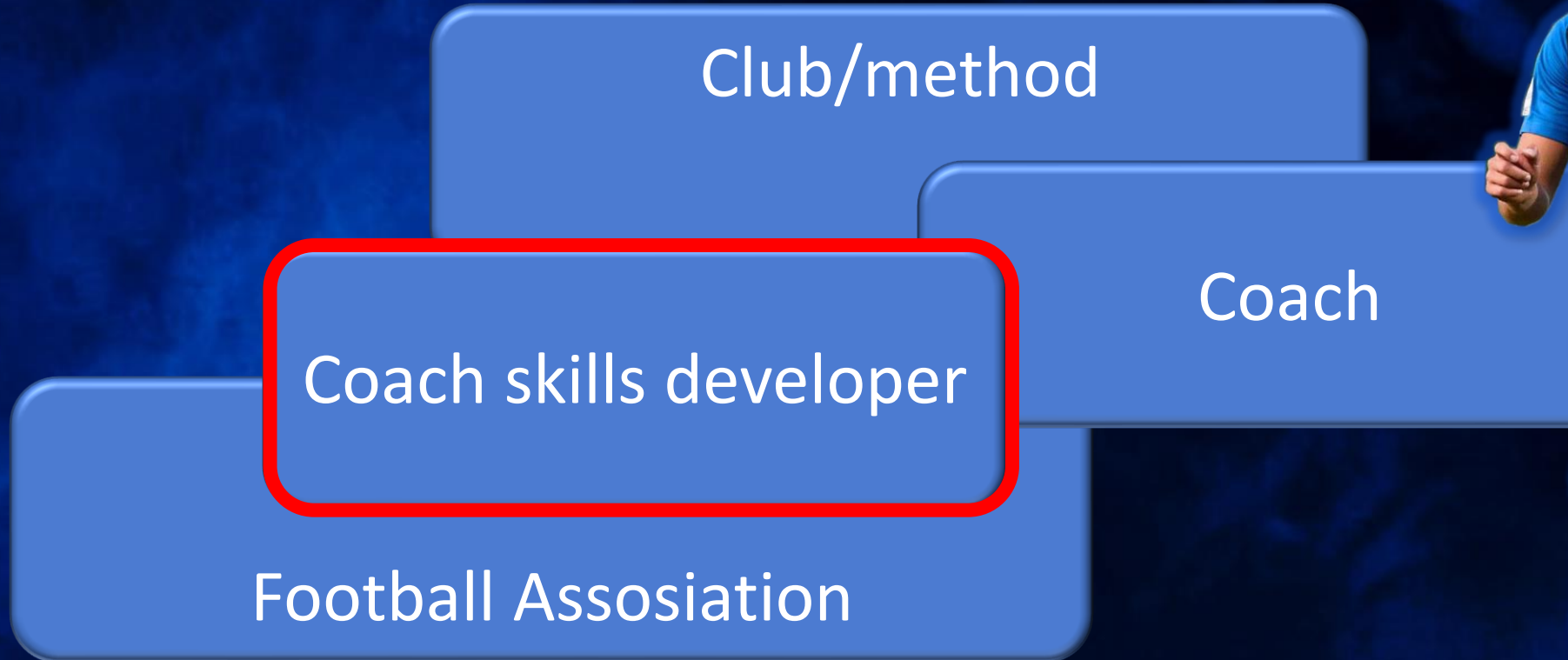




Coach development

2019-2023

Focus on **DEVELOPING** the coach







Finnish FA
Close co-
operation
office in
Stadion



**VERITAS
STADION**
8000+ capacity
Gym, Offices,
Classrooms,
Player- &
Coach Lounge

PLAYERS
Boys, girls,
special needs,
men, women

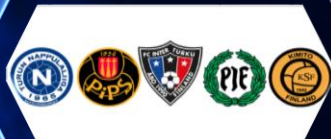


RESTAURANT



**HOME OF
INTER FAMILY**
Kupittaa area

**PARTNER
CLUBS**
TuNL, PiPS, PIF,
KSF



VENUES
3 artificial
grass
3 grass



FIRST TEAM
Veikkausliiga
(League)



**ADMINISTRATI
ON Sports**
director, Club
administration



TALENT COACH
Timo
Paasolainen



OFFICE
Media,
secretary



**HEAD OF
COACHING**
Jani Mäenpää



Partner Clubs

FC Inter Turku (Inter)

Turku: 195 000

600 players, 80 coaches

Turun Nappuliiga (TuNL)

Turku: 195 000

1300 players, 80+ coaches

Piikkiön Palloseura (PiPS)

Piikkiö: 8 000

260 players, 40 coaches

Kimito Sport Förening (KSF)

Kimito: 7 000

170 players, 20 coaches

Pargas Iddrots Förening (PIF)

Pargas: 15 000

370 players, 50 coaches

270 coaches

- *all junior coaches are part time or voluntary*

2700 players (boys and girls in every club)

10 Full time employees in junior football

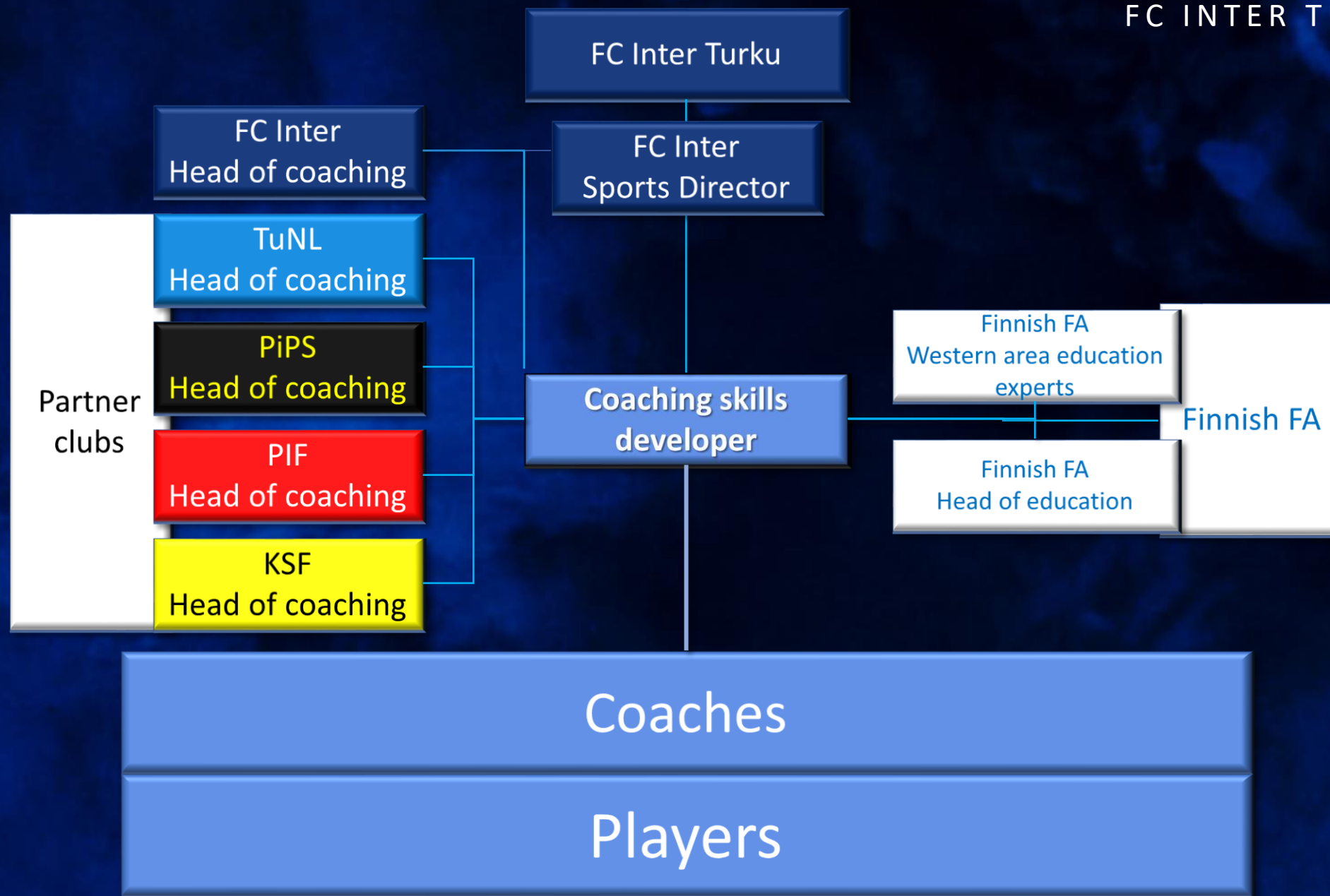
Competitive men's teams:

Veikkausliiga (Finish league) FC Inter

Ykkönen (1st division) PIF

Language: Finnish and swedish







FOOTBALL FOR EVERYONE

Strategic objectives

GROWTH AS AN ATHLETE AS THE STARTING POINT FOR ACTIVITIES

GOAL-ORIENTED LEADERSHIP OF NETWORKED CLUBS

THE GREATEST SPORT ON AND OFF THE FIELD

A PROGRESSIVE FOOTBALL ASSOCIATION OF CLUBS

Strategy options and objectives

A trained and competent coach for every player

Competent club leadership

Increasing number of players

User-friendly digital services

Supportive operating environments in the clubs to enhance quality of everyday-life

Quality player paths through cooperation with clubs

Communication strengthening the football community

Analysis and research data to support decision-making

National team activities to promote the development of top-class football

Valued role of clubs in their local communities

A commercially interesting sport with attractive conditions

An organisation that meets the needs of the clubs

Competitions to serve player development needs

Indicators

Number of competent coaches in relation to the number of teams

International rankings of clubs and national teams

Number of full-time employees in the clubs

Number of players

Satisfaction of the clubs with the services of the Football Association

VISION 2030

A SUCCESSFUL FOOTBALL NATION - A PROMOTER OF WELL-BEING

Objective 1: Growth as an athlete as the starting point for activities

Goals

Strategy season projects to be implemented in pursuit of these goals

A trained and competent coach for every player

We will develop the core competencies of children's coaching in the club environment

We will support the continuous learning of goal-oriented coaches

Supportive operating environments in the club to enhance quality of everyday life

We will support growing as an athlete together with the parents

We will facilitate the reconciliation of sport and school

We will build academy environments¹ for 16-20-year-olds

We will strengthen the quality of girls' activities

National team activities to promote the development of top-class football

We will step up cooperation between regional and national team activities and the clubs

We will expand national team activities in preparation for international requirements

Competitions to serve player development needs

We will further develop competitions to meet the needs of player development and recreation

We promote the recruiting and retaining of referees in all areas

Finnish FA COACH PATHWAYS



COACHES:

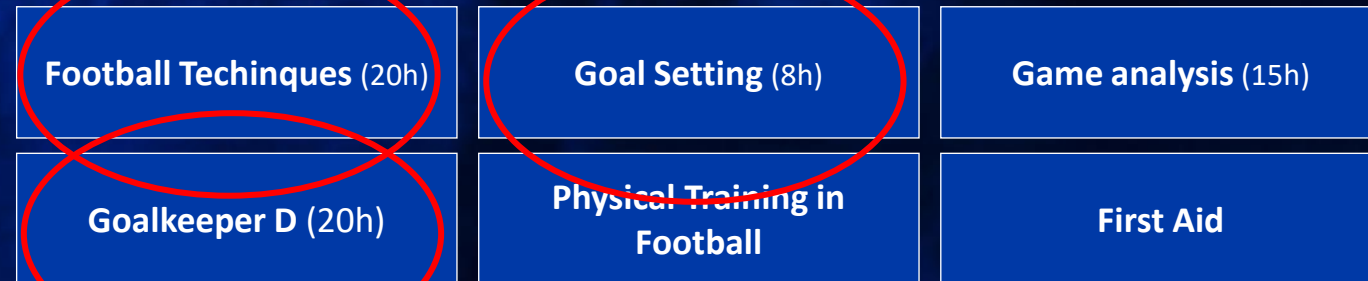


GOALKEEPER COACHES:

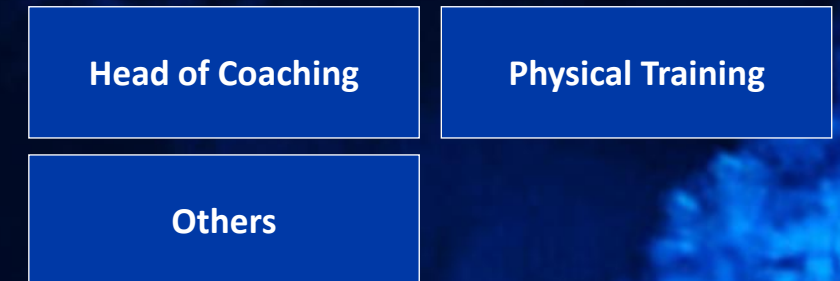


THEMA COURSES

Optional thema courses (min. 1 before UEFA C and in the suitable place for your development)



SPECIAL COURSES



Moving from the goalkeeper coaches pathway to coaches pathway will happen by updating the important contents.
UEFA Youth B and Elite Youth A are new UEFA certificates and will be ready in year 2021.

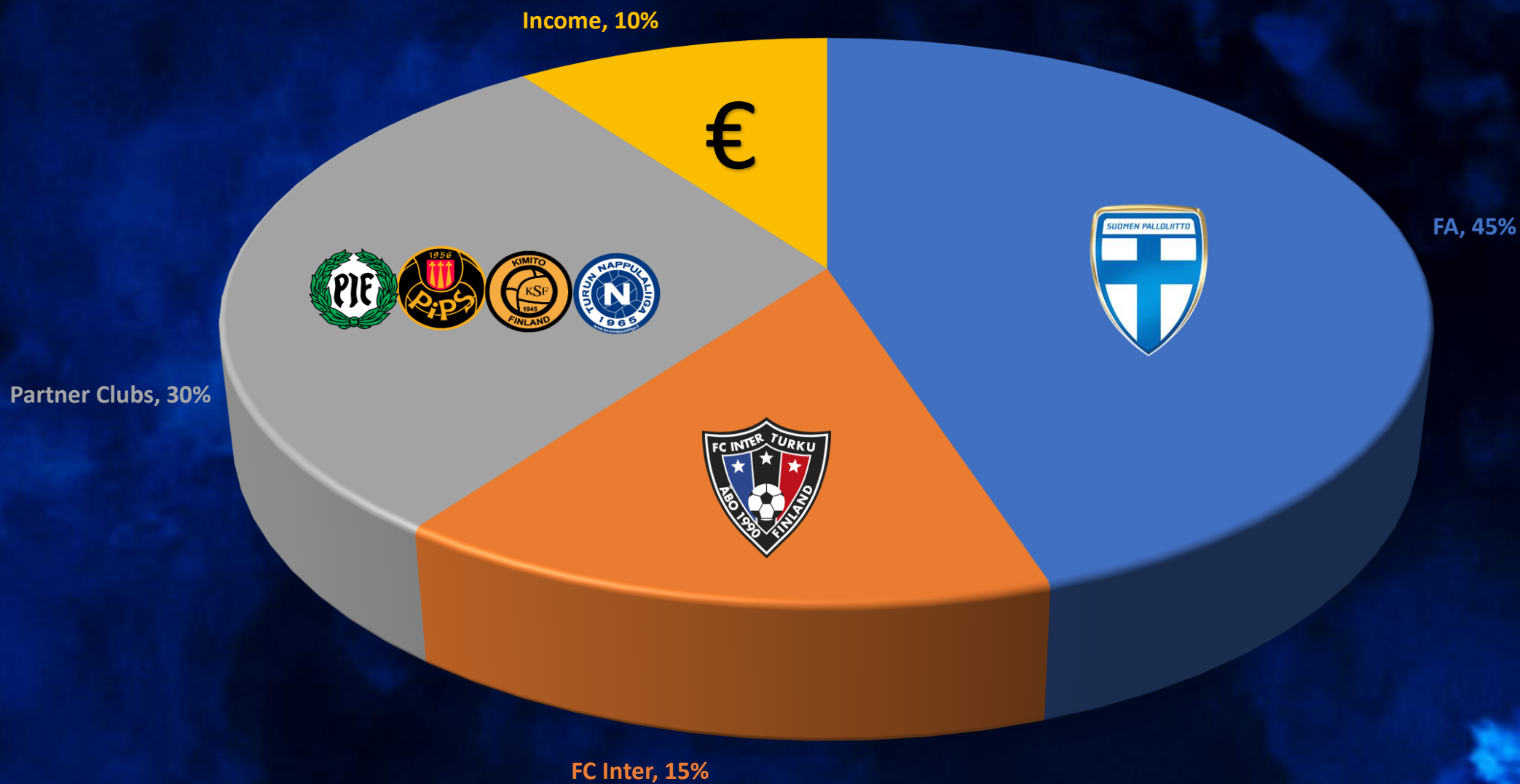


Finland FA supporting Clubs on coach development

- 400 000€/year for clubs to develop coaches
- 9 full time Coaching skills developer
- 21 part time Coaching skills developer
- Information, webinars and development groups for clubs
- Educating Coach educators (Start course) and tutors to the clubs



COACH SKILLS DEVELOPER BUDGET



Coaching skills Developer

Education

- Further Qualification in Coaching
- Vocational education Teacher of Youth work and leisure instruction

Work Experience

- Club Co-ordinator (FC Kurenpojat)
- Club development manager (FC YPA)
- Lecturer: Youth work and leisure instruction
- PE teacher
- Instructor in a foster home

FA Licenced coach educator

- Football coach Starting Course
- Age Appropriate course
- UEFA C
- UEFA B
- Goalkeeper D
- Thema course: Football techniques
- Thema course: Goal setting

Coach Licence

- UEFA A
- GK C

Football Experience

- As a player 1.division
- As a coach 30 year
 - Juniors U6-U17, Boys and girls
 - Men 3.div.
 - Talent, Academy groups

Social skills
Organiser
Developer
Pedagogical skills
Football knowledge





Goals for Coach development

1. Quality of coaching improves in FC Inter and partner clubs
2. Coaches educate themselves in Finnish FA Coach education path
3. Coaches coach by the Club's coaching method
4. Motivated coaches will be supported to develop themselves towards the top
5. Find and motivate new coaches

*Methods for developing coaches (% of working hours)***Finnish FA coach education 40%**

- *Football coaching starting course → UEFA B*

Club coach education 25%

- *Coach Academy*
- *Customised education for every club*

Mentoring 25%

- *Personalised to level of every coach*

Club development 10%

- *Assist clubs to develop coaching method*



- Football coaching starting course → UEFA B



FA Coach education 2022

- 270 Coaches
- 12 FA Coaching courses (Processes)
- 17 Club customised coaching courses
- 55 Course related tutoring
- Lots of informal tutoring
- 85 000€ Value of courses (FA prices)
- 360 participations on courses

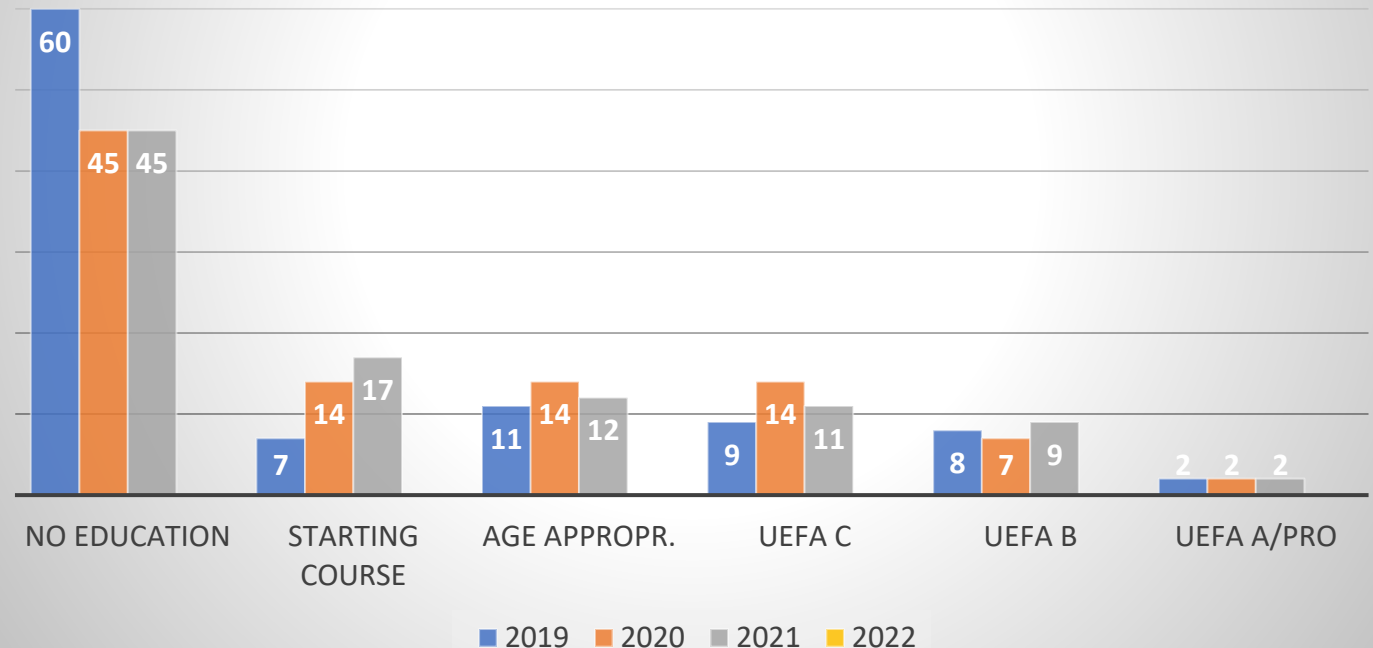
All courses are free for Partner Clubs coaches!

! Pargas IF

2019 **18% of coaches had license**

2021 **71% of coaches had license**

FA Coaching licenses in FC Inter and Partner clubs % of all coaches



- *Coach Academy*
- *Customised education for every club*

Club organised education

Topics:

- Intensity in training
- Tactical coaching with kids
- GK part of the team play
- Effective small sided games
- Planning
- ...and many more

Customised for every club for their needs

2-4 times a year per club

Theoretical and practical



2022

Koulutuskalenteri

Webinaarit:

15.11.2021 Kausisuunnitelma 5v5
22.11.2021 Kausisuunnitelma 8v8
29.11.2021 Kausisuunnitelma 11v11



Teemakoulutus: Tilanteenvaihto +
organisointi

13.12.2022



Teemakoulutus:

Verheijen fyysinen valmennus
12.10.



Jaksokoulutus
Harjoituksen rakenne



Teemakoulutus:
Murtautuminen



Teemakoulutus:
1v1 pelaaminen



Laukausten estäminen, Blokki



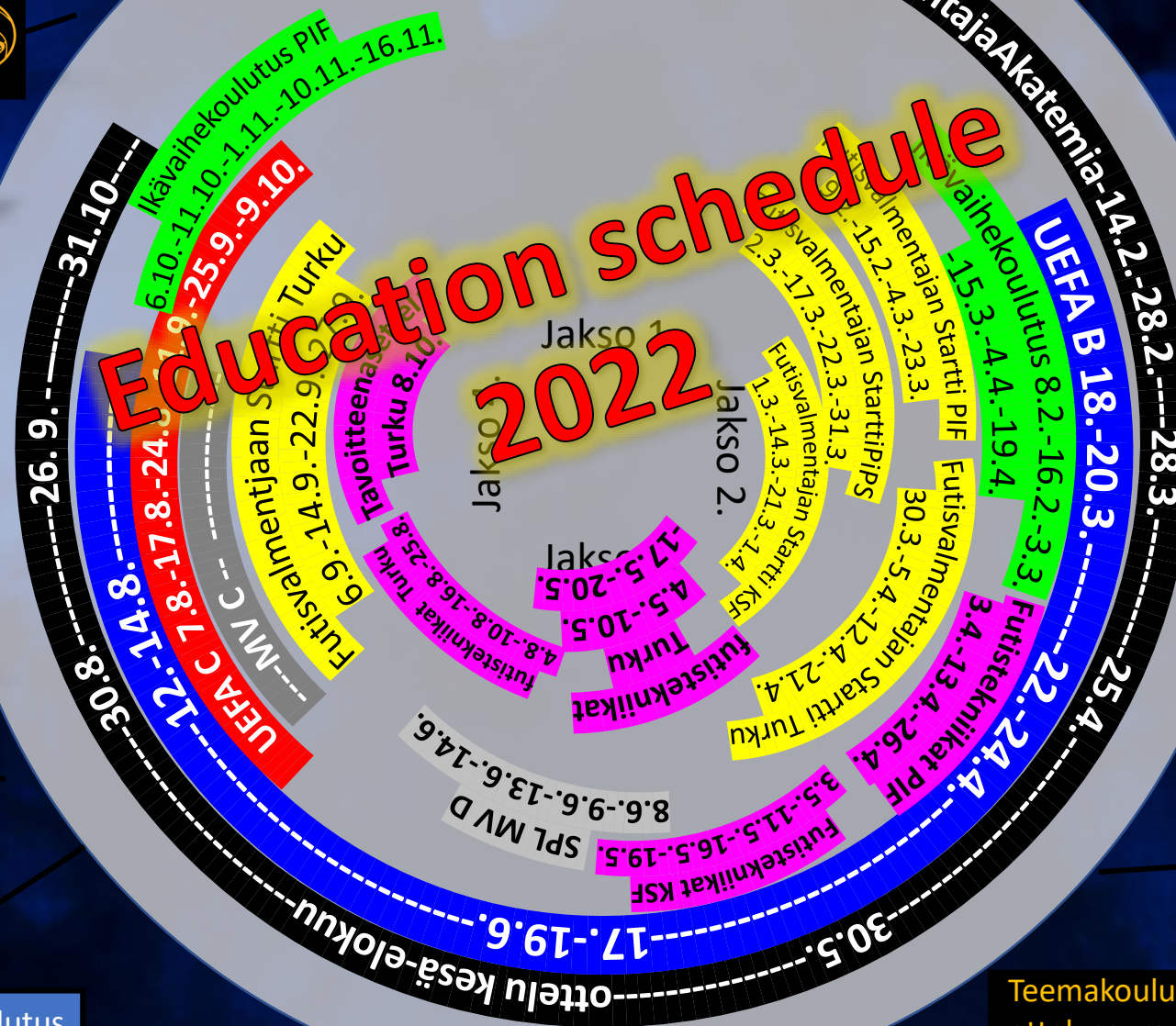
Teemakoulutus:
Sisäharjoittelu

Teemakoulutus:
Toimivat pienpelit
9.8.



Jaksokoulutus
elokuu

Joulukuu



Vanha E –tason koulutus
16.2.



Teemakoulutus: Havainnointi
28.2.



Jaksokoulutus, kapteenikoulu
30.3.2022



Teemakoulutus:
Murtautuminen



Teemakoulutus:
Jalkapalloleikit



Teemakoulutus: Innostaminen
27.4.



Teemakoulutus: Yksilön analysointi +
otteluseuranta
KESÄKUUKU



- *Personalised to level of every coach*

Mentoring/tutoring coaches

- FA Courses related tutoring
- Mentoring focusing on development goals by the coach
 - Head of coaching and tutors assisting Head of Coach development
- Discussions
- Feedback from coaching
- Tutoring forms (criterias) for different levels
- Informal mentoring
- Monitoring development of the coach



- Assist clubs to develop coaching method



Developing clubs with the staff

- Coaching is vital part of club
- Assist staff to create/update coaching method to the club.
Head of coach development is link to FA method.
- Assist with player development in clubs.
 - Better coaches → better quality in training
 - Link between coach education, method and player development
- Discussion with administration about club goals, values and how to develop club

Valmentajapolku

Pelaajan ikä	< 5	7	10	14	17	20 >
Pelimuoto	3v3	5v5	8v8	11v11		
Joukkueet	3-5v. Futiseskari 6v. joukkue	Pojat: jokaisessa ikäluokassa joukkue Tyttöt: jokaisessa ikäluokassa joukkue, kaksi ikäluokkaa harjoittelee yhdessä				M1 M2 N1
Vastuvalmentajan koulutustaso	Futisvalmentajan Startti	Ikävaihekoulutus	UEFA C	UEFA B	M1 UEFA A/Pro	
Apuvalmentajan koulutustaso	Futisvalmentajan Startti		Ikävaihekoulutus	UEFA C	M1 UEFA B	
MV- valmentajan koulutustaso	MVD			MV C	M1 MV B	
Seurakoulutukset ja -tutoroinnit	Koulutukset 2 x vuodessa		3 x vuodessa	4 x vuodessa		
	Tutorointi 2 x kk			1 x kk	3 x kaudessa	
Vastuuhenkilö	Tutor	Stefan Strömborg, VOK			Tom Powers	
Palloliiton täydennyskoulutus	Teemakoulutukset			UEFA B, UEFA A, UEFA Pro 15 h kolmen vuoden aikana		

Case: One coach development in a year

2022

Coach: Albert Allenatore

Team: FC Inter U14

Courses:

Thema course: Football Techniques

UEFA C

FC Inter coach meetings x4

Thema Webinar: "How to increase intensity on training session"

Mentoring:

UEFA C training and match

Club mentoring x4

Development discussion with Coach skills developer

Development goals:

"Analysing principles on defence phase"

"Increase players intensity in training → Higher demands"

"Organisation of the training session"



HOW vs. WHAT to coach



VERBAL INSTRUCTIONS

How long?
How many things?
When?



DEMONSTRATE

How many things?
When?



PERCEPTION

What?
Where?
Who?



ANALYSE & DECISION MAKING

What?
Based on perception?
Feedback or not?



FEEDBACK

What?
How many things?
Coach or Player focused?
Concrete?

Organising skills, planning skills, social skills... → Effective training session



Questions about *COACH DEVELOPMENT*

More info:

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