



AVERAGE TO ELITE

A 1 DAY WORKSHOP LINKING PERFORMANCE ANALYSIS TO EFFECTIVE COACHING

Who Is It For?

- Directors of Football
- Managers
- Academy Managers
- Lead Coaches
- Coaches
- Performance Analysts
- Sports Psychologists
- Coach Educators
- Students

When Is It?

Wednesday 4th February 2015

10:15 to 16:15

Where Is It?

Holiday Inn Rotherham-
Sheffield.
M1, Jct 33 (3/4 mile)
West Bawtry Road, Rotherham,
S60 4NA

Cost

£60

Inclusive of refreshments and
lunch.

15% discount for club

bookings of 3+ please contact
johnbilton@mac.com

+44 7921 751 100

Bookings @
iperformancefootballcoaching.com

This introductory workshop is about utilizing the tool of performance analysis to develop coaches, teams and players holistically. Coaches and players who strive to become elite are driven from the inside to out through self learning, self esteem, self efficacy, passion etc.

Why performance analysis? This tool allows us to determine the Performance Standards (PSs) of elite teams and players to a criteria. We then analyse our teams(s) and players to determine their PSs to the same criteria as the elite, this then highlights the GAP in performance. A purposeful training programme is then planned and delivered based on the evidence and our experience in order to reduce the GAP - Evidence Based Coaching.

The team's PSs are then continually assessed in each match to determine the effectiveness of the training program and the delivery of the practices. Post match team meetings develop both accountability and responsibility within the players as they take ownership for their development. Game awareness is also a major spin off.

In addition the coach becomes more responsible and accountable as he/she moves away from the "we have always done it like this" mentality of working to one of working strategically

This programme was successfully implemented in the youth academy at Fenerbahce S.K. Istanbul and parts of the programme in two English academies.

You will no doubt be asking what is our knowing for knowing what is an elite team! Elite teams are defined as those that are capable of frequently scoring **3+** goals in a game. We have analysed winners and losers with 1, 2 and 3+ goal performances and there is certainly a difference in PSs.

PSs have been established from 500+ matches at all levels, abilities and ages ranging from World Cups and UEFA international competitions from U17 to senior men and women, UCL, EPL, Bundesliga, La-Liga, English and Turkish Academies U14 to U21 and many others.

The Days Programme

10:15 Evolution of the revolution

How we got started with the programme and what is the link between 3+ goals per game and elite teams?
What are the performance standards of elite teams?

11:15 Establishing your performance standards.

What why and how to analyse by using basic note taking and or analysis software. How to start influencing your coaching process by doing basic but important analysis from pitch side or by using analysis tools.

12:30 Lunch break.

13:00 Making meaning of the data to move onto the training ground.

Making effective use of analysis to influence your philosophy, strategy, tactics, training programme and effective purposeful practices.

14:00 Holistic development & leading the change

Dealing with important considerations for successfully introducing and producing a holistic approach within your football club. *(Keith Mincher)*

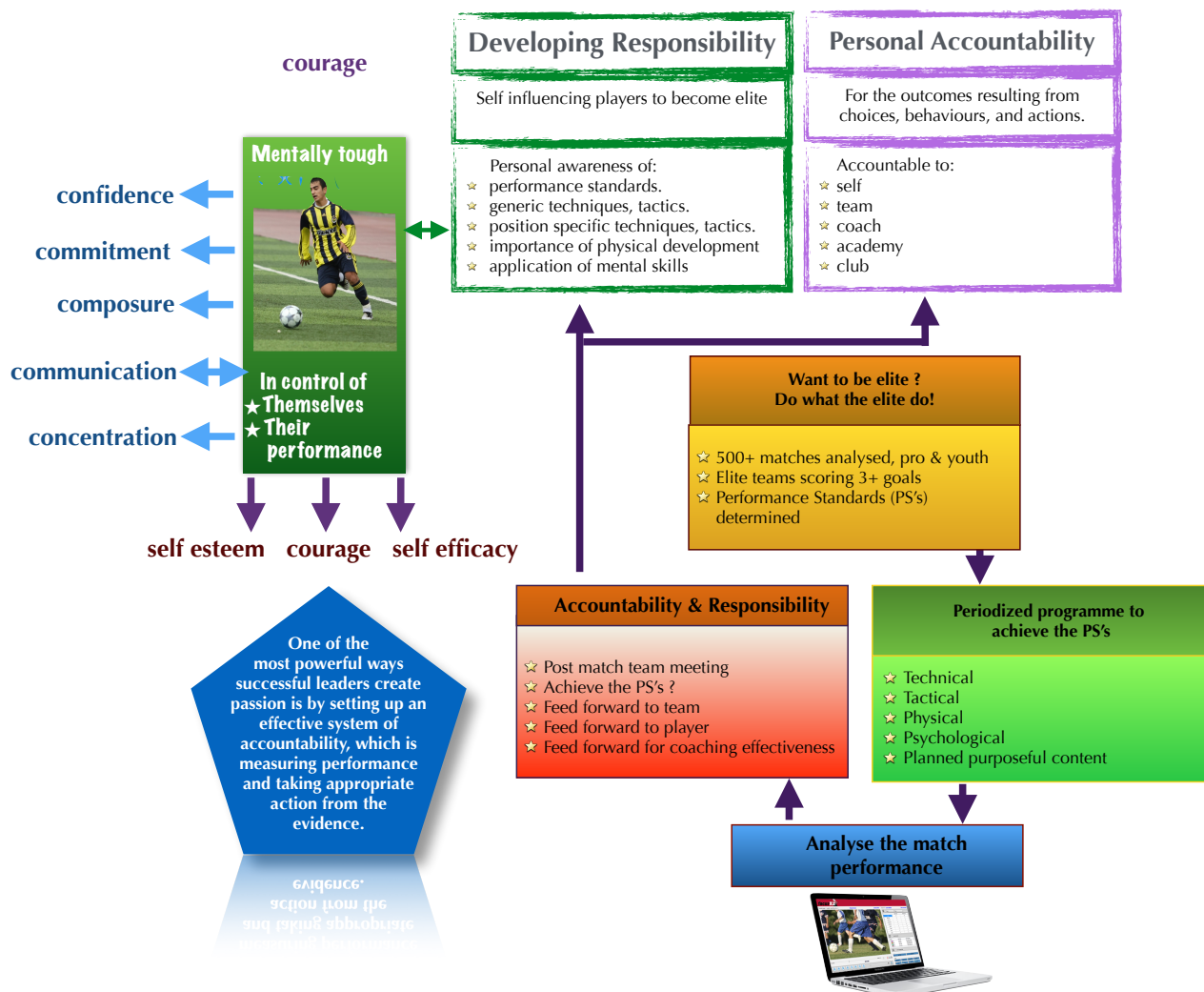
15:00 Post match meetings

What, why when, and how to effectively share with your players to develop game awareness responsibility and accountability.

16:00 Review, questions.

16:15 Close

Creating The Inner Drive - The True Holistic Approach



This is not an academic model of working but a revolutionary system that evolved over time.

Some examples of analysis of our elite programme.

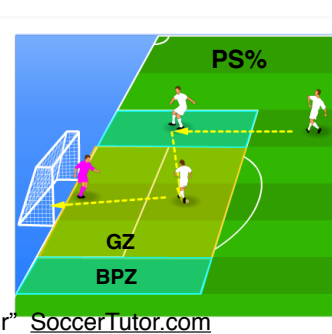
Performance Standards - Possession entries into A
Success rates %



Attacking centrally from the
Central Attacking Zone (CAZ)



Attacking down the sides from
the Box Passing Zone (BPZ)



Every academies playing philosophy is that of playing through the thirds. This is their preferred style as they strive to develop elite players. Through effective match analysis you are objectively able to answer the following questions ...

- * Can our team(s) successfully play through the thirds?
- * Can they emulate elite teams?
- * What is our success rate of gaining an attacking third possession entry from D & M ?
- * What are the demands and challenges that need to be addressed?
- * By monitoring this allows you to determine the effectiveness of your training programme.

When Elite teams gain a possession entry into the attacking third they have a plan.

Average teams also have a plan. It consists of a staple diet of crosses, set plays, regained possessions and long range strikes. Is this the most productive way of developing elite players and scoring goals?

- * Elite teams will score 60%+ of their goals through the 2 zones shown above.
- * Is your training programme designed to develop the high levels of techniques and skills, awareness and tactical ability to play as elite teams play?
- * This and other aspects of your play in the attacking third should be monitored including
- * Individual & teams strike outcomes.
- * Goalkeepers distribution.
- * Possession retention into the attacking third from throw ins in D & M.

As your coaches & players start to embrace this approach "inner drive" is the king!

Workshop Tutors: John Bilton, Main programme. Keith Mincher, Holistic development.

John Bilton was the Technical Co-ordinator and Coach Educator at Fenerbahce S.K. Academy, Istanbul, Turkey. Assisted by Dr. Peter Usher a Canadian sports psychologist, analyst and former coach, the programme evolved and included all teams from U14, 15, 16, 17, 18 and 21. Research continues as teams at all levels are being continually analysed for trends etc.

John is now introducing the programme in the Chesterfield F.C. Academy programme. Some elements were also introduced in the UEFA A and Pro-Licence courses for the Turkish F.F. and the Cyprus F.A. Pro-licence.

John's work includes 4 years at Leeds United Academy as the director, 4 years at Rotherham United in a similar role and the national school in Singapore amongst others.

Keith Mincher was the head youth coach at various clubs including Leeds United and Sheffield United from 1981 to 1998. From 1998 to the present day he is a consultant in the areas of Performance Coaching-Psychology and Communication to a number of professional clubs both at senior and youth level and businesses and organisations. This included the England Men's U21 team from 2009 to 2013.

Presently Keith is an FA Tutor and is co-authoring the new Psychology Module for the UEFA A Licence. He also sat on the FA Psychology Advisory Panel from 2008 to 2013.

This Workshop is available worldwide in the format shown above or in more detail. Practical sessions may also be included.

We are also available for consultation work in clubs, colleges, national and regional associations, leagues and associations.

For further information please contact johnbilton@mac.com