

FC BAYERN MÜNCHEN

DEVELOPMENT OF YOUTH COACHES AT THE FC BAYERN CAMPUS

SUCCESSFUL CLUB CASE STUDY



DEVELOPMENT OF YOUTH COACHES AT THE FC BAYERN CAMPUS

THE PAST AND THE PRESENT

WHERE ARE WE COMING FROM AND WHAT HAS CHANGED OVER THE YEARS?

DEVELOPMENT OF YOUTH COACHES AT THE FC BAYERN CAMPUS

UNTIL 2017



DEVELOPMENT OF YOUTH COACHES AT THE FC BAYERN CAMPUS

FROM 2017



DEVELOPMENT OF YOUTH COACHES AT THE FC BAYERN CAMPUS

VISION

WHAT DO WE WANT TO ACHIEVE AND CREATE?

OUR GOALS...



Development of professional football players

- football skills
- Understanding of the game
- top-athlete

And a strong personality

- Player with heart
- Reflective and active playmaker
- Winner on and off the pitch
- Team player

“MIA SAN MIA”

OUR WAY IN TERMS OF COACHES’ DEVELOPMENT



Learning environment and individual development

- Create a learning environment within the teams and the coaching staff
- Create a learning community among coaches
- Work individually with each coach
- Maintain continuity in coaching staff

DEVELOPMENT OF YOUTH COACHES AT THE FC BAYERN CAMPUS

OUR COACHES ACADEMY

WHO WORKS WITH THE COACHES?

OUR COACHES ACADEMY

The decision maker shouldn't be the developer!



COACHES ACADEMY STAFF

Martin Lanzinger



FC Bayern Campus

Ernst Thaler



Lorea Urquiaga



Christian Luthardt



PRINCIPLES FOR OUR TRAINING

HOW SHOULD A TRAINING AT OUR CAMPUS BE LIKE?



HOW SHOULD A TRAINING AT OUR CAMPUS BE LIKE?

Basic principles

Principles for planning and organisation

Principles for coaching



HOW SHOULD A TRAINING AT OUR CAMPUS BE LIKE?

The game is the way.

We create a holistic learning environment.

Principles for planning and organisation

Principles for coaching



HOW SHOULD A TRAINING AT OUR CAMPUS BE LIKE?

The game is the way.

We create a holistic learning environment.

Our training has a specific goal and is planned according to our goal.

Our training is simple and efficient.

Principles for coaching



HOW SHOULD A TRAINING AT OUR CAMPUS BE LIKE?

The game is the way.

We create a holistic learning environment.

Our training has a specific goal and is planned according to our goal.

Our training is simple and efficient.

We want detailed coaching and the player has an active role in our coaching.

We detect learning opportunities and try to get the maximum out of them.



DEVELOPMENT OF YOUTH COACHES AT THE FC BAYERN CAMPUS

PROFILE OF A CAMPUS COACH

WHICH COMPETENCES SHOULD A COACH AT OUR CAMPUS POSSESS?

PROFILE OF A CAMPUS COACH

FOOTBALL COMPETENCE

DIDACTIC COMPETENCE

**EDUCATIONAL +
SOCIAL COMPETENCE**

SELF-COMPETENCE

SKILLS

PERSONALITY

CHARACTER

ATTITUDE

SELF-KNOWLEDGE

COACHING COMPETENCE



DEVELOPMENT OF YOUTH COACHES AT THE FC BAYERN CAMPUS

DEVELOPMENT OF OUR COACHES

HOW DO WE WORK WITH OUR COACHES?



WORKING PROCESS

1st step

- individual meeting with each coach to detect his areas of development

2nd
step

- forming an individual plan (measures and time frame) for each coach

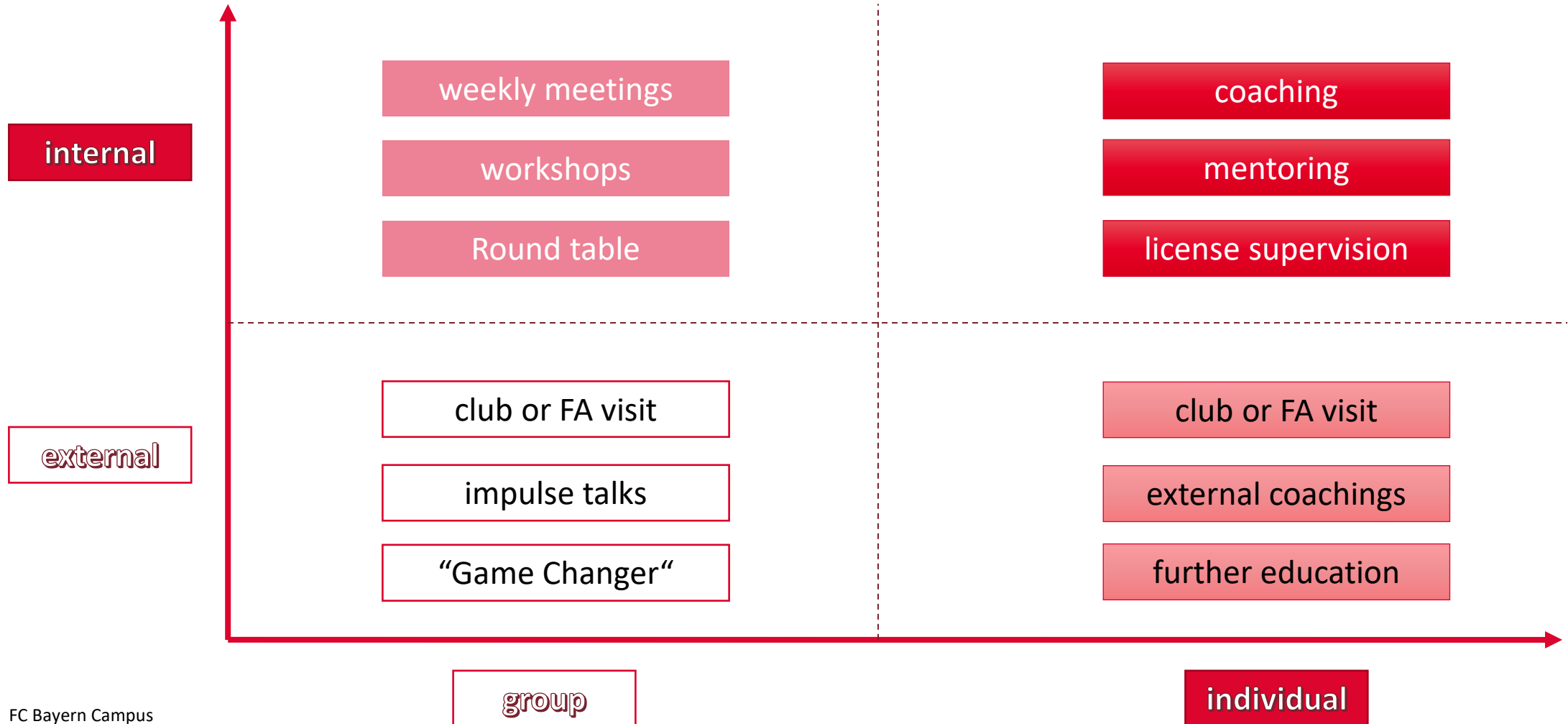
3rd step

- individual work with the coach (or other measures)

4th step

- individual meeting to finalise the mentoring/coaching phase and draw conclusion for the next phase or the upcoming time

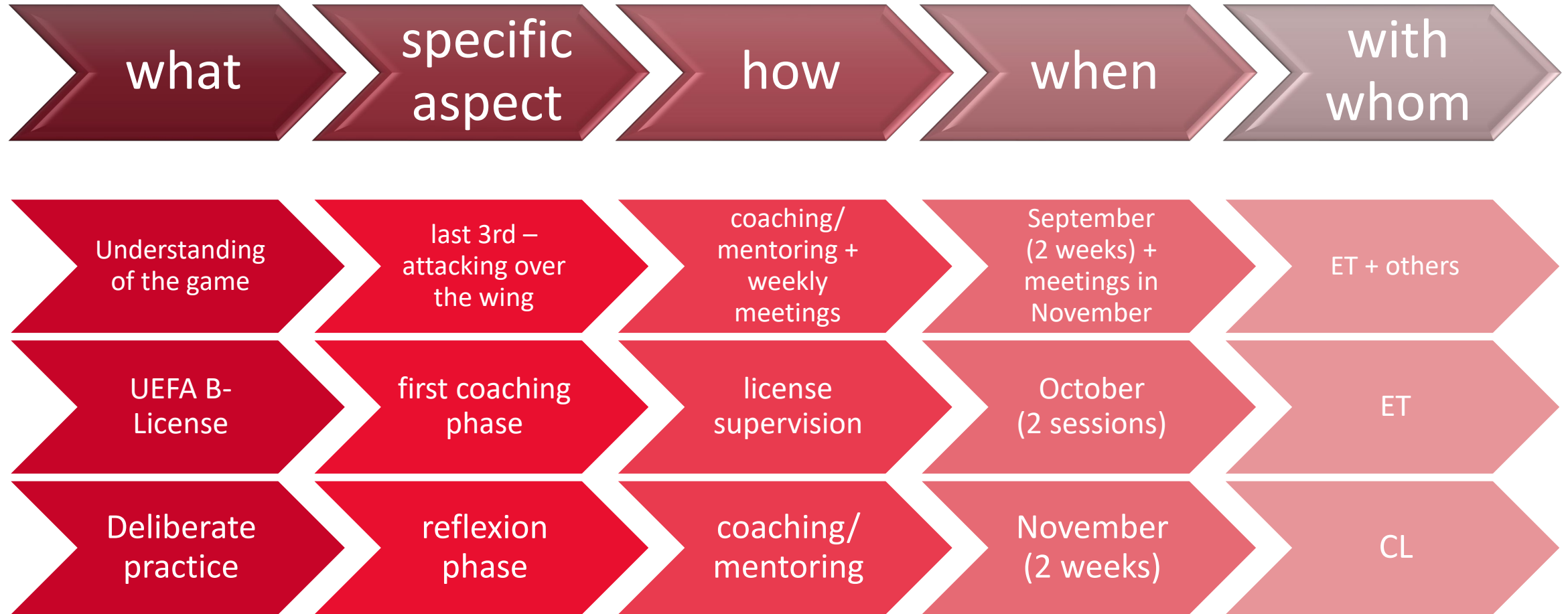
WHAT WE DO...



DEVELOPMENT OF YOUTH COACHES AT THE FC BAYERN CAMPUS

EXAMPLE

COACH MAXIMILIAN MUSTERMANN

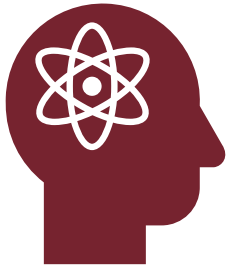


CHALLENGES

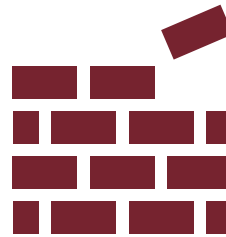
WHAT CHALLENGES DO WE FACE AT THE MOMENT?

WORK IN
PROGRESS

THREE OF OUR CHALLENGES



Complex profile for people
who work with coaches



Resistance within some
coaches to work with us



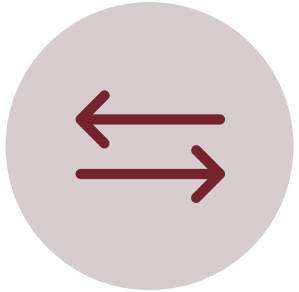
Building trust within the
coaches as a first step

DEVELOPMENT OF YOUTH COACHES AT THE FC BAYERN CAMPUS

POSSIBLE COLLABORATION

HOW WE COULD HELP EACH OTHER?

AREAS OF POSSIBLE COLLABORATION



CLUB VISITS



KNOWLEDGE
EXCHANGE



OTHER FORMS?



QUESTIONS?



An aerial photograph of the FC Bayern Campus in Munich, Germany, taken at sunset. The campus features several large green football pitches, a central modern building with a blue roof, and a red running track. The surrounding area is filled with trees showing autumn foliage in shades of yellow and orange. In the background, the city of Munich and distant mountains are visible under a soft, orange-hued sky.

THANK YOU VERY MUCH!