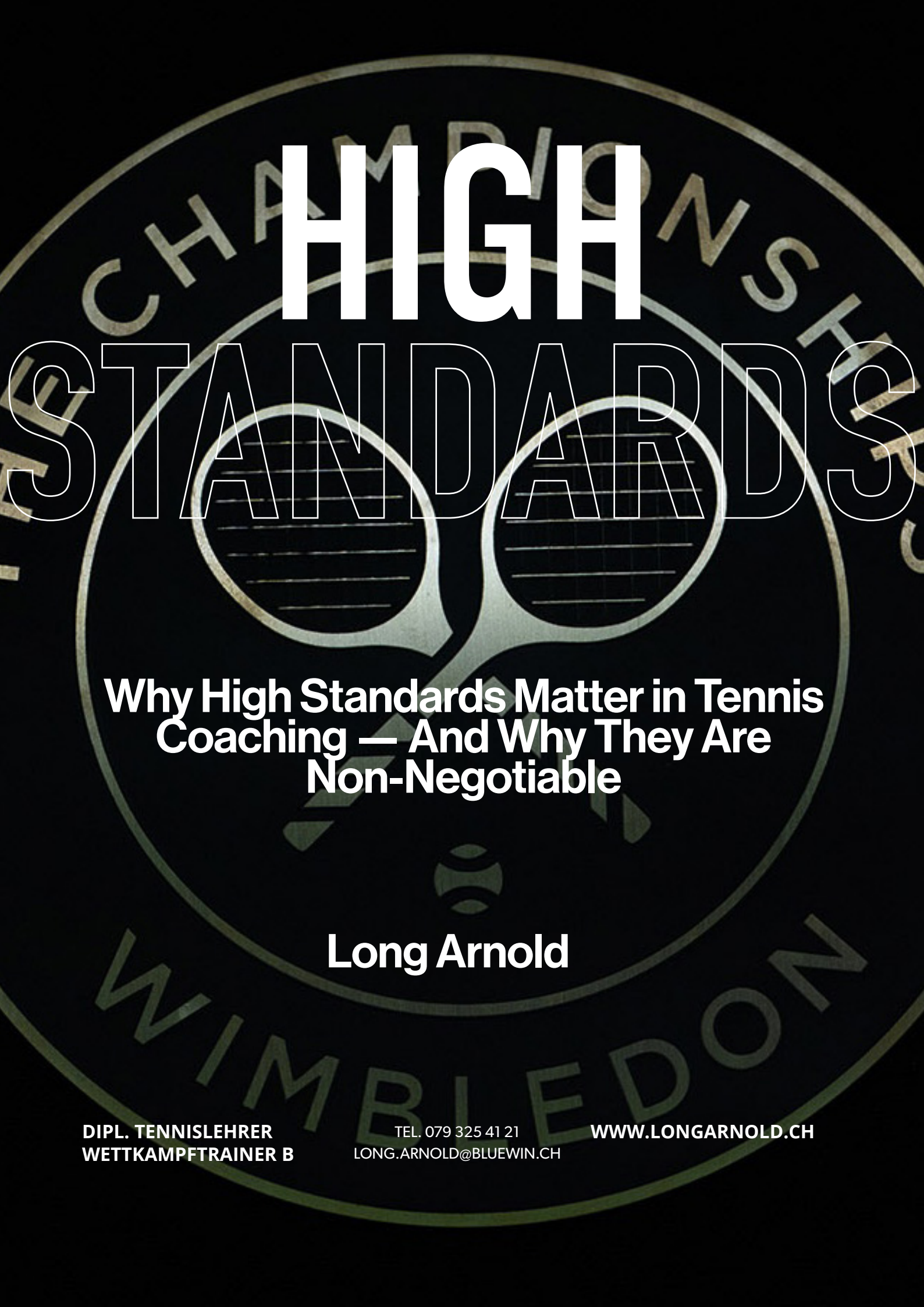


The background of the entire page is a large, circular, gold-colored seal. The outer ring of the seal contains the text 'WIMBLEDON CHAMPION' in a serif font. In the center of the seal is a tennis racket, with its head open and strings visible. The text 'HIGH STANDARDS' is overlaid on the seal. 'HIGH' is in a large, bold, white sans-serif font. 'STANDARDS' is in a large, white, outlined sans-serif font.

HIGH STANDARDS

**Why High Standards Matter in Tennis
Coaching — And Why They Are
Non-Negotiable**

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QUALITY

Standards are not about perfection. They are about commitment.

*In tennis, everyone talks about improvement.
Very few talk about standards — the invisible foundation
that determines whether improvement is even possible.*

After more than 35 years of coaching children, teenagers, and adults, I have learned one essential truth:

The quality of a tennis journey is only as strong as the standards behind it.

This is the level of care, professionalism, and expertise you can count on — every single time.

And here is why that matters more than many people realize.

**High standards protect people.
They elevate them.
They empower them.
And they build tennis journeys that
stay with players for life.**

Everyone deserves professional, structured, emotionally intelligent coaching — no matter their talent or level.



High Standards Protect Children's Development

Tennis is a long-term development sport. It takes 12–14 years to grow from beginner to advanced young player. During this time, children pass through phases of:

- biomechanics and motor learning
- emotional and social development
- coordination and growth spurts
- personality and identity formation
- competitive pressure
- confidence building

A coach with low standards will:

- give random tips
- teach poor technique
- allow bad habits to form
- neglect the child's emotional needs
- push too hard or too little
- confuse development with "quick wins"

The price of poor coaching is years of regression, frustration, and preventable injuries.

High standards ensure that every child receives:

- *correct technique for life*
- *an emotionally safe environment*
- *age-appropriate progression*
- *honest, constructive feedback*
- *long-term perspective*
- *meaningful goals*

This is not a luxury. It's responsible coaching.

Tennis is unpredictable. No two balls are ever the same. Matches feel like emotional rollercoasters.

A player needs:

- *structure*
- *reliability*
- *clarity*
- *consistency*

This is what high standards provide.

Players who grow up in strong coaching systems learn to:

- *stay calm under pressure*
- *think strategically*
- *regulate emotions*
- *deal with mistakes constructively*
- *trust themselves*
- *develop resilience*

Standards give them a stable foundation in an unstable sport.

When training is chaotic or unprofessional, motivation drops. Children lose the joy of learning. Teens lose the desire to compete. Adults feel stuck.

High standards create:

- *meaningful progress*
- *personal achievements*
- *visible improvement*
- *a sense of direction*
- *trust in the process*

People stay in tennis when they feel they are becoming better versions of themselves, not just "hitting balls."



High Standards Build Lifelong Motivation

A tennis school is not just a group of lessons. It is a community.

When a coach sets high standards, the right families join:

- *parents who value long-term development*
- *children who are motivated to improve*
- *adults who appreciate quality*
- *players who respect the sport and each other*

The result? **A culture that inspires everyone to grow.** Not just as players — but as human beings.

Anyone can call themselves a tennis coach. Not everyone can uphold the responsibility.

High standards mean:

- *doing what is right, not what is easy*
- *being honest with parents*
- *seeing potential and nurturing it carefully*
- *rejecting shortcuts that harm development*
- *showing emotional presence*
- *investing in continuous education*
- *valuing people, not just performance*

This is rare. But it is necessary.

Because coaching is not just instruction. It is leadership.

And leadership requires integrity.

Coaches come and go. Programs come and go.

What lasts are:

- *players who love the sport*
- *juniors who grow into confident young adults*
- *families who feel supported*
- *communities that stay committed*
- *values that define the environment*

High standards are the only way to build something meaningful, sustainable, and respected.

High Standards Are Not Elitism — They Are Care

When parents choose a tennis program, they often look at:

- time slots
- prices
- convenience

And these things matter. But they are not what determines a player's future.

Standards do.

My work is built on this principle:

Everyone deserves professional, structured, emotionally intelligent coaching — no matter their talent or level.

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TENNIS IS MY SPORT

In my blog, I share my experiences from decades of working with players of all ages and skill levels. Here you will find articles on topics such as technique, mental strength, personal development, and the deeper values that tennis teaches us.

Tennis Experience

www.longarnold.ch/blog

