

ELITE
SOCCER
COACHING AWARD

**TAKE YOUR
COACHING TO
THE NEXT
LEVEL**

Ben Bartlett



WHAT IS THE ELITE SOCCER COACHING AWARD?

The Elite Soccer Coaching Award (ESCA) gives access to professional standard coach education to supercharge your coaching career.

With 8 on-demand workshops you'll learn the strategy and structure to build a world-class coaching methodology centred around you and your players.

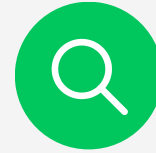
The Elite Soccer Coaching Award has no pre-requisites for enrolment beyond your own ambition. This cutting-edge course has been specifically designed to work just as well for aspiring coaches looking for their first role in the game as for professional coaches working in major academies.



8 on-demand modules covering the key coaching content



Bi-weekly Q&A sessions with Ben Bartlett



Access to Elite Soccer coaching materials



Interact with industry experts



Flexible learning - Just 2 hours a week commitment for 10 weeks



Coaching Award certificate

WHO IS IT FOR?

The ESCA is context-driven which makes it accessible to coaches at every age and stage of the game.

The course is especially relevant for coaches working or aspiring to work in professional youth development environments in the EPL, EFL, and MLS as well as national youth leagues like the ECNL, MLSNext and USL Academy.

Whilst there are no formal entry requirements, learners are likely to hold or aspire to hold a UEFA B license, Advanced Youth Award or higher.

ACADEMY COACHES

Broaden your skills and gain greater confidence

CAREER MOVERS

Add a distinctive, industry-recognised qualification to your CV

SENIOR COACHES

Get high-level, strategic guidance from one of the world's leading coach developers

PROGRESSIVE TEAMS

Give your entire team the knowledge, skills and confidence to push your club forward.

BEN BARTLETT

Ben is an experienced UEFA Pro-Licence & MSc qualified coach and coach developer, currently leading the integration of coach and player development at Houston Dynamo in the MLS.

This was prefaced by 12 years at The FA supporting the development and training of coaches within National Teams & Professional Football Clubs.

Previous experience leading youth development programs in both The Premier League & English Football Leagues to support the development of international footballers.

A regular presenter at coaching conferences, Ben is the author of the best-selling and highly influential coaching books *Constraining Football* and *Connected Coaching*



ABOUT US

Since 2010, Elite Soccer has published training sessions direct from leading coaches in the English game, in partnership with the League Managers Association.

Every month, Elite Soccer shares technical and tactical insights from professional coaches with thousands of subscribers around the world.

The Elite Soccer Coaching Award builds on this by giving those subscribers who work or aspire to work in the professional game, access to elite-level coach education.

To learn more, visit:

elitesoccercoaching.net



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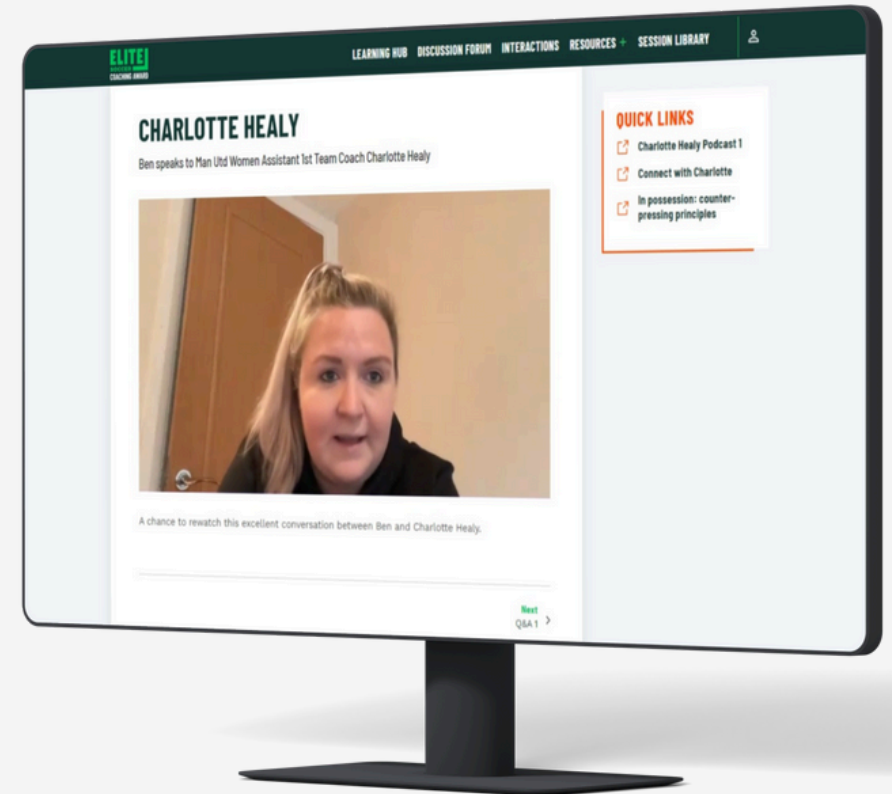
INDUSTRY CONNECTIONS

Each cohort we invite leading names from the elite game to share their insight with learners via a series of live Q&As.

In Spring 2024 we had live sessions with:

- Charlotte Healy, Assistant 1st Team Coach, Man Utd Women
- Will Ryder, Academy Director, Port Vale
- Tom Hounsell, Head of Player Insights, Fulham
- Mike Jacobs, General Manager, Nashville SC

Details of the Autumn/Winter 2024 experts will be revealed closer to the start of the cohort but you can rest assured that we are working on bringing together another fantastic line up.



SYLLABUS

MODULE 01

PLAYING FOOTBALL

Explore different “styles” of play / Starting and stopping attacks / Scoring goals

MODULE 02

PLAYING FOOTBALL

What determines how teams play? / How does what’s important shape how we play?

MODULE 03

DEVELOPING PLAYERS

Player profiling / Adapting your style to support different players

MODULE 04

DEVELOPING PLAYERS

Player development journeys / Team success with player development

MODULE 05

COACHING FOOTBALL

Learning / Syllabus design

MODULE 06

COACHING FOOTBALL

Practice design / Connecting team and individual need into sessions

MODULE 07

WHAT WE MEASURE

Multi-disciplinary coaching / Measuring what’s important

MODULE 08

WHAT WE MEASURE

Aligning the course components / Understanding your own development needs

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YOUR PERSONAL DOSSIER

None of the elements of the Elite Soccer Coaching Award are compulsory. At the conclusion of the course there is no exam or assessment where you are assessed against a set of arbitrary criteria or your peers.

We believe that the final assessment is a critical component of the ESCA as over the 12 week period you'll be guided to build your own body of work.

Your personal coaching dossier empowers you to formalise your beliefs and to close the loop. At the completion of the assessment you will be uniquely positioned to demonstrate what you value, why and how you go about measuring and affecting it.

The ESCA intends to get you industry ready, or more industry ready, as you progress your coaching career.



Your personal dossier is a powerful tool that will enable you to demonstrate your depth of understanding and alignment of your coaching action to your coaching values when applying for a new role.

The dossier building is not compulsory. It can be challenging but ultimately can be as polished as you like or as it needs to be. If you wish, you can present it to other learners formally or informally, completed or as a work in progress that seeks feedback from peers. The choice is yours.

AUTUMN/WINTER 2024 COURSE CALENDAR



SEPTEMBER

Mon	Tue	Wed	Thu	Fri
WORKSHOP 01 Playing football	16			
WORKSHOP 02 Playing football	23	Expert Q&A		Q&A with Ben #1

OCTOBER

Mon	Tue	Wed	Thu	Fri
WORKSHOP 03 Developing players	7			
WORKSHOP 04 Developing players	14	Expert Q&A		Q&A with Ben #2
WORKSHOP 05 Coaching football & players	21			
WORKSHOP 06 Coaching football & players	28	Expert Q&A		Q&A with Ben #3

NOVEMBER

Mon	Tue	Wed	Thu	Fri
WORKSHOP 07 What we measure	4			
WORKSHOP 08 What we measure	11	Expert Q&A		Q&A with Ben #4
	18			
	25			Course conclusion workshop

DECEMBER

Mon	Tue	Wed	Thu	Fri
	2			
	9			
	16			
	23			Platform closure

Due to the nature of the industry and scheduling of fixtures, this calendar is subject to change.

Workshops are released at noon and available on-demand.

Q&As with Ben and with Industry Experts are delivered live via Zoom and an on-demand replay of each session is made available afterwards.

All on-demand workshops and Award resources can be accessed any time until December 31st.

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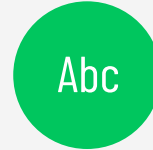
The best way to do the Elite Soccer Coaching Award is with your colleagues.

Whether you're a club, league or state/county association, there's huge benefit in aligning methodology.

The ESCA can be delivered to clubs and organisations in secure, private environments, allowing you and your team to explore the course together.

Clubs will benefit from dedicated group and individual interactions with Ben and the course modules that enable them to better align the course with the club's beliefs.

To enter a group onto the ESCA, please speak to us directly before booking.



The same language

With all the shiny new stuff about, it is easy to forget that coaching is simple at its core, but the many approaches, methodologies and languages often create a chasm between teams and organisations. The ESCA aims to bring teams together through a shared ideology of coaching and player development that ensures an effective, top-to-bottom approach



The same story

The nature of most clubs means you're probably not the only one in the building talking to your customers. In many teams, many people are ultimately responsible for delivering a consistent playing experience and it's tricky to ensure consistency. The ESCA teaches the core principles of soccer and reinforces the need for a joined-up approach.



The same page

Coaching teams change – people come, people go – but maintaining a good base level of knowledge is vital. By preserving a consistent approach to individual and team development, the ESCA provides an inexpensive way to onboard new coaches and upskill established ones to ensure everyone has the same fundamental knowledge and ability.

CONTACT

Want to get in touch?

Drop us a line or give us a call.
One of our team members will be in touch to help with your enquiry

Elite Soccer Coaching Award
Units A-J Austen House
Station View
Guildford
Surrey
GU1 4AR
United Kingdom

esca@elitesoccercoaching.net



Ben Bartlett

Course Lead



Simon Hassell

Sales & Business Development Director



Charlotte Lungley

Customer Service Executive



Kevin Barrow

Managing Director



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