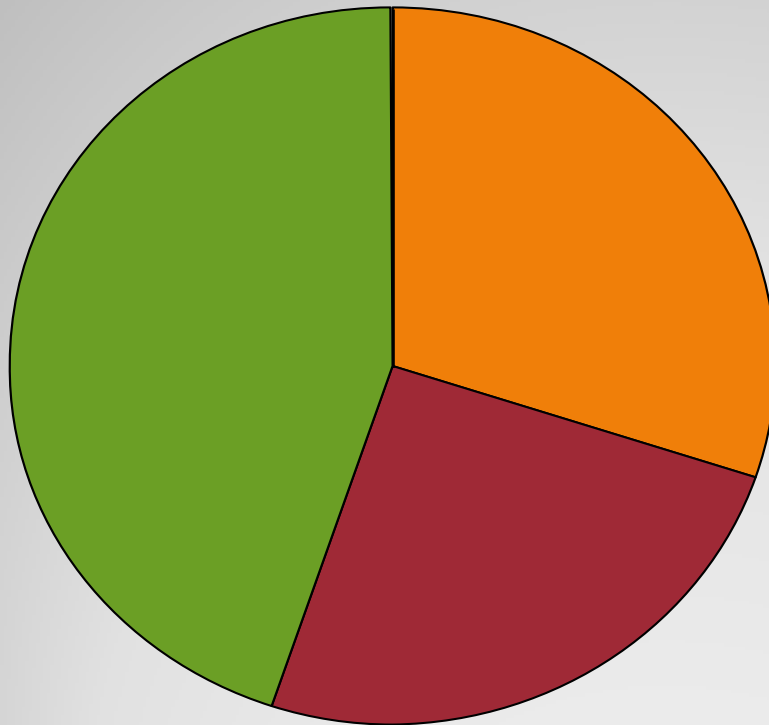


Educational Issues (cont'd)

COMPETITION

EDUCATION

TRAINING



Competition
Training
Education



Family Issues

- An effective mentor must have an open line of communication with the immediate family (or next of kin) of the athlete.
- An unstable home environment can affect the performance of the athlete.



Financial Issues

- For an athlete who is facing considerable financial difficulties, a good Mentor will ensure that some assistance is given.
- For an athlete that earns large sums of money, a good Mentor should have the prerequisite skills to direct the athlete on good financial decisions. If not, then they should be able to refer the athlete to persons or institutions that will allow for good investment of the money earned.



Personal Issues

Some issues that a Mentor may face:

- Health
- Injuries
- Relationships
- Work-related
- Drug usage



Mentorship & the Club Structure

- In the club structure internal mentorship should also be encouraged.
- The individuals who are key to the programme – Asst. Coaches, trainers, etc. must have an understanding of the goals and ideals, and buy into the philosophy of the coach.



Conclusion

- *“Mentors do not seek to create a new person, they seek to help a person become a better version of himself”. ~ John Wooden*
- Even though an athlete may not achieve World Champion status, the good Mentor will seek to ensure that they become a well-rounded individual who can be socially integrated into society.



THANK YOU.....

