

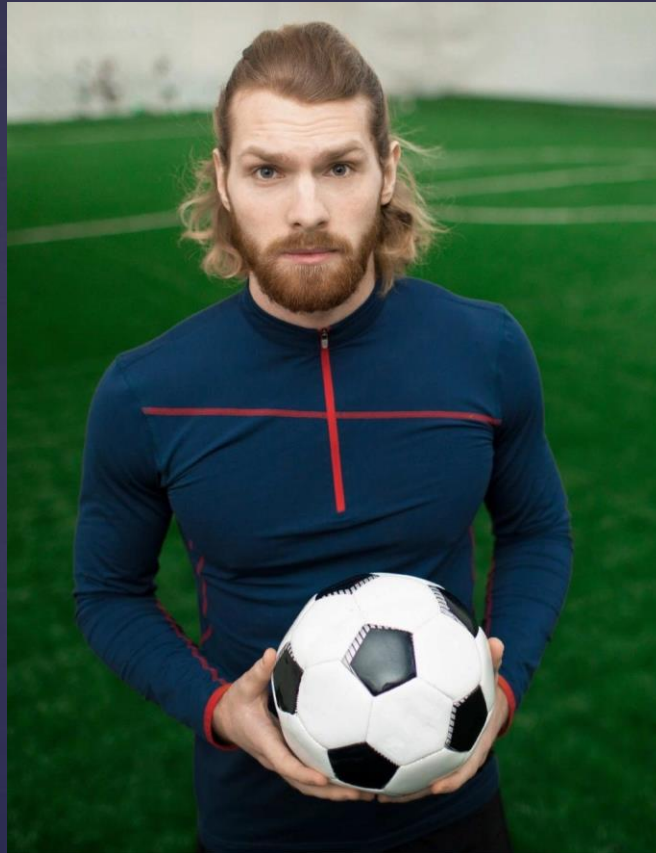
MILAN

INTERNATIONAL SOCCER ACADEMY

Principles of Modern Coaching



FIRST IMPRESSIONS ARE LASTING IMPRESSIONS



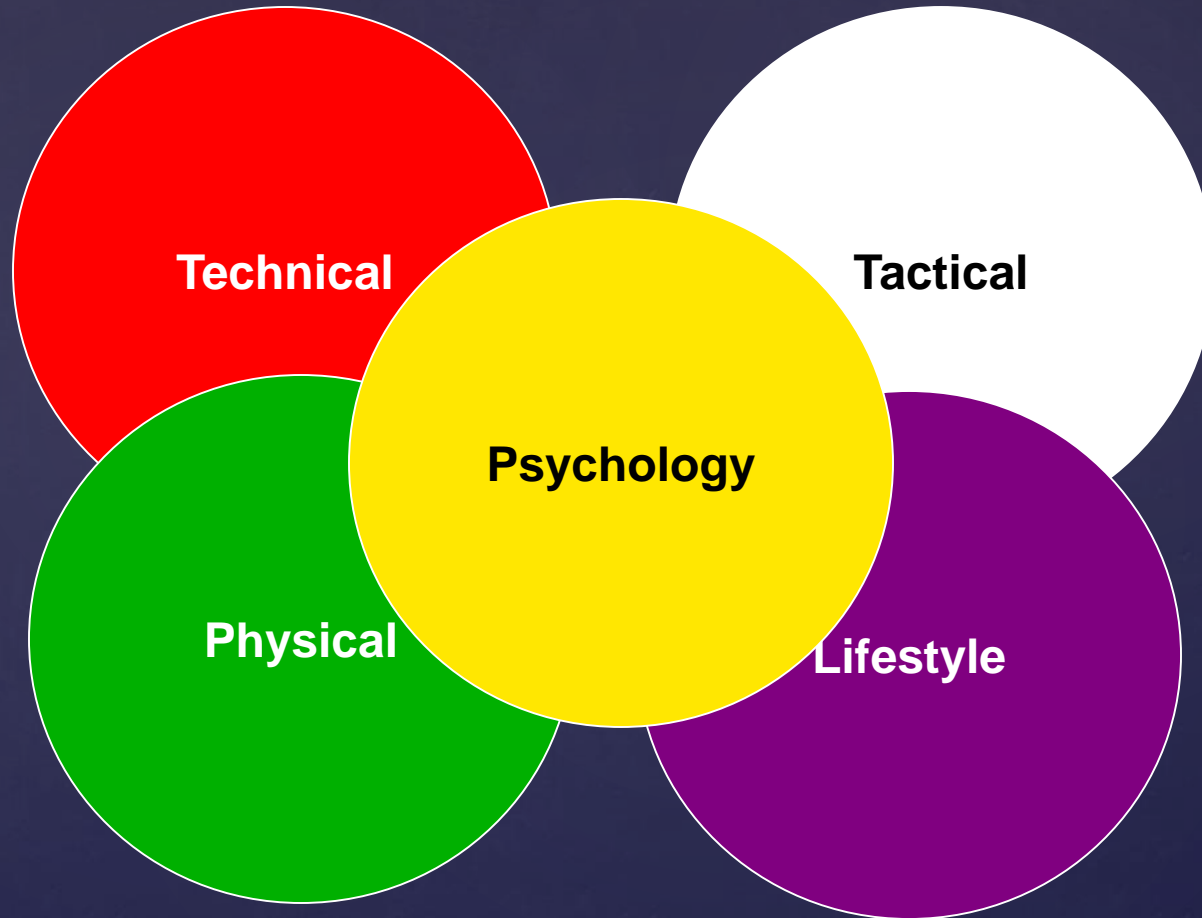
How are you perceived?

Changing the Culture

The following presentation is provided by USC from a classroom segment at the Advanced National B coaching certification program.

Are you keeping up with the changes? Coaching education helps bridge the gap to a changing modern game.

The Game is the Greatest Teacher and it's 5 Pillars are our Guidelines



Be Intense w/o Being Tense

Soccer Psychology 101

Know your Team
&
How You Are Perceived



Three Ls of Coaching

No Lines

No Laps

No Lectures

No Lines

Keep lines a bare minimum:

Players become disengaged while waiting their turn

Long lines mean fewer touches, fewer touches slows progress

Slow progress creates boredom

Bored players quit, look for other teams or stop playing altogether

No Laps

Understanding SAID principle:

Specific Adaptation to Imposed Demands

Also known as the Principle of Specificity, means that the body adapts to whatever you do. As an example, consider Lance Armstrong, the greatest cyclist of all time and co-owner of the highest VO_2max ever measured. He completed the 2006 NYC marathon in about 2 hours, 56 minutes, 37 seconds, finishing 856th place.

The demands of soccer are different than those demands encountered when players run laps:

- Psychologically, players are totally disengaged from developing soccer intelligence
- Soccer is aerobic and anaerobic exercise in nature.
- Anaerobic requires quick short bursts of speed, change of direction, jumping and physical contact with maximum effort in a short time.
- Aerobic requires oxygen for the respiratory and circulatory system; running laps is aerobic exercise
- Multi-stage fitness conditioning, such as the Bleep Test more closely resemble the adaptation to soccer demands and can be used as a measurement to determine VO_2max in players.

VO_2 = The maximum capacity for the body to transport and use oxygen during incremental exercise, which reflects the

No Lectures

Don't be long-winded:

- Worst time to criticize a player is right after they made a mistake
- Worst time to criticize a team is immediately after a loss
- Instruct your parents to leave the game on the field where it belongs and NOT talk about it during the car ride back home
- KISS: Keep it simple and specific
- Avoid paralysis by over analysis

You are a coach and not a player on the pitch allow players to figure out problems and solutions in real time individually and with their teammates.

Focused for Soccer

The Modern Coach “Sells” Rather Than “Yells”

Bill Beswick



The Coach



The modern coach IS the face of the club; their appearance, character, mannerism, conduct are in full display the moment they step on the pitch.

Appearance: Demonstrates pride in name and colors of the club they represent

Character: A beacon of light for all to see

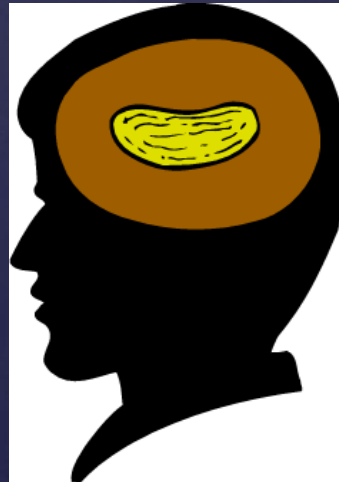
Mannerism: Positive and negative conduct reflects on self, their club and assigned team

Conduct: Exemplary, beyond reproach

The Complete Soccer Player

“The mind **is** the athlete, the body simply the means it uses to run faster, hit further or box better.”

Bryan Courtenay



“Coaches are Leaders”

“Leaders need to Manage”

“Managers have always been Psychologists”

“The ability of an individual to influence, motivate, and enable others to contribute toward the effectiveness and success of the organizations of which they are members”

House, R. J. - Leadership

Good judgment comes from experience, and a lot of that comes from bad judgment.

The Successful Coach



Learns from Experience

After eating an entire bull,
a mountain lion felt so good he started roaring.
He kept it up until a hunter came along and shot him.

The moral of the story:
When you're full of bull, keep your mouth shut.

Player Profile

Old school youth coaching focused on winning games during formative years of player development.

Modern youth coaching primary focus IS player technical, tactical, physical and mental development.

Being a coach requires being a mentor, which requires the ability to guide players to be winners off the pitch and the ongoing, demanding game of life.

Do you treat your players like X's and O's?

Objective and Subjective Data

Tools for Modern Coaching

- Are you measuring player development and performance?
- Are objective standards consistent?
- Are subjective standards attainable and reliable?
- How often is data collected?
- How is data shared?

Objective and subjective feedback helps improve technical, tactical, physical and mental aspects of player development and should be accomplished at least two times per year.

WHAT GETS MEASURED GETS DONE!

Observe and Develop

CONFIDENCE:

- Positive mental energy to perform and persist
- Positive self-talk
- It's a choice
- A “Can Do Attitude”
- Projects a positive self-image
- Enjoys competition
- Can handle success and failure
- Has self-control: Doesn't need to impress others
- Brings others up by word and action
- Understands their strengths and weaknesses

SELF CONTROL:

- Requires discipline of thought and emotion
- **Key Stressors:** Change, fear, distractions, guilt & anger

“A lot of kids we get nowadays have grown up macho. They can't take a dirty look, a harsh word and they definitely can't take a slap on the back of the head from some cheap-shot artist on the other team. But mature players will absorb these in their stride, even when they are out-and-out flagrant. I tell my players to put their emotions on hold to stone-face their opponent. If he knows what you are thinking he has an advantage”.

Bill Parcells (1995)

CONCENTRATION:

- Direction of intensity of attention
- Begins in training: set goals, focus on priorities, eliminate distractions and create the discipline and intensity they need to achieve maximum performance.

Law 1: The purpose of training is to develop effective, technical, tactical, physical and mental skills and habits.

Law 2: Whatever players must do in competition they must first do in training.

Law 3: Consistent training leads to consistent competitive performance.

3 R's & 3 C's

- Respected

- Coached

- Recognized

- Consulted

- Remembered

- Connected

“Savvy recruiters are stressing the ability to be supplied with the latest technology working in teams, flexibility in working arrangements, consistent feedback, community involvement and the ability to have ‘fun’ on the job.”

Patrick Cataldo – Smeal College

The Modern Leader / Coach Has A Method

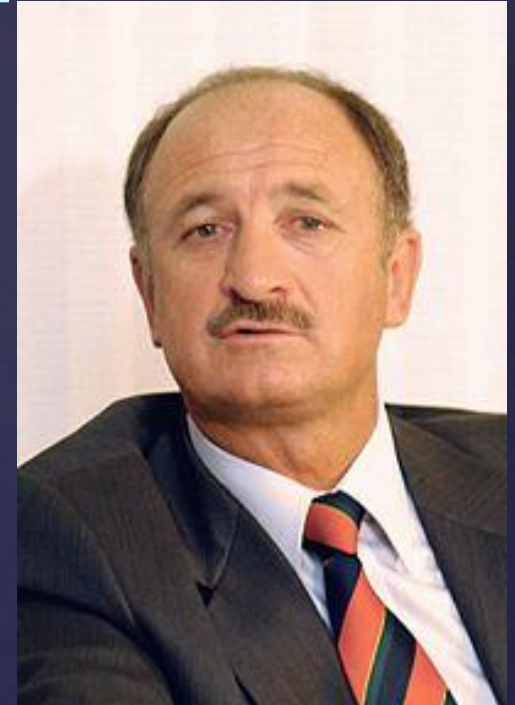
Agent O O 1



Organization



Instruction



Observation

The Modern Leader / Coach Has A Method to His

0 0 1

Organization

Yourself

Philosophy

Strategy

Goals

Objectives

Program

Material & Equipment

Practice sessions

Game Approach

Evaluation



The Modern Leader / Coach Has A Method to his

O O 1

Observation

Observe rather than look
Analysis
Objectively & Diagnostically
Register & Log



The Modern Leader / Coach Has A Method to His Madness

0 0 1

Communication: Clear, concise and to the point



It helps to get the words in the right order

Communication

The MEHRABIAN Study

- 7% message / words only
- 38% vocal / or the sound of your voice
- 55% appearance and body language

Albert Mehrabian, Professor Emeritus of Psychology, UCLA

Leading / Managing a Program

Routes to the Top

“95% of the journey is off course”

McConnell 2001

Requires a well thought out plan



IT IS NOT ABOUT YOU
RATHER.....

IT IS ABOUT GETTING THE ENTIRE
ORGANIZATION
TO
COMPREHEND
and
IMPLEMENT
a
“VISION MAP”



Know Where you are going.

Sense of Direction

“If you don’t know what is important, then everything is important.

When everything is important, then you have to do everything.

When you have to do everything you don’t have time to think about what is really important.”

Author Unknown



Work
smarter
not harder!

- *Gallwey1998*

Today's Coaching Requires
That you
Do Not Jump to Conclusions
by
Assuming

Because you know what happens when you **ass – u – me**

The Educated Coach Remembers

1. That great achievements involve great risk.
2. Not to lose the lesson when you lose.

“Talent is God given, be humble;
fame is man given be thankful;
conceit is self given, be careful”.

John Wooden

3. The three R's:

Respect for self

Respect for others and

Responsibility for all your actions.



Values + Perceptions = Opinions

Perception Principles

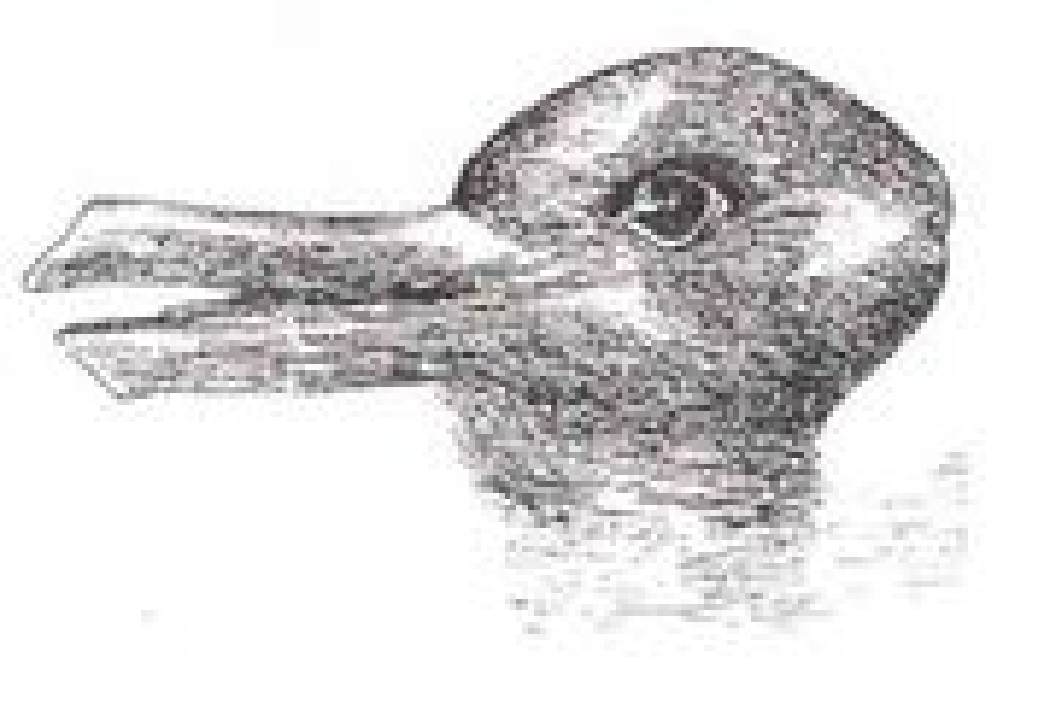
No two people see things the same way

Each person thinks, feels and sees things based on their own past experiences

A person does not see things the same way at different times

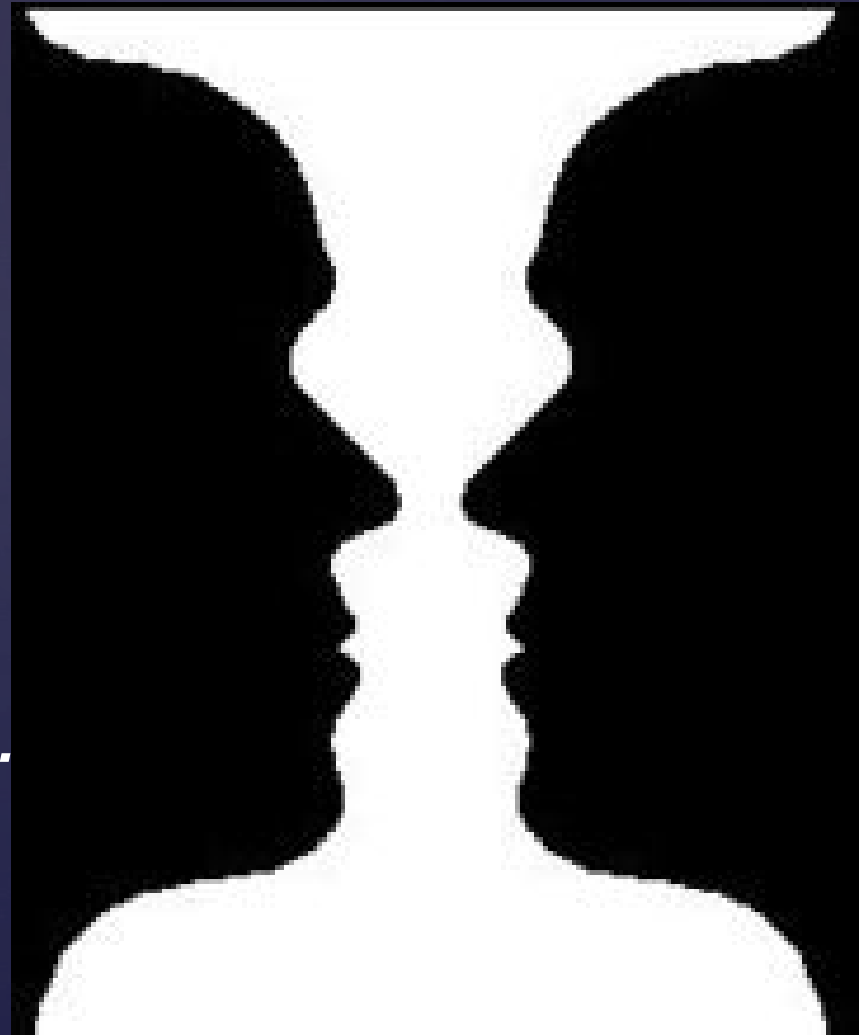
People often see things not as they are but as they want to see them

Perceptions account for individual differences



How do you
see these pictures?

*The key to success
is to select individuals who see
things the same way you do
without ending up with “Yes” men.*



Identify Who You Want Beside & Behind You

- Personal identity defines the person
- Team identity defines the team

‘In times of change the *learners* will inherit the earth, while the *knowers* will find themselves beautifully equipped to deal with a world that no longer exists’


Eric Hoffer

American social writer and philosopher



Personality Pyramid

FOUNDATION # 1



“He was the first player at every practice and the last to leave, the hardest working NBA practice player any of them had ever seen.”

Halberstan (1999) on Michael Jordan

Preparation & Prevention

PREPARATION

FAILING TO PREPARE IS PREPARING TO FAIL

PRIOR PROPER PLANNING PREVENTS POOR PERFORMANCE

THE MOTTO OF THE SCOUTS
BE PREPARED

PREVENTION

Maintenance

Preparation:

If you want the starting job, be prepared to earn it. It takes you no longer to prepare well for one practice or game than it does to wander in half prepared for five.

Prevention:

It is far better to panic before the event and remain calm during it, than to remain calm before the event and panic during it.

Personality Pyramid

FOUNDATION #2

Passion & Pride



Preparation & Prevention

PASSION & PRIDE

TRUE COACHES HAVE REAL PASSION

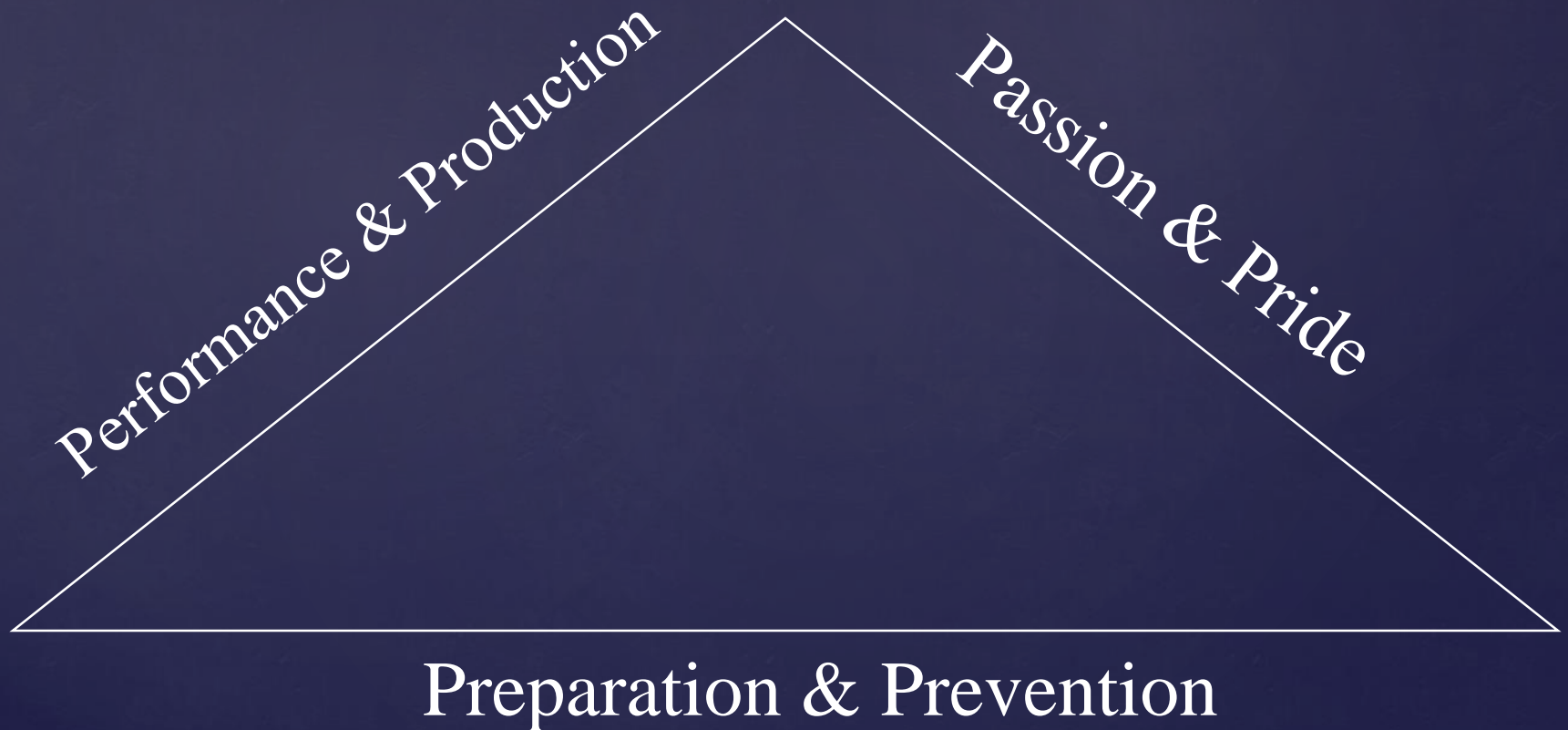
PRIDE IS PLAYING FOR THE ORGANIZATION

PRIDE SHOULD CONTROL PASSION

“Your self-image should not come from the job you do,
but from how well you do your job.”

Personality Pyramid

FOUNDATION # 3



PERFORMANCE & PRODUCTION

- “HE WHO STOPS BEING BETTER STOPS BEING GOOD.”

- IMPROVING YOUR PRODUCTION IS ALL ABOUT IMPROVING YOUR PERFORMANCE

- TALENT ALONE DOES NOT WIN BALL GAMES

“Winning isn’t everything,
but making the effort to
win is”

Vince Lombardi

Performance & Production

- *Missed 9000 shots*
- *26 Times Missed Game Winning Shots*
- *Lost 300 Games*

**“Failed over and over,
that is why I succeed”**

• *Michael Jordan*



The Personality Pyramid

The Inner Core



DESIRE, DETERMINATION, DEDICATION, DISCIPLINE

- DESIRE:

“A WILLINGNESS TO DO WHAT IT TAKES.”

- DETERMINATION:

“THE WILL ‘NOT TO THROW UP’ IN SPITE OF WHAT LIFE THROWS UP.”

- DEDICATION:

“GIVING OF YOUR VERY SELF.”

- DISCIPLINE:

“MY FIERCEST CRITIC IS THE PERSON WHO LOOKS BACK AT ME IN THE MIRROR BECAUSE HE SEES INTO MY VERY SOUL”

Sir Alex Ferguson on David Beckham (1999)

"David Beckham is Britain's finest striker of a footballer not because of God-given talent but because he practices with a relentless application that the vast majority of less gifted players wouldn't contemplate." ▪

The Personality Pyramid

The Inner Core



Courage, Character, Chemistry

- Courage:

- Confronting fear, continuing to dream and daring to risk failure

- Character:

- Doing THE RIGHT THING with & without supervision
- “The truth of the matter is that you always know the right thing to do. The hard part is doing the it.” — *General Norman Schwarzkopf*

- Chemistry:

- Championship teams connect to play for one another
- “Talent wins games, teamwork wins championships” — *Michael Jordan*

COURAGE



Successful Coaches Handle Criticism

“Criticism is often useful, and praise is often deceitful.”

- *Sir Winston Churchill*

➤ The Source?

- Qualifications of the person offering the Criticism?
- Basis of the Criticism?
- Motive for the Criticism?

➤ The Accuracy?

- Define the “water”
- Define the “sand”
- Determine the “goal”

➤ Your Response?

- Anger, defensiveness, denial, blame, attack or withdrawal



As a coach you have to learn how to turn criticism into your most valuable ally.

BALANCE, BELIEF

- Balance:

If the task requires single mindedness of purpose, the act needs a well-balanced performer.

- Belief

“Only when I truly believe will I forgo the weariness of competition and soar to new heights as I taste the sweet flavor of success.”

BE CONFIDENT:

Believe in yourself. If you don't believe in yourself don't expect others to. You have to believe.

Consider this:

If you don't have time to do it right the first time when will you have the time to do it over again?

Confidence:

Having unshakeable self/team-belief in your ability to achieve team competition goals. Have an unshakeable self/team-belief that we possess unique qualities that makes us better than the opposition

The Personality Pyramid

The Inner Core



ATTITUDE

“You can only take charge of your life when you take control of your attitude.”

Your attitude determines your altitude

“Not everything that is faced can be changed;

But nothing can be changed until it is faced”

James Baldwin

More importantly, it is about Attitude Control



**FROM WHAT
POSITION DO
YOU SEE THE
CHALLENGE?**

**It's not the
size of the
dog in the
fight, but the
size of the
fight in the
dog!**

BE ACCOUNTABLE:

Accept responsibility and know the consequences. Find a way to make a difference and shift the odd in your favor.

LIFE IS TOUGH
\$#@% HAPPENS

LEARN TO DEAL WITH IT



BE GOAL SPECIFIC:

A goal is your dream in writing, measurable, identifiable and attainable with a deadline.

Consider this:

If you don't know what you want or where you are going you'll never achieve anything by design. Champions win because they eliminate errors by being prepared to make the most of every opportunity.

As a coach it is our responsibility to get everyone to strive to reach collective goals

•G

Good — repetition, repetition, repetition, repetition.

•O

Organized — the more I prepare the less mistakes I make.

•L

Lucky- the more I practice the luckier I get.



SMART GOALS

SPECIFIC
MEASURABLE
ACHIEVABLE
REASONABLE
TIMELY

WHAT ARE YOUR GOALS?

TEAMWORK



T- TOGETHER
E- EVERYONE
A- ACHIEVES
M- MORE

TEAM QUALIFICATION CONTRACT

BE ON TIME

DON'T WHINE

DON'T WAIT TO BE ASKED TO DO SOMETHING

DO IT WHEN YOU SHOULD NOT WHEN YOU HAVE TO

TEAM QUALIFICATION # 1

BE ON TIME

Don't lose the fun of the game because time waits for no one



You can't help
getting older,
but you don't have
to get **old.**

(GEORGE BURNS)



SET THE EXAMPLE DON'T EVER BE LATE

A priest was being honored at his retirement dinner after 25 years in the parish. A leading local politician and member of the congregation was chosen to make the presentation and give a little speech at the dinner. He was delayed, the priest decided to say a few words while they waited.

"I got my first impression of the parish from the first confession I heard here. I thought I had been assigned to a terrible place. The very first person who entered my confessional told me he had stolen a television set; and, when questioned by the police, was able to lie his way out of it. He had stolen money from his parents, embezzled from his employer, had an affair with his boss's wife and taken illegal drugs. I was appalled.

But as the days went on I knew that my people were not all like that and I had, indeed, come to a fine parish full of good and loving people."

Just as the priest finished his talk, the politician arrived full of apologies at being late. He immediately began to make the presentation and gave his talk.

"I'll never forget the first day our parish priest arrived," said the politician. "In fact, I had the honor of being the first one to go to him in confession."

Moral of the story: **BE ON TIME**

TEAM QUALIFICATION # 2

DON'T WHINE



Someone has a worse job than you.

*Let us complain
less and give
more!*

TEAM QUALIFICATION # 3

**DON'T WAIT TO BE ASKED TO DO
SOMETHING**

Though sometimes, you should check first of all!

TEAM QUALIFICATION # 4

DO IT WHEN YOU SHOULD
NOT WHEN YOU HAVE TO

I won't

I can't

I'd like to

I'll try

I can



Never ever give up!



NOTHING IS EASY

**Winners
never quit
and quitters
never win.**

The End