



Feyenoord Academy Visit – April 2013

Presentation 1 – Academy



Academy

Origin (2005)

Age-groups	U10 to U19
Coaches	8-10 Fulltime
Quality Players	Due to Brand Only
Result is Priority	Team/Result Focus
Training Schedule	5-6 Sessions per Wk
Serious Injuries	Recurring Muscle Tears
Player Turnover	Leaving Club, Turn Pro Elsewhere, Leave Game
Vision	Non Existent
Philosophy	4-3-3 & Win games.



Academy

Improvements (05-10)

Age-groups

U8 to U19

Coaches

20 FT, 20-25 PT.

Quality Players

Improved Recruitment

Individual is Priority

Focus on Individual

Training Schedule

3-4 Sessions per Wk

Serious Injuries

Player Monitoring

Player Turnover

Reduce

Vision

**Introduce Vision and
ensure all club agree.**

Philosophy

Individual Development



Academy Vision

1. **Development of Individual** is the priority of the academy throughout, not results.
2. **Development of Coaches** is crucial, coaches must prove continual development and be open minded to change/adapt new methods. Progressive path as a coach through Academy.
3. **Training Intensity** reduced training sessions. Higher intensity sessions, longer recovery periods, reduced mental and physical load.
4. **Quick** Thinking, Decision making, High-Tempo, Act Quick, Move Quick.

**REDUCE GAP BETWEEN ACADEMY PLAYER AND
1st TEAM PLAYER QUALITIES.**



Academy Facilities

Shared Facilities with 2 Local Amateur Clubs & Excelsior

Academy Building (Main Stand) inc offices, Gym, Medical Room, Changing Rooms, Video Analysis Room, Mtg Rooms.

Community Café (Main) and 2 no. Amateur Club, community Café/Bars

Accommodation Building Incl. Offices, Meeting Rooms, Boardroom & Changing Facilities

6 Grass 11 a side Pitches, 4 Artificial Pitches (3G/4G), 1st Team Training Pitch (Grass), 70/30 Artificial/Grass Pitch (LPM InMotio), Main Academy Pitch with Stand.

130 Staff throughout Academy & Amateur Clubs. 30 Full-time, Upto 50 Part-time & Remaining 50 Volunteers (inc Wim Jansen). Local community link is strong. Disabled and retired men and woman run the academy facilities.



Academy

Age-Group Structure

U8	3 Coaches (P/T)	1 Session per Wk	1 Fixture per Wk
U9	3 Coaches (P/T)	1-2 Session per Wk	1-2 Fixture per Wk
U10	3 Coaches (P/T)	1-2 Session per Wk	1-2 Fixture per Wk
U11	3 Coaches (P/T)	3 Sessions per Wk	1-2 Fixture per Wk
U12	3 Coaches (P/T)	3-4 Session per Wk	1-2 Fixture per Wk
U13	3 Coaches (2P/T & 1F/T)	3-4 Session per Wk	1-2 Fixture per Wk
U14	3 Coaches (1P/T & 2F/T)	3-4 Session per Wk	1-2 Fixture per Wk
U15	3 Coaches (1P/T & 2F/T)	3-4 Session per Wk	1-2 Fixture per Wk
U16	3 Coaches (1P/T & 2F/T)	3-4 Session per Wk	1-2 Fixture per Wk
U17	3 Coaches (1P/T & 2F/T)	3-4 Session per Wk	1-2 Fixture per Wk
U18	3 Coaches (1P/T & 2F/T)	3-4 Session per Wk	1-2 Fixture per Wk
U19	3 Coaches (1P/T & 2F/T)	3-4 Session per Wk	1-2 Fixture per Wk



Academy

Age-Group Focus

U8	Basic Skills	Control, Pass, Weaker Foot, Skills, 1v1
U9	Improved Basics	Control, Pass, Weak Foot, Skills, 1v1, Coerver
U10	Improved Basics	As Above, intro. Individ. Moves & Eye Contact.
U11	Advanced Basics	As Above, intro. Play Patterns & Movements
U12	Advanced Basics	As Above, intro. Advanced Move/Eye Contact
U13	Develop to win	As Above, Focus on 4-3-3, Intro Pressure, RC
U14	Develop to win	As Above, Ind Work, Incr. Pressure, S&C/
U15	Compete to win	As Above, Compete to Win, Mentality, FC
U16	Compete to win	As Above, Increased Football Conditioning
U17	Win with Development	As Above, S&C(Now With Weights)
U18	Win with Development	Final Development, Role Specific
U19	Win with Development	Winning with Development



Academy

Coaching Structure

Up to 25 Part time Coaches assisting throughout academy. Most of the coaches from U8 to U12 are youth team players at U17-U19 Level. This is encouraged to aid the development of the individual and also inspires young players.

Specialist Coaches

for Goalkeeping (1 F/T & 1 P/T)

for Running Coordination & S+C (1 F/T)

for Video Analysis (1 F/T – ex player/coach)

for Medical Rehab (3 F/T, hybrid of coach/medicine)

for Def/Mid/Wing/Att (F/T coach covers each area)

Full-time Coaches

20 Fulltime Coaches U12-U19 & Specialists

Flexibility & Knowledge

Head Coach of 1 Age-group, Assists at another to aid player development, coach education and solidarity.

Meetings

Regular meetings Every Monday & Friday 7-9am
Meetings incl. Specialist's, Physio's & Pyschologist.



Academy

Specialist Coaching

Goalkeeping

Goalkeepers work as a group every Monday for 1.5 hours. Weekly cycles of Handling, Footwork, Crosses and Positioning/Distribution.

Goalkeeping coach at every age-group session to support players with feedback at all times.

Sessions carried out by **Joop Hiele & Patrick van Seeters**

Defending

Individual specialist sessions carried out by **Cor Adriaanse**. Players or groups gathered for specialist work as required.

Midfielder Play

Individual specialist sessions carried out by **Damien Hertog**. Players or groups gathered for specialist work as required.

Wing Play

Individual specialist sessions carried out by **Gaston Taumet**. Players or groups gathered for specialist work as required.

Strikers

Individual specialist sessions carried out by **Roy Makaay**. Players or groups gathered for specialist work as required.



Academy

Coach Development

Meetings

Regular meetings Every Monday & Friday 7-9am

Mon Review meeting to discuss, games, training, players, individual player schedules, team schedules, injuries and rehab.

Fri Review weeks performance, team selections and AOB

Weekly CPD/Forums

Mon 11am to 1pm.

Invited Speakers Geir Jordey (Head Movements etc)
Prof. Jaques Russey (Happiness)
Raymond Verheijen (Periodisation)
Wim Jansen (Coaching Develop.)
Robert Eenhoom (TechDir. Baseball)

Club/Study Tours

Minimum of 2 per year Recently Tottenham & Barca

Coach Support

Regular meetings and synergy provide support to all coaches in every situation or through their personal development. **Wim Jansen/Stanley Brard**



Academy

Coaching Style

Paint The Picture

All coaches must adopt an “image” style of coaching/feedback to players. Feyenoord demand the coaches provide images via video, picture or simply recreating the situation to ensure the player/child can not only understand the analysis/detail easier, also science has proven that our brains capture visual information and store this in the memory longer than simple verbal instruction.

Player Freedom

Allow the players freedom to interact, especially prior to session/fixture in changing rooms etc and during warm-ups/intro drills. Allow natural decision making from players and natural teambuilding to occur within the group.

Decision Making

The key element to the Feyenoord academy is creating, drills, situations and simple SSG's to ensure players are consistently making their “OWN” decisions without direction. This ethos is essential in their coaching style.

Players making their own decisions will develop quicker and better !

Matchday

Coaches have a reserved style, allowing the players to experience the match experience without constant direction. Allow players to make their “OWN” decisions. Provide feedback and/or assistance only when required to the individual and only during a break in play. Coaches sit in seats away from touchline (approx 3m) to create a “distance” from the player.

Coaches also involve non-playing players by requesting them to record events during the game and at older age-groups may ask players to analyse the match for their own development.

“Working relationship as a guide, with players, not an emotional bond”



Academy

Session Structure

Young

Warm-up

Brief warm up, always with the ball.

Basic Drills

Coerver skills development, Passing (both feet), control, pass & move drills (with decision making – no a to b to c to d), teaching the basics

Advanced Drills

1v1, individual practices, patterns of play, movements (with/without ball), Head movements etc.

SSG

Sessions end with Small Sided Games, generally 2 no. 7min matches. 4v4, 7v7, 9v9 etc – equal teams with possible floater if required.

Youth

Warm-up

Brief warm up, always with the ball.

S&C or RC

Strength & Conditioning or Running Condition (Approx 30-45).

Football Condit.

Football conditioning drills (with the ball and football specific). Drills develop “Aerobic” conditioning with football stresses such as opponent pressure. (Approx 20-25mins)

Adv Drills/Ind Pract

Advanced Patterns of play drills and/or individual player development work.

SSG

Sessions end with Small Sided Games, generally 3 no. 7min matches. Conditions; 2-touch, no pass back to GK, **NO COOL DOWNS AT ANY AGE !!!**



Academy

Weekly Example U19

Monday 11am

Physical Strength & Conditioning Work (Gym) 1hr

Low Intensity SSG 30-45mins
1(1 or 2 touch 6v6 with 2 neutral, 4 x 6min games with 3min rest)

Tuesday 11am

Brief warm up, always with the ball. 5-10mins

Running & Stability Training (With Ruud Wielart) 30-45mins

Football Conditioning 1hr
Area of work based upon periodisation cycle (Sprinting & SSG)

**Also 4 players working on Individual development instead of FC with squad.
This is a 6 week Individual development plan lasting up-to 45mins per week.**

Thursday 11am

Brief warm up, always with the ball. 5-10mins

Football Conditioning 30mins
Area of work based upon periodisation cycle (Sprinting & SSG)

11v11 Tactical game against U18s 1hr
4x10mins high intensity with Individual/Group Focus

Friday 11am

Prematch Training, Warmup, Set-pieces, SSG's, Basic drills.
STIMULATE PLAYERS DURING THIS SESSION, MOTIVATE AND RELAX.



Academy Style/Philosophy

Playing Style is not important ! Educate the 4-3-3 System and let players Play !

Fast Wingers

No.10 Player

High Tempo

6 Seconds

Quick Counter

Defence +1

Press High as team

4-3-3 (4-2-3*-1 in def)



Academy Methods

Decisions, Decisions, Decisions

Periodisation Technique

Develop the Individual

Responsibility Quality Feedback

Freedom to Self Motivation

Express Paint The Picture



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Presentation 2 – Periodisation



Periodisation

What is Periodisation ?

What is Periodisation ?

Periodisation is a term given to the planning of all football activities (training, games, etc.) over the course of a season. The periodisation approach takes into consideration the team, the individual player, players during rehabilitation and youth players within the Academy structure.

Team Periodisation

How to plan and organise the training week/cycle at team level to ensure all players are available for each training session & game and how to make football fitness progress week by week.

Individual Periodisation

Within the Team Periodisation the work load of individual players has to be tailored as every player is different. Special consideration needs to be given to explosive players, ageing players, youth players and players with a history of injury.

Rehabilitation Periodisation

How to structure the complete rehabilitation of a player in line with the team approach to ensure quick, safe and effective integration back into team training and games.

Youth Periodisation

Talented players often struggle physically when making the step from the Academy to the First Team. A clear Youth Periodisation allows talents to smoothly integrate into the First Team training without suffering an injury or set-back.



Periodisation

Why Periodisation ?

Why Periodisation ?

Injury Prevention

Significantly reduces injury occurrences due to players being fresh and muscles ready for intensity or combat.

High Intensity in Training

As individuals are at their maximum potential at scheduled times during the cycle's, high intensity training for shorter periods are proving more effective for development of individual, team, speed of play etc.

Manage Physical/Mental Load

Especially effective with young players within the academy structure, who have to balance, education, social interests, elite sport & growth. Having an individual periodisation plan to manage these loads ensures the most effective development possible.

Long Term (Season) Balance

Balance the load of the season through prepared cycles and scheduled proposals of training/rest/recover/matches etc. This is to ensure players are at their maximum potential for matchdays and also fully fit and fresh at the end of the season, when it counts !

At Maximum for Games

This continuous monitoring of individual and team loads ensures that the players participating within the match are at maximum potential for the period of the game. Tempo can be maximised, threat of injury significantly reduced and limits the threat of tapering off late in the match. Players are fresh mentally and physically.



Periodisation

Football Conditioning

Football Conditioning



Football Specific Fitness	= Stamina & Endurance	= Specific to the sport
Football Specific Sprints	= Specific Acceleration	= Speed with Ball
Improving Football Actions	= Explosive Power	= Anaerobic Power
Increasing Football Actions	= Faster Recovery	= Aerobic Power
Maintaining Football Actions	= Maintain Explosive Action	= Anaerobic Capacity
Maintaining Increased Football Actions	= Maintain Fast Recovery	= Aerobic Capacity
High Intensity Small Sided Games	= Specific Game Pressures	= Prepared for the Match



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Presentation 3 – Video Analysis



Video Analysis

Overview

History

Introduced to the Academy in 2007. Covering every match (home and away) at each age-group. As well as covering training sessions specifically when requested by coaching staff. Due to success in player development/performance 1st Team introduced similar analysis in 2008.

3 Parts of Analysis

Covering (Recording), Analyse (Review), Present (Feedback/Presentation)

How?

Via Video Recorders, Camcorders, Ipads' or Iphones.

From Where?

Video Tower (Behind Goals (Main Academy Pitch)),

Video Tower (Halfway Line (Main Academy Pitch)),

HiPod for Training or Games away or other academy pitches.

Middle of Pitch in stands or HiPod behind Goals

Coding

Utilising Software such as SportscodGamebreaker to code matches or training to suit coaching requirements and feedback structure.

Costs Basic £Free, Gamebreaker £2,500, Pro £7,500 & Elite £11,000

Can code during a game whilst filming (Approx 3 mins behind filming). Do this through Ipad or Laptop (WiFi at academy). Or Connected Laptop. Allows efficient review and if required immediate feedback for players or squad at halftime or fulltime.



Video Analysis

Set-up & Structure

Video Analysers

5 personnel

1 Full-time, 3 Part-time, 1 Volunteer

Trainees welcome as interns or short period assistance.

Facilities



Equipment

Several top range Video Recorders

Several camcorders for hand held or Tripod recording

Approx 11 iPads for coaches to record or input data when required

Hi Pods and mobile Tri-Pods for recording equipment

Main Academy Pitch has Permanent Video Towers and Mobile Towers



Video Analysis

Benefits

Match Analysis

Review the team performance to analysis strengths & weaknesses.

Player Analysis

Review individual player performances. Due to coding the footage and Tagging players. Immediate short movies can be viewed per player and can be analysed and commented on by coaching staff. This can be added to by easily adding other match footage to review player performance within the team movements. Short movie clips and analysis feedback from coach can be emailed within 1-2 days to individual players for their immediate review and analysis.

Presentations

Use footage from U12 to U19 to provide presentations as follows;

Theme Presentations (Strikers, Midfielders etc), specialist coaches may use examples or footage to link with Elite player (i.e. busquets, ronaldo etc) to show players development or provide detailed feedback comparisons.

End of Season Age-group videos to parents players (Can be sold or presented)

Website – continual uptodate information for all supporters, family and friends.

Database

Log information of players, age-groups, situations, patterns of play, opponents.

Motivational

Short Movies can easily be produce to provide inspiration or motivation to a player, squad or group of players. Ronald Koeman involves 2 motivational videos throughout the season for 1st Team

Psychological

Provide videos for players when out of form, to aid self-confidence.



Video Analysis

Academy Interviews

Academy Interviews Whilst attending the Academy visit we noticed a dedicated “Green Board” area with video interview equipment set-up. This area is used daily to interview individual academy Players from U12 to U19. Interviews are analysed and also published in the Academy Website. This unique approach assists with player development in several areas;



Self-confidence

Working in front of a camera and answering questions builds confidence

Social Interaction

Provides the child with an opportunity to develop social interactive skills

Responsibility

Players are questioned in a manner such as a 1st team player and may have to answer very difficult questions on their own performance or other players/team performance. This helps them understand responsibility and respect. Questions and answers are reviewed with Coaches and Psychologists to assist player with their development and what is acceptable.

Preparation

Players are prepared for the limelight of Elite Football Stardom from an early age



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Presentation 4 – Player Recruitment



Player Recruitment

Mission/Vision

FEYENOORD means STRUGGLE, SUCCESS and COMPANIONSHIP.
RESPECT. NO WORDS JUST DEEDS

With a club motto such as this all young footballers recruited into Varkenoord are never in doubt of the values of the club. Strive to achieve your dream, fulfil your potential, make friends, take responsibility, respect everyone and progress through your actions not words.

Create the environment and facilities, combined with the technical expertise to fulfil the potential of every recruit.

Ultimate Goal is the development of players into the Feyenoord 1st Team

Scout All the talented players in the country.

Be Aware of the talented players close to the Netherlands borders (Germany & Belgium)

Find players with the potential to develop at an early age or find players better than the current quality/potential within the Academy.

Scouts must be aware of Academy player qualities and standards to ensure top quality recruitment efficiency.

Regular meetings and reports with scouts to ensure fully up-to date information and professional recruitment system.



Player Recruitment

Monitoring Players

Up-to U8

Local awareness and knowledge of “special” talents

U8 to U12

District West (Upto 17miles radius)

Rotterdam to Amsterdam to Breda (Triangle)

Players invited immediately to training with squads or immediate recruitment

U13 to U19

Netherlands Overall (Amateur ranks (boys club) to Professional Clubs)

Players invited to trial matches, squad training or immediate recruitment

U16 to U19

International, Especially Belgium, Scandinavia & Poland.

Players invited to attend Academy for short period training during school holidays from the age of 14. i.e. Jordan Larsson

Also invited to trial matches, squad training whilst the club await international clearance at 16years to approach player for recruitment to Varkenoord.



Player Recruitment Scouting Format

West 2	16 Volunteer Scouts (Expenses only)
West 1	4 Volunteer Scouts(Expenses Only)
South 1	5 Volunteer Scouts (Expenses Only)
Part-time Officers	6 Part-time Recruitment Officers (20 hours per week – possibly international also)
Head of Scouting	Maup Martens
Scout Coordinator	James Van Der Kraan (also U12 Head Coach)
Reports	Scouts must issue a report of games covered by the Monday morning 10am. Even if no players to report. Confirms attendance and expenses

All areas covered – scouts have the responsibility to ensure full knowledge of his area and stay in constant contact with scouting network to gather opinion. Scouts cover on average 8-10 clubs each, 6 to 15 club max. Scouts must ensure a professional, humble and respectful relationship with all clubs and ensure Feyenoord is represented in a professional manner at all times.

Always Contact Club First, Parent Secondly. No Letters all relationships are face to face !



Player Recruitment

Scouting Management

Scout Reports

Scouts log onto web-based database to record findings.

Standard Forms

Standard database form with drop down menus to fill in. Efficient

Reports

Date Club Match Season Player Name Birth Date & Year
Club Contact Player Position (if 11v11 specific position)
Player Qualities (descriptive area to note player qualities).

If no player to report record this also.

Follow Up Actions

1. Request another Feyenoord Scout review.
2. Player not good enough at present
3. Trial request for Varkenoord
4. Immediate Recruitment advised.

Meetings/Review

Monday & Friday reviews with Head of Scouting, Scout Coordinator and Head of Academy to review reports and potential recruits.

Weekly email reports and requirements issued via email every Thursday to scouting network

Quarterly and Annual meetings with scouting network to review.



Player Recruitment

Trial Opportunities

Trails

Club consider trial applications, though only after scout review.

Talent Sessions

U8 to U11 3 Per year lasting for 3 weeks (weds only)

Players are invited to attend a 1 hour open session for 3 weeks within the Varkenoord Academy and be viewed by coaching staff to show their talents. This last for 3 weeks and is open to anyone.

Very successful for recruitment of local players up-to 7 years of age

Annual Open Day 1000 kids attend an open weekend of football.

4v4, 7v7 and 11v11 games arranged with coaches from academy, 1st Team and U19 players coaching also.

90% of players are not good enough 10% are worthwhile viewing.

Assists annual recruitment of up-to 20 U8 players.

Potential to find an unearthed gem. Also helps with community relationships and fans of the club as all players get to wear Feyenoord kit, meet players, heroes, legends & have photographs etc for memory.



Player Recruitment

KNVB Law of Talent

Law of Talent

If another club shows an interest to sign an academy player from another Dutch club, they must pay a fee of £12,000 per year that the player has been developed within that academy upto a maximum of £50,000.

i.e. Michael McArdle leaves Feyenoord for Ajax aged 15 and has been with Feyenoord for 4 years – Ajax must pay £48,000 compensation.

should he have been at the club for 5 years, the compensation would be capped at £50,000.

50km Ruling

All Dutch clubs can recruit players from Belgium or Germany though only within 50km of the club/border. This is a rule that requires further clarity and is not advantageous to Feyenoord due to their location, though their rivals utilise this law.

Foreign Freebie

Many top foreign clubs, such as Chelsea, Man City & Arsenal are now scouting Varkenoord on a regular basis. When a player turns 16 Feyenoord must confirm the player with a Contract or the player can move freely internationally. This is a very difficult situation for Feyenoord and find that players can be courted for several years prior to their 16th Birthday.



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Presentation 5 – Player Development



Player Development

Developing Talent

Player Portfolio

Academy adopt a Player monitoring system using TalentoSports (Cost £5,000 set-up and £400 per year license).

Database system which logs all player information;

Physical Test Results

Match Performances

Medical History

Development Reports

Regular Feedback

2 Feedback Performance/Development Reports with Coaches each year

Pathway Support

Weekly, Monthly and Quarterly Psychological questionnaires/reviews with specialist staff and coaching staff to detail planned goals (short and long-term)

Medical Support

Daily support from Medical team for immediate assistance/response, long term prevention or development and rehabilitation support.

Specialist Coaches

Specialist coaches in every area to work on individual player development.

Individual Player Development Plan – All the above link to the unique system within the Academy.



Player Development

Player Monitoring

TalentoSport System	Database which holds player Passport/Portfolio. Coach, Staff and players have unique log-in credentials to allow them to input and view data. This is managed with access policies and restrictions for data protection etc.
Everyday Records	Training Attendance, Details, Session Times. Evaluation, Notes, Session Type
Matches	Analysis, Line-up, Game-time, Performance, Scorers, Assists, Psychological
Video Clips	Storage of clips to link to players portfolio
PDP	Personal Development Plan of each player is reviewed twice per year and also evaluated twice per year.
Periodisation	Linked with the PDP is the individual periodisation programme which manages and monitors the players physical/mental load. Takes into account social and educational commitments to allow full player potential to be reached.
Medical History	Concise and detailed history records of every injury, no matter how minor. All medical history is stored to ensure full knowledge of body status, physical test results this also allows a look ahead to be carried out by specialists to prevent possible future injuries based upon results or previous injuries.
Psychological	Stores historical information from player input of questionnaires and weekly Profile of Mood Status inputs. Allows coach/staff to monitor player wellbeing.



Player Development Software @ Academy

TalentoSport System Database which holds player Passport/Portfolio. Coach, Staff and players have unique log-in credentials to allow them to input and view data. This is managed with access policies and restrictions for data protection etc.

Costs £5,000 set-up and £400.00 License per season/year.

Scout7 Recruitment Database Software.

<http://info.scout7.com/>

Ortec/TSS 3 year contract with International match scouting company who provide analysis and statistics of every Dutch game within 12 hours of completion. Download from “drop-box” style website in 15-20mins. Costs not provided.

http://tss.ortec.com/about/company_profile.aspx

InMotio *Refer to Medical & Rehab for info - Costs approx £20,000 per quarter.

Profile of Mood Status inputs. Allows coach/staff to monitor player wellbeing.



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Presentation 6 – Medical & Rehab



Medical & Rehab

Physical Testing

Physical Therapy Exam

Physical examination and regular testing to monitor body condition, weakness and development . Includes Fat, Muscle, Weight etc

Questionnaires

Regular player questionnaires to monitor wellbeing, reaction to physical load and mental loads. (POMS, IKDC, VAS)

Functional Movement Screen

With PST's analysis the core body strength & body mobility/flexibility

Performance Stability Tests

With FMS's analysis the core body strength & body mobility/flexibility

Jump Off Test

3D Motion Trial to determine stability, mobility, flexibility and strength of joint, tendons and muscles used.

Interval Shuttle Run Test

Test of reliability of fitness specific to football.

0-30m Sprint Test

15m and 30m tests to monitor Acceleration and Explosive Speed.

Jump Height

Used to determine leg muscle strength and elasticity.

InMotio System (LPM)

Local Positioning Monitoring System used to determine player movements and intensity during match-play. Records Heartrate r recovery, sprint efficiency etc.

Peak Height Velocity Test

Measurements recorded from age 6 and regularly monitored to predict periods of growth.



Medical & Rehab

Questionnaires

POMS

Profile of Mood States

Weekly questionnaire completed by players personally. Records their wellbeing, mood, hrs of sleep, energy levels, etc. Used to monitor the players, mental health, current mood & wellbeing.

<http://www.athleticinsight.com/Vol8Iss4/Perfectionism.html>

IKDC

International Knee Documentation Comitee

Weekly status of Knee symptoms. Regular evaluation allows a close monitoring of a players knee condition during periods of growth and can lead to preventative measures being taken to protect players from injury.

http://www.orthopaedicscore.com/scorepages/international_knee_documentation_comitee.html

VAS

Visual Analogue Scale

Patients fill in the scale personally to record a line which represents the current pain intensity.

<http://onlinelibrary.wiley.com/doi/10.1002/acr.20543/abstract>



Medical & Rehab

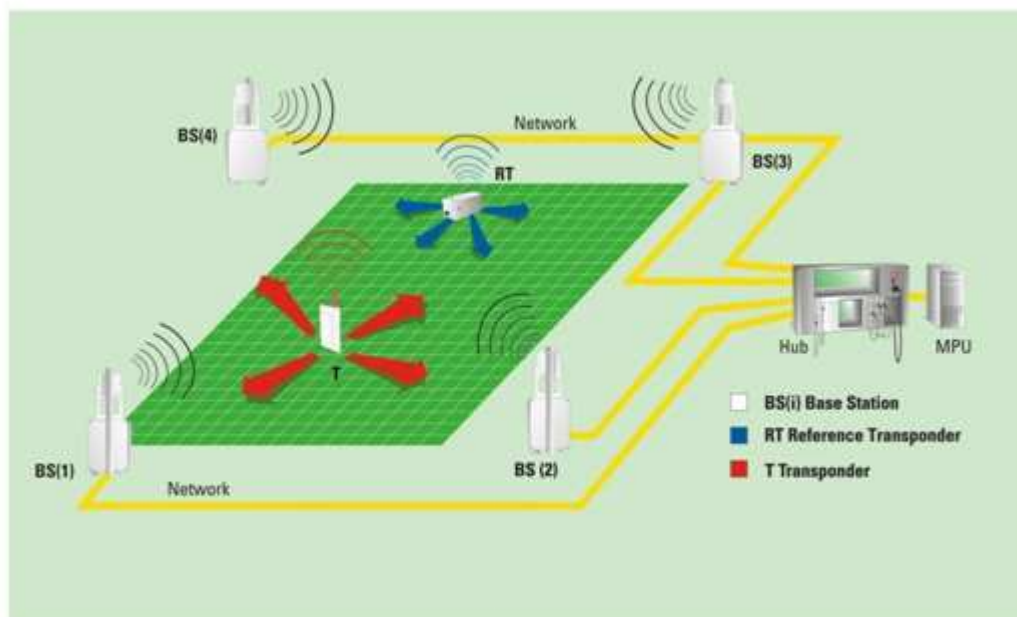
FMS Testing

- 1 Overhead Squat
- 2 Hurdle Step
- 3 Incline Lunge
- 4 Shoulder Flex
- 5 Asymmetric (Hamstring Length)
- 6 Romp Stab Push Up
- 7 Rotation Stability

All Tests are Scored as follows: 1 – Significant Weakness, 2 – Improvement Needed, 3 - Perfect

Medical & Rehab

InMotio System



Inmotio's monitoring systems are based on a wireless communication system developed by ABATEC Electronic Solutions, known as Local Position Measurement (LPM). LPM is a unique system for real-time position and heart-activity measurement. The real-time network is linked to several base stations set up around the sports field where the measurements are taking place.

The athletes wear a special vest with a transponder (transmitter) that transmits the real-time performance data via antennas to the base stations.

The extremely precise accuracy of the athlete's location (± 5 cm), and the high measurement frequency (up to 1,000 times per second), the system provides extremely accurate information. That high degree of accuracy in combination with the real-time heart activity performance data and related movement information make the system unique.

The position measurements are shown in both 2D and 3D by the application software. The trainer can study the different real-time data from every possible position on a tablet PC and is therefore able to make changes to the training programme for an individual athlete immediately.

A link to a synchronized video system also provides the video recording that was made during the training, in addition to the real-time performance data recorded. The monitoring system also makes it possible and easy to review the training session and particular training situations afterwards with the athlete(s). The LPM monitoring system thereby takes training to a higher level and makes an immediate contribution to improving the sporting performance.



<http://www.inmotio.eu>

<http://www.inmotio.eu/content/57/video.html>



Medical & Rehab

Medical Staff & Role

Staff

Led by Marcel De Geus, the medical support team have;

2-3 Physiotherapists Full time

1 Full-time Physical Development Coach

7 Part-time Physical Development Coaches (rotational involvement)

1 General Practitioner (Off Duty)

Serving up-to 190 Players at Club.

GOAL

Help Players to achieve top condition for football performance

Preventative thinking and measures

Mind/Emotional support when required

Injury Rehabd and recovery support.

Attention

Growth curve – Measure PHV and monitor individual growth.

Maturation

Culture – Ramadan Period, difference in body structures/growth.

Leg Growth

Manage closely with all staff Mental Loads, National/Regional involvement, Mind State.



Medical & Rehab

Injury Management

Reactive Full-time and part-time medical support is always on site at the academy and during training/games to ensure immediate response to all injuries. All injuries are treated and recorded regardless of how minor their nature.

(As shown below a full academy age-group injury/rehab monitoring table is LIVE for all)

Weekly updates are issued every Monday to all staff to ensure awareness of player injuries/rehab



Review Use video analysis footage to review the injury occurrence in detail to ensure full knowledge of injury and to review fully the actions that led to the injury.

Rehab Medical rehab staff work closely with players to provide detailed feedback on injury, future injury prevention and manage the players recovery. Players are given tests and work to complete prior to being “signed” off to return to training with their coach and squad. Medical Team have the control over the player at all times until player has completed rehab training and able to return.



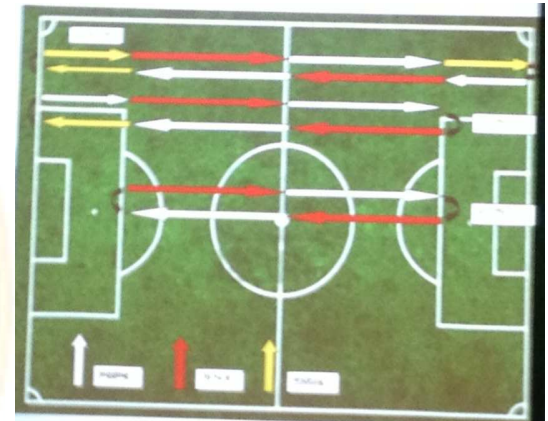
Medical & Rehab

Player Rehab

Rehab Medical rehab staff work closely with players to provide detailed feedback on injury, future injury prevention and manage the players recovery. Players when cleared to exercise again must then undertake strength and stability tests and also running tests to complete without any pain being felt. These running tests are the final requirement prior to rejoining the football aspect of training. Interval running is increased in intensity throughout.

The example below and in photos is a 15y/o player recovering from hamstring injury and in final week of 4 weeks rest, he is on the Thursday of the weekly schedule below and just completed the Running Session and completing questionnaire.

Example	Monday	Quality Running 70%	4x7min sessions
	Tuesday	Football Conditioning	30min (Low Int)
	Wednes	Free/Rest	
	Thursday	Quality Running 80% & Running Coordination	
	Friday	Football Introduction	45min (Low Int)
	Saturday	Treatment/Review/Decision	1hr
	Sunday	Free/Rest	





Medical & Rehab

Consideration & Concerns

Age Considerations/Schedule

- U7 to U12** Individual Differences, Stability, Coordination
- U13** ISRT Sub-maximum (Don't push too far), Knee Strength/Stability
- U14** Core Stability & Running Coordination, Knee Strength/Stability
- U15** Physical Development & Growth Phase, Flexibility/mobility
- U16** Monitor Integration of New Players
- U17** High Impact Injuries, Cruciate Injuries
- U18** Start Power Training (Monitor Muscles)
- U19** Intensity Increase (Monitor Closely)

Note – Cultural differences provide different bodies, growth and shapes.

Concerns

OTTAWA Ankle Rules

http://en.wikipedia.org/wiki/Ottawa_ankle_rules

Groin Injuries

Hip Mobility/Growth

Knee Development and Injuries

Hamstring

****Point of note that running & conditioning coach Ruud Weilart discussed the necessity for footballers to develop foot/ankle strength at a younger age from 6 onwards to ensure the muscles tendons etc are developed to suit the sport. He is introducing new methods at Feyenoord as he believes this is a huge oversight in our game and limits the potential for speed/explosion and also increases the opportunity for weakness at ankles.**



Medical & Rehab

Consideration & Concerns

Awareness

Eliminate injuries in Preparation Phase

Stop Ankletape after a period of time – overuse develops weakness and compensation

Monitor hip mobility throughout growth

No Anti-Inflammatory drugs – time is the healer.

Distinction between types of Hip injury

Delayed Xrays – Acute injuries are sometimes misdiagnosed with early Xrays (wait a few days)

Beware of Different Injury Developments or compensation.

Further Reading

Articles and Publications by **Raymond Verhijen**, Periodisation and Football Conditioning

Long Term Player Development by **Joost Desender**

Hamstring Injuries by **Heiderscheit 2010 and Mendguchia 2012**

Overuse injuries by **Sandor Schmikli**

Hip Mobility and Development by **Dr Heijboer**



Feyenoord Academy Visit – April 2013

Presentation 7 – Psychology



Psychology

Paul Van Zwam

Paul Van Zwam



4 Key Responsibilities:

Graduated in 1998 but no jobs in football !

Enquired at clubs to offer his services.

Contacted Herenveen, PSV & Utrecht. Worked with Clubs on a voluntary basis to develop reports and findings.

Football is his passion – wanted to work in football full-time and assist with player development.

Part-time role (2days) per week with Feyenoord Currently.

- 1 Educate Coaches
- 2 Educate Players (Academy)
- 3 Support Players (Academy & 1st Team)
- 4 Advise Technical Staff on Group Process

Key Aim: To educate staff and athletes, so that psychology is integrated into every practice/delivery.



Psychology

Educate the Coaches



The Coach is a Psychologist !!

Coach must have a clear view on how to guide players.

Coach must know his style, manner and develop his style/manner to suit the people that he works with.

Psychology is a daily business!

Coach should develop himself both as a leader and a psychologist, understanding the impact and influence his ways and guidance have on their students.

Make agreements with players or with the group of the responsibilities, actions required and AGREED path.

Prepare players with knowledge. Louis Van Gaal, Co Adrianse and Ronald Koeman are all very good teachers of the game by providing players with the knowledge and guidance of “what to do”.

Manage the team-building of the squad, though allow this to develop naturally without domination and encourage natural teambuilding within the group.

We, the coaches have to educate them in a way so that they learn to make (the right) choices on & off the pitch through their own experiences. If the coach takes all the choices or commentates their game then the player will not accept responsibility for their actions and will not learn.

Provide a Blueprint with choices for the squad and individual players.



Psychology

Educate the Player

Main aims:

Take Responsibility for their own Career, Development and Behaviour

Function in a team.

Have the ability to give and accept feedback

Prepare the player for the stresses of elite football/being ready for the stadium

Paul has introduced a method within the Feyenoord Academy called RCM (Responsibility Coaching Method). This is incorporated into Academy management of individual player development as follows;

1 RCM 1, 2 & 3

2 RCM Team

3 Coaching on Perception

4 Training

5 Feedback (Specific)

6 Mental Training programme for youth players

7 Mental coaching for 1st Team Players

Daily Basis Work



Psychology

Educate the Player

Coaches Responsibility to educate the following pathway.

Team

Position

Responsibility



Make agreements to accept responsibility
and follow group/team agreements

Tasks

Task's are based upon the 4 coaching principles:

Attacking

Defending

Transition (Attack)

Transition (Defend)

Prepare the players with the knowledge, players take responsibility for individual actions.

Coach must take responsibility for group/team actions or performance.

Teambuilding – Not taking responsibility hampers the teambuilding process and disrupts the group.

Key Area of improvement is Awareness. Perception skills allow players to play in the future.

**Awareness,
Perception &
Skills**



Choices



Responsibility



Psychology

RCM Method

RCM Method

Coach & Player interacts on development, performance and objectives (short and long term) of player.

Player completes questionnaires to detail dreams and objectives – details is own pathway to achievement by assess strengths and weaknesses. Self Assessment and Goal Setting.

Develop player knowledge through discussion and feedback

Develop players to look at themselves firstly through interaction

Accept Responsibility

Success Builds Confidence

Achieving Results is Success

Reaching Objective is Achieving Result

Develop Perception

Visual

Verbal/Hearing

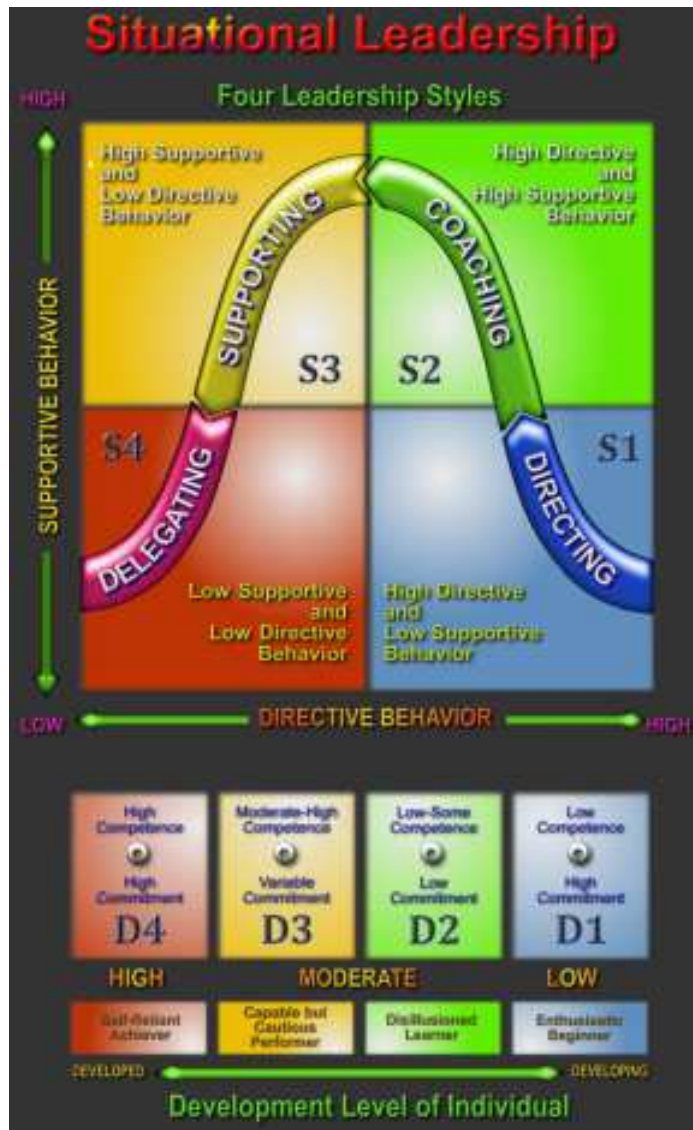
On The Ball

Physical

PERCEPTIONS

Psychology

Know your Coaching Style





Feyenoord Academy Visit – April 2013

Presentation 8 – Progressing to 1st Team



Progressing to 1st Team

Bridging the GAP

The main link between the Academy and the 1st team is First Team Assistant manager Jean-Paul Van Gastel. Jean-Paul worked within the academy following is playing career and captaincy of Feyenoord. Jean-Paul worked with U13s (1 year), U15s (1 year) & U19 (4 years) prior to moving to his role in the first team. Jean-Paul works weekly with the Academy staff and especially U17 & U19 coaches to ensure full awareness of upcoming players and talent. Jean Paul attends weekly coaching meetings on Mondays and Fridays to review squads and players possibly ready for first team promotion. Jean-Paul is proud to advise he knows every player in the Academy from aged 16 upwards and ensures he speaks with them on a regular basis, even just to provide confidence.

Looking after the Slighter & Younger players. Throughout the Academy the physical slower developing players are managed to ensure a patient approach is taken to their development, this is continued with their promotion to the 1st team squad. If players are slight then they are given shorter game-time throughout the academy, ranging from 30 to 60mins. Limits fatigue, injury and also increases self-confidence. This approach is also taken with younger players being promoted to the 1st Team. Their inclusion is gradually increased with periods of exclusion to avoid fatigue or burn-out. This is monitored professionally and may take a player 3-4 years to reach 90min regular appearances.

Excelsior. Feyenoord have a link with local club Excelsior who play in the Jupiter League 1 in Netherlands. This link is through the academy also. Any players unsuccessful in a full-time contract with Feyenoord are offered to Excelsior through their academy/club link. Also should a player be ready for 1st team promotion though not quite ready to break into the Feyenoord 1st team Squad, he will then play in the Excelsior 1st team to ensure his development continues to progress whilst he awaits the promotion to Feyenoord 1st Team.



Progressing to 1st Team

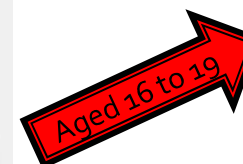
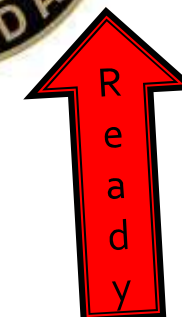
Bridging the GAP



Jordy Clasie Vice Captain (CM) Age 21
Late Developer, Small Player, Dynamic, Skilful
Current Height 5ft 7in @ 21 year old

2008/09	Under 17s	60mins
2009/10	Under 17s	70mins
2008/09	Under 19s	60mins
2009/10	Under 19s	75mins
2010/11	Excelsior (2 nd Div)	70mins
2011/12	Feyenoord 1 st Team	75-80mins
2012/13	Feyenoord 1 st Team	90mins

Current 1st Team
50%+ Academy Players
Currently 13 of 25 man 1st Squad
are Academy Products





Feyenoord Academy Visit – April 2013

Presentation 9 – Wim Jansen Interview



Wim Jansen

Interview



Whilst visiting the Feyenoord Academy, I had the fantastic opportunity to meet Wim Jansen. Wim is currently volunteering his time free of charge to the Club he loves in a “Coaching the Coaches” Role. Wim is around the Academy 2-4 times per week and any coach who requires assistance or guidance can tap into his fantastic knowledge and enthusiasm for the game. I had the absolute privilege to discuss football & coaching with Wim for a short period and quickly forgot with whom I was speaking due to the man humility and friendly approach. Below is a few of the discussion points I took away.



What is your role at the club just now ? Basically coaching the coaches, though only when they ask for assistance, guidance or feedback. I am a big believer you must be self-motivated in life to progress and will not approach a coach who does not enquire for assistance to develop firstly.

Do you miss coaching/management ? No, because of health and also because I have had my time coaching and now love watching the game/coaching, especially the youth at our academy. I love football, especially youth.



What is your one piece of key advice to a developing coach ? I have 2. Firstly you must be able to “paint the picture”, provide an image for the player to understand. Science has proven that imagery coaching or feedback enters the brain quicker and stays in the memory longer. This is key in any coaching. This can be provided in many ways through re-in-acting the play, discussing the play in a detailed manner to provide a picture in the mind or video/photo feedback. Secondly and the most effective way to coach in my opinion is have drills/conditions/games etc where the player must continually make his own decisions. Encourage decisions, allow decisions, allow mistakes, do not over-criticise, only highlight the positives and negatives in your opinion. Allow the player to express himself. This will paint the picture in the brain automatically without the need to coach.



What is the difference between a Scottish and Dutch Player/Youth ? Not a thing, both begin as equal, their development takes them in different paths, but nothing separates them from the opportunity to develop. I like the hard work ethic and desire to compete in Scottish players, we could do with more of this in our players over here.

Which player had the most “coach-ability” that you worked with ? That is very simple and you know him well. Henrik Larsson. Henrik had a self-motivated desire to continually improve everyday. This meant he continually has for feedback and challenges and ultimately led to him having a tremendous player career.



Wim Jansen

Interview



How would you advise the development of a player? During my time in football, I have come to the conclusion that the perfect player is 95% basics, 5% genius. The 5% genius you cannot teach or provide, this is special, though the 95% basics are made up of requirements such as control, pass, etc, broken down into key basic elements that are required to improve your game. At my stage in life and football I still do not know all of the 95% of basics probably around 80% I believe. It should be a coaches duty to understand these basics also and provide them to the player. Both coaches and players should always strive to learn everything about the game.

What is the key element for an elite player? Players must develop 360degree vision. Have the ability to carry out several head movements per second and always have an awareness/perception of his/her surroundings. This is the key element for me to become Elite! The basic elements of becoming a good footballer are simple Good Control, Two Footed ability and Passing Ability. If you have these abilities at a young age, the rest can be added through guidance, teaching, knowledge and most importantly practice.

What is your key advice to a young player? You must have self motivation, the majority of the motivation you have must come from yourself, within. You must be driven to succeed. You must be able to accept responsibility and understand responsibility, ultimately you are responsible, without this ability the door is closed firmly.

Wim then pointed out the duty of myself as a coach:

OBSERVE → ANALYSE → REVIEW → PREPARE → GUIDE





Feyenoord Academy Visit – April 2013

Presentation 10 – Academy Success



Academy Success

Rinus Michels Awards

The Rinus Michels Award is an annual prize in Dutch football. It is supported by the official football coaches union ("Coaches Betaald Voetbal"). The award is named after Rinus Michels, who was named coach of the century by FIFA in 1999. One of the Award categories is for Professional Academy of the Year.

For the past 4 years running Feyenoord have been awarded with the Rinus Michels award for their outstanding academy work and the players they are developing within the Netherlands.





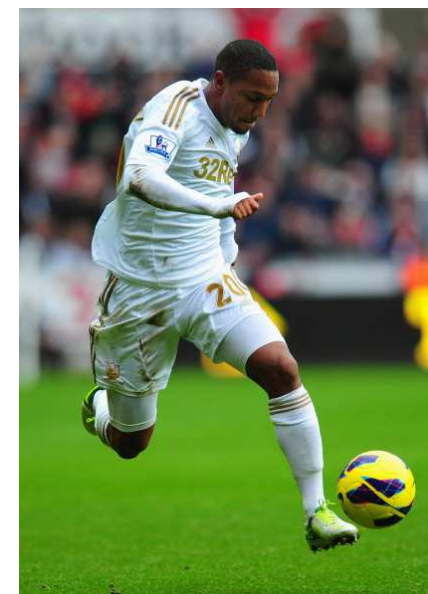
Academy Success

Former Academy Players



Robin Van Persie

Feyenoord	61	(15)
Arsenal	194	(96)
Manchester Utd	36	(25)
Netherlands U17	6	(0)
Netherlands U19	6	(0)
Netherlands U21	12	(1)
Netherlands	74	(34)



Jonathan De Guzman

Feyenoord	109	(23)
Mallorca	34	(6)
Villarreal	19	(0)
Swansea	35	(5)
Netherlands U21	4	(3)
Netherlands	3	(0)





Academy Success

Former Academy Players



Leroy Fer

Feyenoord	103	(14)
FC Twente	47	(12)
Netherlands U17	10	(2)
Netherlands U19	10	(2)
Netherlands U21	26	(4)
Netherlands	2	(0)

Georginio Wijnaldum

Feyenoord	111	(23)
PSV	59	(23)
Netherlands U17	15	(4)
Netherlands U19	17	(5)
Netherlands U21	19	(5)
Netherlands	2	(1)





Academy Success

Recent Academy Players



Karim Rekik

Age 18
Manchester City



Jeffrey Bruma

Age 21
Chelsea



Kyle Ebecilio

Age 18
Arsenal



Nathan Ake

Age 18
Chelsea



Academy Success

Current Stars

<http://www1.skysports.com/football/news/18232/8529284/Sky-Sports-Scout-Stefan-de-Vrij>



Stefan De Vrij
Club Captain (CB)
Age 21

102 App
3 Goals

5 Caps

<http://sabotagetimes.com/reportage/spurs-target-jordy-clasie-and-the-new-breed-of-dutch-stars/>



Jordy Clasie
Vice Captain (CM)
Age 21

63 App
5 Goals

5 Caps

http://espnfc.com/blog/_/name/thescoutsnotebook/id/280?cc=5739#



Tonny Vilhena
(CM)
Age 18

25 App
4 Goals

<http://footballspeak.com/post/2013/04/02/Dutch-Football-Eredivisie.aspx>



Jean-Paul Boetius
(Winger)
Age 19

20 App
4 Goals



Academy Success

Academy to National

5 Players currently in National Squad

6 Players currently in Netherlands U21s Squad

5 Players currently in Netherlands U19s Squad

4 Players currently in Netherlands U17s Squad

9 Players currently in Netherlands U15s Squad





Academy Success

National Champions 2013



U19



KAMPION



U15





Why Feyenoord?

Why Travel to Academy?



To invest in my future as a coach.

To develop my coaching knowledge.

To develop my coaching skills.

To Learn from the best Dutch youth Academy

To meet new people, new coaches, new cultures.

TO DEVELOP AS A PERSON !

OBJECTIVE ACHIEVED 😊