

HE'D ALWAYS LOVED FAST THINGS...CARS, BIKES, JETS, CHEETAHS,
SHARKS, 50 MEG BROADBAND, INSTANT MESSAGING, PIZZA, CRAZY
SPED-UP KUNG-FU FIGHT SCENES, PREDICTIVE TXT, SPEED-DIALING,
SPEED-DATING...AND NOW THESE BOOTS...



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240 hours one licence to thrill

England U17s boss John Peacock sees a bright future as more coaches gain UEFA's Pro Licence

UEFA's Pro Licence is the most prestigious certificate that a manager or coach working in the elite game can hold. In many of Europe's major football nations it is a mandatory requirement if you want to coach at the highest level, and it's a necessity for any club that wishes to enter the UEFA Champions League.

John Peacock, The FA's Head of Coaching and UEFA's Pro Licence Course Director, recently oversaw the graduation of the 2009-10 Pro Licence students, and also welcomed the new intake for 2010-11 onto what will be The FA's tenth year running the course.

Unlike UEFA's A-Licence course, which features significant amounts of practical coaching, the Pro Licence award looks at the wider issues crucial to successful management at the top level of the modern game.

"The focus is much more on the management side," says Peacock. "Things like handling professional players, dealing with leadership issues and

controlling finance. The course helps to make candidates aware of all the different management issues."

Also included on the 240-hour course are modules on the importance of strategic planning and the ability to evaluate performances across a whole season. It also covers the preparation of individuals and teams for key games, as well as the ability to analyse your own strengths and weaknesses as a coach or manager. And guest speakers from across the worlds of sport and business are invited to speak – something that Peacock feels helps the process of self-reflection and individual analysis.

"We are constantly challenging ourselves as managers and coaches, and we don't often have time for self-reflection. It's sometimes nice for the presenters to pick our thoughts and get us to think, 'Are we doing this right?' or 'What can we do to add that extra five per cent to improve our performance?'"

"With the quality of presenters we invite, it stimulates your thinking about all aspects of management, coaching and leadership. The content of presentations

encourages candidates to leave the course and re-evaluate what they are doing. Hopefully it will help them to improve in their roles."

The quality of English coaches and the structure of the coaching system has come under intense scrutiny recently following the England Senior side's failure to reach the World Cup Quarter-Finals in South Africa. However Peacock, who as England U17s Head Coach led the team to European Championship glory in May, speaks about the importance of striking a balance and the need to be patient.

"Things are not all doom and gloom," he says. "It's amazing that when you have success – and I've been fortunate enough to enjoy some with the U17s – everything looks fantastic. And then we don't do so well in something else and things are suddenly desperate. We have to get a balance."

"We constantly review and update the course, and introduce qualifications and awards where appropriate. In fact we evaluate everything we do. I think there's a misconception out there that we're back in the dark ages, and that English coaches

Newton's new laws

West Brom coach Eddie Newton is changing his approach after gaining his UEFA Pro Licence

When Eddie Newton left Chelsea to join Birmingham in 1999, the face of English football had changed irreversibly. The Stamford Bridge club was unrecognisable to the one he'd represented after the influx of foreign stars brought alternative approaches to diet, practice, stretching and learning.

And it certainly changed the way Newton looked at the game. Now, working alongside former team-mate

"British coaches must up their standards and fight against European managers, as they're the ones landing the major jobs"

Roberto Di Matteo, West Bromwich Albion's assistant head coach is hungry to take any learning experience or opportunity that's presented to him.

Completing the year-long UEFA Pro Licence has satisfied the former midfielder's appetite for further knowledge about the game.



“England has got some outstanding young managers coming into the game. They just need the time to develop, and this is where the Pro Licence can help”

are no good. This view is absolutely, fundamentally flawed!”

The coaching expert reckons that if the correct preparation and the right opportunities come together, English coaches will flourish.

“We’ve got some outstanding coaches and some talented young managers coming through. As with anything they just need the right chance to come along, and importantly they need time to develop. I am acutely aware that in the winning business, time is sometimes not an option, hence the reason why preparing managers and coaches for the profession is a key objective.

“The requirement for mandatory qualifications to make the role what it should be – a licensed profession – is vital. And there are moves at the moment to put that into place right across the game. I’m not saying that qualifications are the be-all and end-all, and it doesn’t necessarily mean that those who have them will be fantastic at the job, but it gives them a real good grounding on many aspects of the game – not just in coaching but in management as well.”

What is the Pro Licence?

This qualification is the most prestigious in the modern game. It equips football coaches and managers with the skills to manage elite players at top clubs.

The training course covers a variety of key topics and skills, including planning and evaluating your team’s strategic programme, and how to influence key fixtures and important players, plus there are also specific modules on developing all-important interpersonal skills.

The UEFA Pro Licence is now a mandatory qualification for all major football teams across Europe, and increasingly across the world. And from 2004 onwards, any club that wants to participate in the UEFA Champions League must employ professionals with this certificate, and many believe the Pro Licence will soon become commonplace in the UK.

There are now a string of top-flight managers and coaches in Britain with the qualification.

“The chance to share life experiences with your peers, other coaches and managers on the course – that’s what I really enjoyed,” he says.

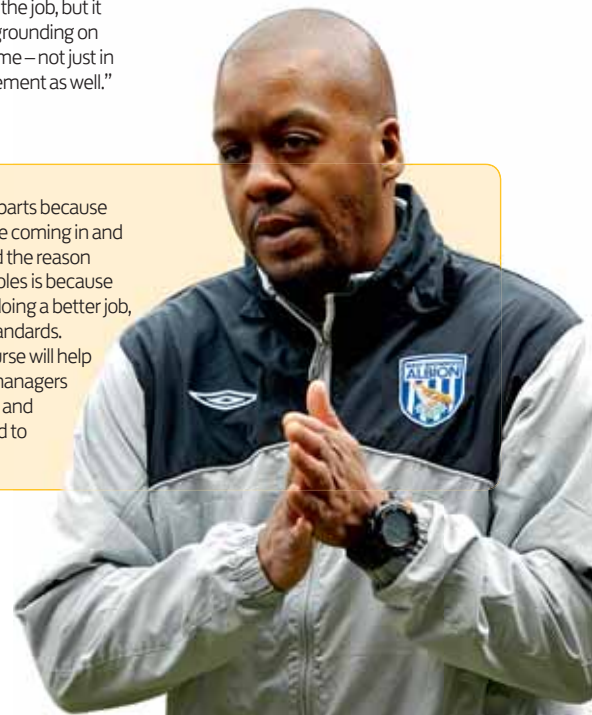
“Hearing those experiences is vital, whether it’s course directors on their experience of England youth teams and how they dealt with tournaments, or managers who come in and tell us how they’re running the day-to-day logistics of their football club. The course applies to

all the practical aspects of management – the fundamental aspects of the life you’ve chosen to go into,” says The Baggies coach.

The former Birmingham City man is one of a group of aspiring young English coaches who are planning for a successful career in the game in this country. But Newton is under no illusion about the task that lies ahead. “British coaches have got to up their standards and fight against

their European counterparts because they’re the ones who are coming in and getting the big jobs. And the reason they’re getting the big roles is because they’re successful and doing a better job, so we need to up our standards.

“The Pro Licence course will help lots of young, aspiring managers to formulate their goals, and visualise what is required to achieve them.”



Three Lions call out to the nation

England's players are urging the nation to join them and 'Get Into Football' as they step out for a brand new qualifying campaign.

Fabio Capello's Three Lions squad have been supporting The FA's grassroots football and coaching message hoping to inspire people across the land to get involved in the nation's favourite game.

The initiative is designed to drive prospective grassroots participants to find a team, get into refereeing, or coaching and learn about The FA Youth Award.

Before their match against Hungary in August Fabio and the squad were joined by several grassroots coaches, who watched an entire training session at London Colney.

In England 190,000 people have undertaken The FA's Level One coaching course in the last decade and almost 3,000 coaches have taken part in the new FA Youth Awards, a new path of courses developed by FA Learning

specifically for youth coaches. The course is split into three modules and includes an introductory module – and places can be booked via County FA's across the country.

The FA Youth Award is revolutionary in coaching young players and trains coaches to develop the right environment for young players to learn and improve, develop quality practice sessions according to differing player abilities and encourage problem solving, decision making, skill development and creativity from their players.

Furthermore, over 26,000 coaches have now engaged on the UEFA B Licence course, with 22,913 having completed part one and 3,186 having passed the full certificate. Nearly 1,000 coaches have completed their UEFA A Licence badge through The FA and 160 coaches in England possess a Pro-Licence, a mandatory qualification in most countries.

On an annual basis, the number of people qualifying for these top UEFA



coaching qualifications in England is now on a par with all of Europe's leading nations, and some of football's biggest names have recognised the quality of our instruction.

For more information, visit: www.TheFA.com/GetIntoFootball



FOLLOW THE LEADERS

Dave Lewis (coach far left) and Denise Carter (coach far right), who both met Fabio and the Squad, are Level 1 graduates...

DAVE LEWIS

BOREHAMWOOD YOUTH FC

What are the most rewarding aspects of coaching?

Seeing a player go all the way through. There have been one or two in the past, but in all honesty it's just the enjoyment the kids get out of it. I like to instil a sense of fun, win or lose. I would recommend it to anyone. A lot of managers have never kicked a ball in their life, but you don't have to know the game or play the game very well; that's why the level 1, 2, 3 coaching courses are there.

What would you say to anyone looking to get involved in football coaching?

Go for it, absolutely. There is a lot of fun involved and there's a lot to be done, but the end result of the coaching is brilliant. The enjoyment, seeing the kids having fun, pushing them forward... just get involved, it's great fun.

DENISE CARTER

KNEBORTH YOUTH FC

Why did you decide to do the Level 1 training course?

I wanted to teach football for some time but my son didn't think it was particularly cool to be taught by his mum. Luckily, Knebworth were just starting up their girls' football section and I got involved there. I've been at the club for three years, and it's great.

Did you find it easy finding the opportunity to get started?

I think if it's something you're really interested in doing, there are loads of clubs around that will help you get into coaching and do all the relevant courses and things – they'll make it easy for you. Loads of teams need support and help, so if it's not something you want to do yourself you can support other coaches in an assistant role. I would definitely recommend getting out there and doing it.



Stay ahead of the game

With coaching and playing trends in the modern game constantly evolving and changing, it is crucial for coaches at all levels to continue to stay up to speed with the latest changes in the game.

The FA Coaches Association provides essential support and advice for qualified coaches at all levels of the game. If you're keen to continuously develop your coaching knowledge and training then The FA Coaches Association is for you.

Membership benefits include:

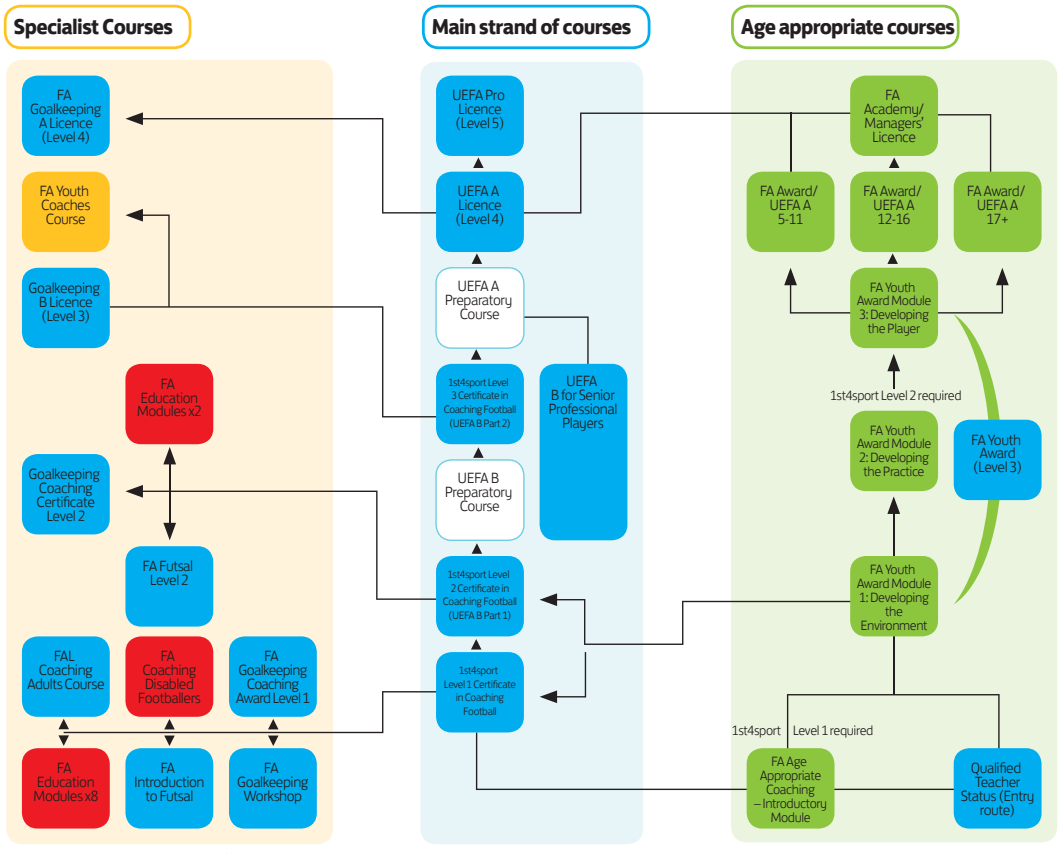
- Subscription to The FA's coaching journal delivered to your door
- Access to 'FACA Live' – the exclusive FACA Coaching website
- Information regarding free access to local coaching events run by your County FA
- Membership card confirming you are a qualified, fully CRB-checked coach

- Membership pack including mouse mat, lanyard, membership card wallet, course planner and course application forms
- Personal accident and liability insurance cover
- Exclusive discounts on FALearning courses

For more information and to get involved please visit: www.TheFA.com/FACA

COACHING OPTIONS

Here, we highlight the courses that can lead to a career in coaching, from bottom to top. Turn the page to find out how you can get involved...



FOOTBALL NEEDS YOU



Our target is to recruit 50,000 new trained coaches by 2011 and 8,000 new referees by 2012. If they can make a difference to football, what's stopping you?

Get into Football

TheFA.com/FootballNeedsMe



Make a difference The big recruit is on, can you help?

During September and October, The FA told the nation's workforce 'Football Needs You'. The message is part of a new campaign to inspire mechanics, teachers, accountants, DJs and everyone who loves football to take their first steps to becoming a grassroots coach or referee. The inspirational new Football Needs' campaign supports The FA's push to recruit 50,000 new Level 1 coaches by the end of 2011 and 8,000 new referees by the end of 2012.

A nationwide advertising campaign featured Jaz Dhami, an international singer, headteacher Manisha Tailor and air steward David Green, all of whom

retain their passion for coaching and refereeing while juggling their busy professional careers.

Singer Jaz Dhami commented: "After spending time away from football to pursue my music career I returned to England and wanted to give something back to my local community.

"By getting into coaching I'm sharing my passion for the game and providing young Asian footballers with a pathway into the game."

The campaign is part of the FA's wider Get into Football project, in association with coaching partner McDonalds and refereeing partner Carlsberg.

Diary for your dates

Make sure you don't miss any important dates in the football calendar by buying the official FA Diary for 2010-11.

It's available to buy online from The FA Learning Shop for just £5.50. The diary is on sale alongside a host of official

FA publications, such as *The FA and England Yearbook* (£7.99), which reviews England teams and FA Competitions from last season, including the world's biggest knock-out tournament, The FA Cup. It's also packed with facts from the past twelve months, plus historical details.

The FA Learning shop also stocks coaching and refereeing manuals, DVDs and equipment and much, much more. Log on to www.TheFA.com/FALearningShop for the full range of products.



The Future Game

Where is football going in the future?

How has the game changed over the past ten years? And how should we prepare England's young players so they can cut it at the highest levels of football?

These questions and more are addressed by The FA's brand new publication, *The Future Game*. The guidelines, which were developed by The FA's coaching staff and have been

distributed to all Premier and Football League clubs, outline The FA's vision for the development of young players.

The document addresses future requirements for young players in top-flight football, and includes development guidelines for specific player age ranges.

"This is a vital document for the

future of the English game," said Sir Trevor Brooking, The FA's Director of Football Development. "If we are serious about developing world-class players for the England team, then this is our starting point.

"It has been decades since The FA last produced a technical document aimed at reviewing the state of the game – one that looks into the future and outlines how to develop young players so they are able to contest at the highest levels of world football."

The Future Game costs £20 and is available online at TheFA.com/FALearningShop.



START AT LEVEL ONE

If you've ever thought about getting into coaching, there are courses going on all around the country...

To find a course near you
Call FALearning on 0870 8500 424

Ever fancied yourself as a football tactician? Think you could develop and motivate players? If so, then why not become a qualified football coach?

The Level One Certificate prepares you for life as a coach and there are courses available around the country. To find out if there is an opportunity near you call FALearning on 0870 8500 424.

The Level One course provides an introduction to the organisation and delivery of safe and enjoyable sessions for players. It will provide practical drills such as the Robin Hood, featured below, which aim to develop players' technical skills such as shooting, turning with the ball and heading. It is ideally suited to those working with groups of young players and/or teams. Aspiring coaches will also learn about The FA's Long-Term Player Development programme and how they should be addressing the 'four corners' of a player's development: Technical, Physical, Social and Psychological. The courses are delivered by your local County FAs and contact details can be found at www.TheFA.com/CountyFA

Learn the courses

The Level One course includes drills like this, the Robin Hood, aimed at developing young players

FOCUS:

Main focus

Running with the ball

Top tips

- Observation
- First touch
- Travel quickly and efficiently
- End product – pass / control / shoot

ORGANISATION:

Initial set-up

- Split into groups
- Place balls in the middle: with one player from each team at a time, teams try to retrieve the most balls

Top tips

- Observation
- Add challenges – touch / parts of feet / steal from other teams
- Make the area bigger

OUTCOMES:

Technical

- Running with the ball
- Turning
- Dribbling

Physical

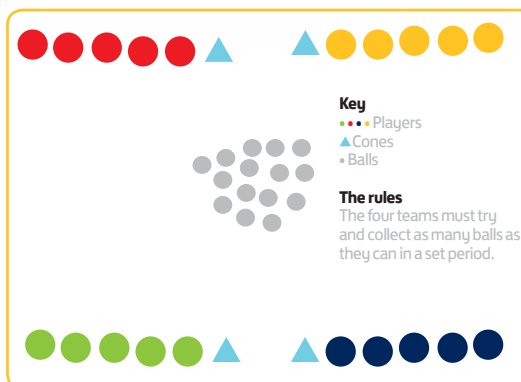
- Running / change of pace
- Turning
- Balance
- Co-ordination

Social

- Communication
- Decision making
- Team work

Psychological

- Focus
- Observation





THANKS DAD

You think you're 'supporting' your son. His team-mates think he's a loser because his Dad mouths off from the sidelines.

Are you losing it?

Respect



TheFA.com/respectguide