

This is an excerpt from a memoir ghostwritten by the team at MemoirGhostwriting.com.

This sample is provided with the client's permission. Some of the information has been changed to protect the client's privacy.

The Importance of Consistency in Training

When I started my own tennis coaching center, I had one primary goal: consistency. Indeed, I would argue that consistency is one of the most important elements of any training regimen. If a kid hears contradictory advice from different coaches—or, even worse, from their parents—they will be confused. Young children can't make the same judgment calls an adult can. An adult might recognize one piece of advice as superior or decide to follow the advice of a person with better credentials. A child, on the contrary, will just try to do what the adults tell them is best, and it's unhelpful if the adults are telling them different things. There's no one type of training that's best, but whatever training style you've signed your child up for, it's important that it stays consistent.

Consistency was always one of my core driving principles when I was training my son, George. When he was just three and a half, I drove around to all the tennis academies and coaching camps in my area to find a suitable coach for him, but I came up empty-handed. To put it bluntly, I wasn't impressed with what I saw. I don't mean to demean anyone working as a tennis coach in those days; that was simply the reality of commercial coaching. There was no concentrated effort to build a player. That was when I decided to coach George myself, even though I was well aware of the obstacles.

At the time, I was working as a lawyer, and the firm's policy stipulated that executives must be wholly dedicated to the company and not have any other obligations. That didn't deter me, but I needed permission, so I wrote to the local manager and asked

if I could start a tennis academy. The manager told me he couldn't authorize it—and rightly so. He was just doing his job. But I wasn't about to give up that easily.

I politely asked my manager to forward my request to our head office in London. He kindly agreed, and sure enough, a week later, I heard back from the head office. They had approved my request.

Together with a friend, I founded the first private organized tennis coaching center in the city. Prior to our academy, all tennis coaching was either government-run or carried out by private individuals in rented areas. By nature, tennis coaching was disorganized, which was why I wanted to start my own tennis center.

In the early days, we had only three kids at the academy. After a week of working with the kids alongside my coaches, I realized these coaches were no better than the ones I'd rejected and launched my own academy to avoid. I had to work at the law firm all day, so I couldn't stay around and monitor my coaches as they worked with the children. Still, I needed them to learn the coaching techniques I had in mind. So, even though we had just launched the academy, I contacted the parents of our three students and told them I would pause the lessons for four to six weeks to train the coaches in the way I wanted them to coach. The parents were pleased with my decision, and for a few weeks, we shifted from a coaching center to a training center for coaches.

During those six weeks, I told my coaches that, above all, I needed them to be consistent. I taught them the way I had learned and played tennis. I taught them the coaching method I wanted them to implement. Fortunately, my coaches embraced this

ideology and quickly picked up my coaching style. After, I called the parents of our three students back, and all the kids returned to the academy. Just a few days later, we even welcomed two new arrivals.



The tennis court in Chennai where I started my coaching program.

We continued the center on that small scale for a few weeks until we were fortunate enough to be featured in the sports section of our local newspaper. That morning, when I arrived at the center, around forty-five cars were parked around the compound—people who had read the beautifully written article, grabbed their kids, and driven over to my academy to start them on their tennis journeys. The center was an unparalleled success, and consistent, standardized coaching made up the cornerstone of our methodology.

Several years later, I founded another tennis academy, and I have since taught tennis to nearly ten thousand kids. We have ten tennis courts at the center, so I couldn't possibly attend to them all myself. Instead, I wanted to make sure the coaching was

consistent across all the courts. I never hired coaches who were already well known in the field; rather, I brought in new people and taught them all our methods and techniques. Some of the coaching assistants I taught had never even seen a tennis court before coming to the academy. I taught them the rules of the game, the dimensions of the court, and how to hit a tennis ball.

In short, I taught them how to teach tennis. Consistency has been the key to our success—and the success of the children we've taught.

MemoirGhostwriting.com