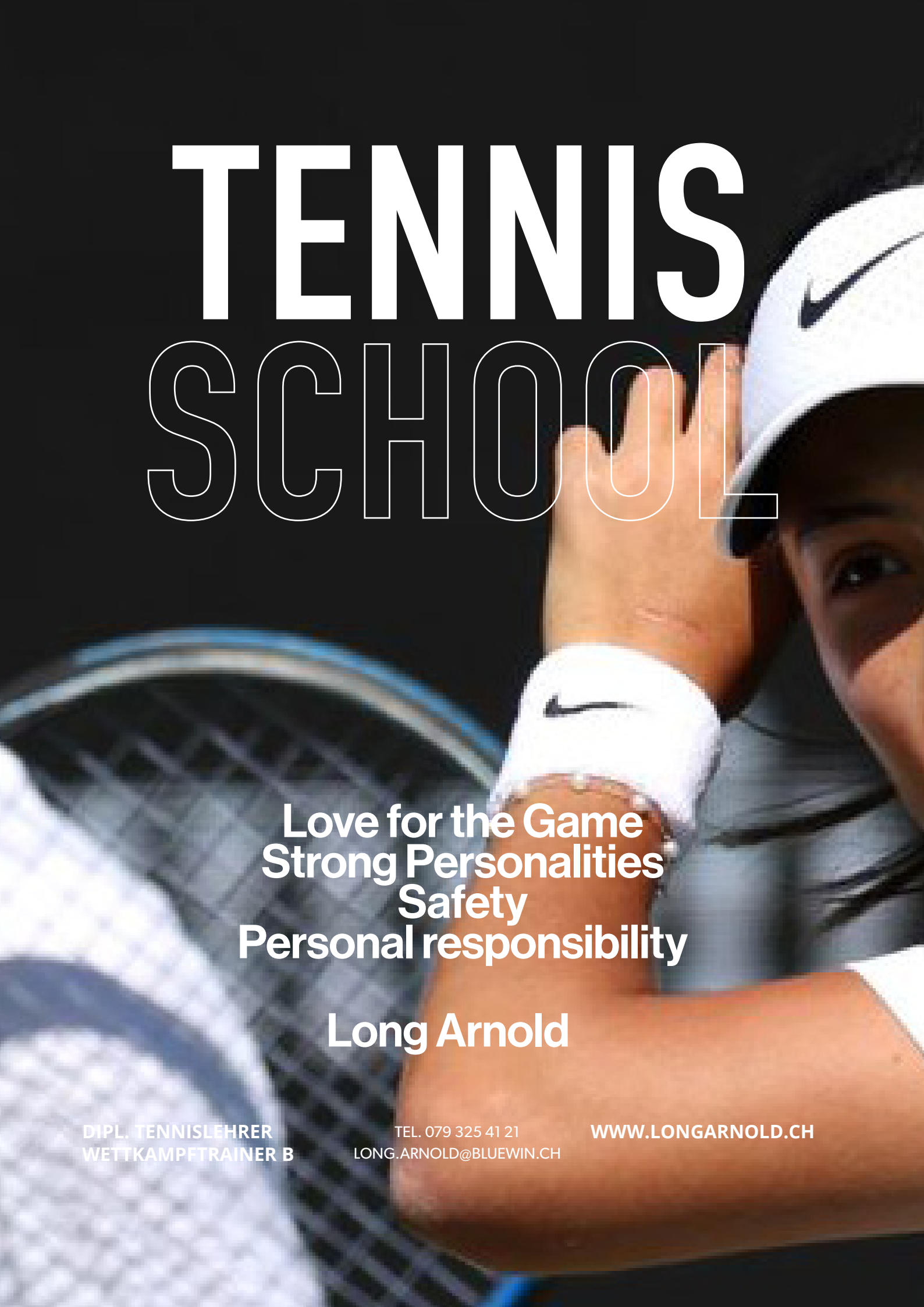


TENNIS SCHOOL



**Love for the Game
Strong Personalities
Safety
Personal responsibility**

Long Arnold

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HUMAN

Why good tennis training puts the person at the center.

Tennis and personal development are inextricably linked. Every player brings not only talent to the court, but also a unique personality, their own emotional history, strengths, and weaknesses.

Recognizing the potential of this talent and understanding how to work with the player's personality is far more important than convenience or short-term price differences. Technique can be copied. Relationships cannot.

When a player feels understood, emotionally secure, and appropriately challenged, learning accelerates, self-confidence grows, and motivation develops into a self-healing force. Without this foundation, even the best technical training remains superficial.

That's why truly effective tennis training is never just about strokes or drills. It's about guiding people—helping them develop as players by respecting them as individuals. And this in-depth work determines whether tennis becomes a fleeting pastime or a lifelong companion.

"I don't just train tennis players - I help people find themselves through tennis."

Long Arnold



Professional Environment

To fulfill my mission, I create an environment that combines professional infrastructure, year-round training, and clear development paths – while also offering emotional security, expert support, and a long-term perspective.

Players and parents receive not only first-class tennis training, but also honest advice, continuity, opportunities for reflection, and a culture based on respect, responsibility, and growth.

1. Structural conditions

- Tennis & Squash Halle, Bösch 55, 6331 Hünenberg, 3 Indoor courts and year-round availability
- Group and individual training for adults and juniors
- Summer- und Wintertennis
- Comprehensive services (stringing, racket advice)

2. Development paths

- Tennis as a fulfilling hobby for life
- Competitive and tournament tennis
- Paths to becoming a coach, J+S trainer
- Meeting inspiring, top-class young players

3. Human capital and intellectual competence

- Over 35 years of experience
- Top tennis education
Dipl. Tennislehrer, Wettkampftrainer B, J+S Coach, Kids Tennis Leiter, J+S Nachwuchstrainer
- Multilingual instruction (EN/DE/CH-DE)
- Parent counseling
- Book & Coaching „Match of Life“

4. Consistency and integrity

- Long-term thinking

- Stable Philosophy
- Clear standards
- No seasonal coaching changes

5. Emotional and psychological framework

- Emotional safety
- Empathy
- Conscious coaching
- Self-regulation
- Frustration resistance

6. Evaluation and reflection

- Offene Gespräche mit den Eltern
- Self-reflection with the players
- Adjustments based on progress, not just results

7. Community and culture (beyond tennis)

- A culture of respect
- A culture of responsibility
- A culture where growth counts more than ego.

Communication as a key coaching competency

For a coach, communication means creating trust, emotional security, and clarity—while simultaneously communicating needs, boundaries, and expectations respectfully and transparently.

Effective coaching communication requires the ability to explain complex ideas and break them down into clear, understandable steps. Equally important, however, is the ability to listen—not just to words, but also to emotions, hesitation, self-confidence, and resistance.

Tennis is a complex sport.

It cannot be reduced to strokes, drills, or quick fixes. Technical skill, physical performance, mental strength, emotional self-regulation, and personal development are inextricably linked.

One of my most important insights is that empathy is key. Every player learns differently, develops at their own pace, and brings a unique personality to the court. Progress occurs when training is tailored to the player—not when the player is forced to conform to a system.

Tennis performance and personal development are inextricably linked. Self-confidence, self-regulation, a sense of responsibility, and identity shape how a player trains, competes, and handles pressure. If personal development is neglected, performance ultimately stagnates.

Continuous training and consistent coaching are crucial. Trust, stability, and consistency create the conditions for genuine development. Constant changes, shortcuts, and reactive decisions undermine long-term progress.

Relationship competence is not a theoretical concept—it must be lived. Players learn best in environments where they feel emotionally safe, respected, and understood. Without this foundation, even the best technical instruction remains superficial.

Tennis requires long-term thinking. Sustainable success develops over years, not weeks. Those who understand this develop not only better players but also stronger and more resilient individuals.

This is how tennis becomes more than just a sport. It becomes a lifelong journey.

Book

Match of Life by Long Arnold

“Match of Life” was born from a fundamental realization: tennis is not just a technical sport, but also an emotional and relational one. Behind every shot, every mistake, and every moment of pressure is a person who wants to feel safe, valued, and competent.

Yet most training systems focus almost exclusively on what is measurable: technique, discipline, fitness, and results. What remains largely unexplored is what determines whether a player can reach their full potential under pressure: emotional self-regulation, self-esteem, trust, communication, and connection.

This book invites a shift in the focus of coaching. Not away from technical standards, but toward deeper guidance. It explores why athletes often fail, not because they lack skill, but because they are driven by fear, survival strategies, and unresolved relationship patterns. It presents a human-centered framework that helps coaches and parents understand each player’s intangible “value”: the need to be seen, heard, recognized, respected, and emotionally safe.

The “Match of Life” coaching program expands this philosophy into a practical educational system. This program is designed for coaches, academies, associations, and parents who want to nurture athletes without compromising their personalities. It offers clear tools for building trust, setting boundaries without punishment, actively listening, conducting difficult conversations, and creating an environment where players can take risks without losing their self-esteem.

The goal is not to mold softer athletes, but stronger personalities—players who face pressure with composure, overcome setbacks with resilience, and compete with confidence because they are not fighting against themselves.

Ultimately, every coach should teach more than just tennis. Every coach, consciously or unconsciously, shapes the identity of their players. And every training session is part of a larger whole – a whole that extends far beyond the tennis court. This book and this program are designed precisely for this whole.

COMING SOON!

February 2026

TENNIS IS MY SPORT

In my blog, I share my decades of experience 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

