

Match Day Coaching Coaches Resource Pack



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WELCOME to the Match Day Coaching Coaches Resource Pack.

This resource pack will identify and discuss important match day considerations for all coaches regardless of the context they work in.

This document will provide you with knowledge and ideas as to how you can approach a match day and how you can support the player's development.

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Contents:

- Preparing an Experience
- Out Coaching The Opposing Coach
- Match Objectives
- Working as a Pair
- Observation and Feedback
- Match Intervals

Out Coaching The Opposition Coach

On a match day you are asking your players to outplay their opposition however do we pay as much attention as to how we are going to outperform our opposition's coach?

When considering how to outcoach your opposing coach, you may consider some of the factors below.

Preparing an Experience

How is the experience for the players set up? One example could be setting the warm up before opposition, so that it sends a message that you are prepared, organised and professional both to the opposition coaches but also to your players.

Tactical Approach

How do you set up your tactical approach to outcoach the opposition's coach and how does the game state influence this process? You will need to consider your opponents but also how the game state develops and what strengths your team possesses.

Observation and Feedback

When watching the game, it is important to try and recognise trends that occur in both your team and the opposing team. Recognising common trends will help inform your feedback and how you change your tactical approach.

Adaptability

Due to the unpredictable nature of the game, it is important to remain flexible in terms of your approach and be willing to adapt at any moment. It may be that an injury occurs or your opponent's set up is different as to what was expected so it's always useful to have a plan B.

Preparing An Experience

As briefly touched upon in the previous slide, coaches should consider how they can prepare a positive and comfortable experience for players to help place them in an appropriate state of mind before a game.

On a match day, logistics are important. Ensuring adequate time is given for players to arrive, change, socialise, warm up and prepare will help promote a positive mindset for the upcoming performance. Rushing players and or being unorganised can make some player's feel nervous and uncomfortable which can cause some to become anxious and lose focus.

If changing rooms are used, you may also consider how they arranged. Having players situated with team mates that play in the same positional units will help encourage those players that work together on the pitch to communicate together off the pitch which will help improve relationships.

If you are in a situation where you have more senior players, you may have more senior players situated near less experienced players to help guide and support them. Alternatively you may find having players chose where they sit fits best and suits the characters in the group.

When considering your approach pre-game you will need to consider how the warm up will prepare the players for the upcoming performance in a way that reflects the way you want to play during the game. For example, if you want players to control possession, your warm up should have some element of this to ensure the message is clear to players as to how they are looking to play.

Prior to the match coaches should identify clear objectives that will encourage the desired playing style and performance. When doing so, may consider the following areas to ensure match objectives are appropriate:

- The type of fixture and opposition's playing style
- Your playing philosophy
- Previous performances (strengths and areas for development)
- Non negotiable standards
- Relationships between players on the pitch

Coaches will also benefit from considering how match objectives are distributed. **Objectives may apply to the whole team, units within the team or individuals.**

Team Objectives

Team objectives will be task and aims that apply to everyone as a collective. For example, a formation will apply to everyone however specific principles that underpin a team's playing style will apply to the collective (e.g. looking to regain possession quickly). Additionally, non negotiables objectives may be present in every game (e.g. 100% effort).

Unit Objectives

Unit objectives will apply to specific groups of players that will work closely together during the game, for example defenders. These objectives will be specific to the roles they play in the game and an example may be, try to always stay connected as a unit when we don't have the ball.

Individual Objectives

Individual objectives will be specific to an individual's position or individual development. Coaches may consider the player's individual needs and areas for development when giving individual objectives.

It is essential to try and ensure clarity remains when setting objectives. Feedback and intervals should relate back to planned objectives. To ensure players are clear on what is expected from them, you may limit the amount of objectives set.

Match Objectives

Working As A Pair

In most coaching domains, there is usually at least 2 coaches working together to achieve a common goal. **If you are fortunate to have another coach to support you, you should consider how you both operate on a match day and whether you prioritise different jobs and responsibilities to operate more effectively as a pair.**

Some examples of how a coaching partnership could look on a match day are below:

In and Out of Possession

This partnership consists of one coach focusing and providing feedback on the team's in possession performance and the other coach focusing on the team's out of possession performance.

One Manager and One Analyser

This partnership consists of one coach managing the overall game and the other analysing specific (pre determined) areas of the game that relate to the game plan. The analyser can then provide very specific feedback around a specific key performance indicator.

Group and Individual

This partnership consists of one coach managing the whole group and game and the other focusing on individual(s) performance to provide specific feedback. This is a great way to work with individuals in relation to their individual development plans in order to provide transfer from training to a match day.

One Voice and One Observer

This partnership consists of one coach being the sole communicator during the game and the other taking a step back to observe. Providing feedback with one voice will provide players with more clarity and having an observer will allow this coach to make more rationalised decisions as they are 'detached' from the emotion of the game.

Observation And Feedback

When observing a game and attempting to provide feedback it is important to try and recognise trends that are happening within the game. This will allow you to more provide accurate feedback that will influence individual or team performance.

A simple method to identify to help identify trends is the method below:

If I see something in the game that needs improving:

- The first time it's a **mistake**.
- The second time it's a **coincidence**.
- The third time it happens it's a **trend**.

After you are able to recognise a trend you can justify and rationalise your feedback as it is an area for development that is occurring multiple times.

This can be applied to both individual and team performance. **If you don't try to recognise trends and are reactive with your feedback, you may be focusing on factors that are less influential to the overall team or individual performance.**

Likewise this may be flipped to focus on strengths. Recognising positive trends will help you identify how you can overcome the opposition and perform to a high standard.

Observation And Feedback

During the game and at intervals you may decide to feedback using different methods to promote different outcomes or dependant on the situation. Some examples of different types of feedback are below:

Instruction

Providing **quick and direct feedback** in order to tell someone what to do. An example could be, "pass the ball quicker".

Questioning

Asking players questions to clarify a situation or provoke and encourage decision making. An example would be, "Thomas, what happened when you took lots of touches in a crowded area?". This method may require more time as conversation is likely to be required.

Player Led

Giving players the opportunity to identify, problem solve and feedback to one another in order to improve performance. For example, a teammate identifying the team needs to be positioned higher up the pitch and communicates this to the team.

Body Language

You may decide to **transfer messages through body language**. For example, a thumbs up may be used to express approval. Players will also sense negative body language so it's important to consider how your body language is perceived.

Visual Aids

You may use visual aids such as a **tactics board or demonstrations** to reinforce key coaching points. This is likely to take place during intervals.

Match Intervals

During intervals you should look to provide clear and constructive feedback based on the trends and areas for development identified.

When feeding back you may have a **coach led discussion** where the coach leads the discussion and points out key coaching points to the team that they feel help maximise performance based on their observations from the side line.

Alternatively, the coach may provide an opportunity for **players to feedback and led discussions**. Players are actively 'living' the game therefore they can spot different strengths and areas for development based on their experience of the game. Due to the fact players are experiencing the game from a different view point, they may sometimes recognise key areas for development that the coach previously hasn't seen which may sometimes be the difference between winning and losing.

Visual methods may also be used to visualise key coaching points and feedback. Visual aids such as a **tactics board or demonstrations** can be used to reinforce key coaching points. For some players they may be able to receive this information easier, when visualised, in comparison to it being vocalised.

Again, like match objectives, it is important not to overload players with too much information and feedback. Try to keep it clear, concise and simple so players have clarity around what's expected of them.



Match Day Considerations



How Can You Out Coach The Other Coach?

On a match day you are asking your players to outplay their opposition however do we pay as much attention as to how we are going to outperform our opposition's coach?

Preparing an Experience

How is the experience for the players set up? One example could be setting the warm up before opposition, so that it sends a message that you are prepared, organised and professional both to the opposition coaches but also to your players.

Tactical Considerations

How do you set up your tactical approach to outcoach the opposition's coach and how does the game state influence this process.

Team Objectives

How can you prepare and provide objectives to help maximise performance for players?

Unit Objectives

Individual Objectives

When doing this you may consider factors such as:

- The type of fixture and opposition's playing style
- Your playing philosophy
- Previous performances (strengths and areas for development)
- Non negotiable standards
- Relationships between players on the pitch

Feedback

During the game and at intervals you may decide to feedback using different methods such as:

- **Instruction** - Providing quick and **direct feedback** in order to tell someone what to do.
- **Questioning** - **Asking players questions** to clarify a situation or provoke and encourage decision making.
- **Player Led** - **Giving players the opportunity** to identify, problem solve and feedback to one another in order to improve performance.
- **Body Language** - You may decide **to transfer messages through body language**. For example, a thumbs up may be used to express approval.
- **Visual Aids** - You may use visual aids such as a **tactics board or demonstrations** to reinforce key coaching points.

Working As a Pair

When working with a second coach you may decide to delegate responsibilities to work more effectively as a a pair.

In and Out of Possession

One Manager and One Analyser

Group and Individual

One Voice and One Observer

Preparation

Preparing logistics, warm ups and match and player objectives prior to the match day will help provide clarity and **allow players to prepare adequately** for upcoming performance.

Outcoach

Out performing the oppositions coach. How can you prepare and behave to gain an advantage over the opposition coach?

Clarity

Providing players with **clear and consistent messages and feedback** pre, during and post game. Too many different message can cause distraction and confusion.

Observer

Using different behaviours to **process and review information** more effectively to provide more effective feedback and tactical adaptations. For example, using silence and observation to recognise trends within the game to underpin player and tactical feedback.

Trends

Identifying significant challenges, opportunities or threats that occur frequently within a game and how these can be prevented or utilised.



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