

Coaching Philosophy

Encourage

Enthuse and motivate players.
Encourage them to try new skills.
Support and inspire regular practice,
and encourage children to be the best
they can be, but never pressure them.

Support

Understand that
development for football
players is a long-term
process. Listen to players,
give advice and extend their
thinking.

Develop

Create a player-centric
environment and provide
coaching that is tailored
to each player's age and
ability, delivered in a safe
and positive manner.

Make it Fun

Make the environment
welcoming and inclusive.
Allow players to enjoy playing
the game without pressure
from a coach, family or other
spectators.

Make it Fair

Squads should not be
expanded with a view to
strengthening the team at the
expense of individuals. All
players should get fair playing
time in matches.

Make it Appropriate

Communicate using age-
appropriate language and
instructions.
Set appropriate challenges
to inspire the players