

ELITE
SOCCER
COACHING AWARD

GUIDEBOOK

24/25 SEASON

Ben Bartlett



WELCOME, COACH!

This guidebook should give you an overview of what to expect over the 12 weeks you'll spend with us - from the opening of the Learning Hub, through to the certificate of completion.

The ESCA team



THE LEARNING HUB

The Learning Hub is the central portal where you'll access everything you need throughout the Elite Soccer Coaching Award. You can access the learning hub [here](#).

LEARNING HUB

VIDEO WORKSHOPS

INTERACTIONS

ZOOM CALLS

FORUMS

WHATSAPP COMMUNITY

RESOURCES

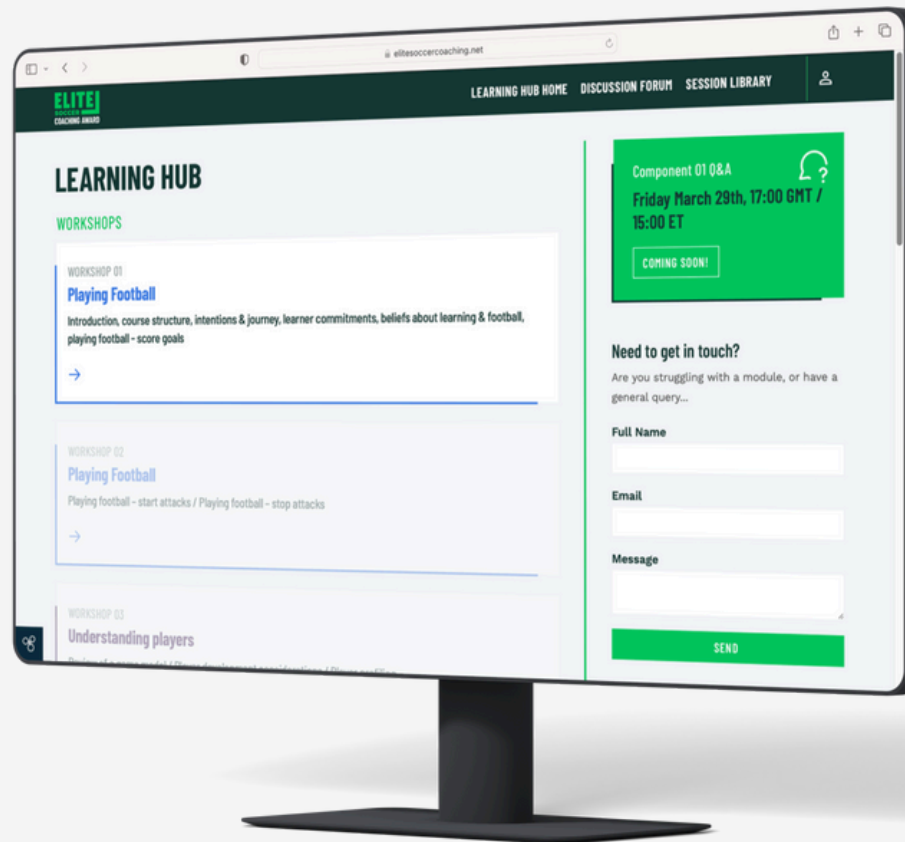
YOUR DOSSIER

AWARD CALENDAR

SUPPORT

VIDEO WORKSHOPS

NETWORKING



RESOURCES

LIVE EVENTS

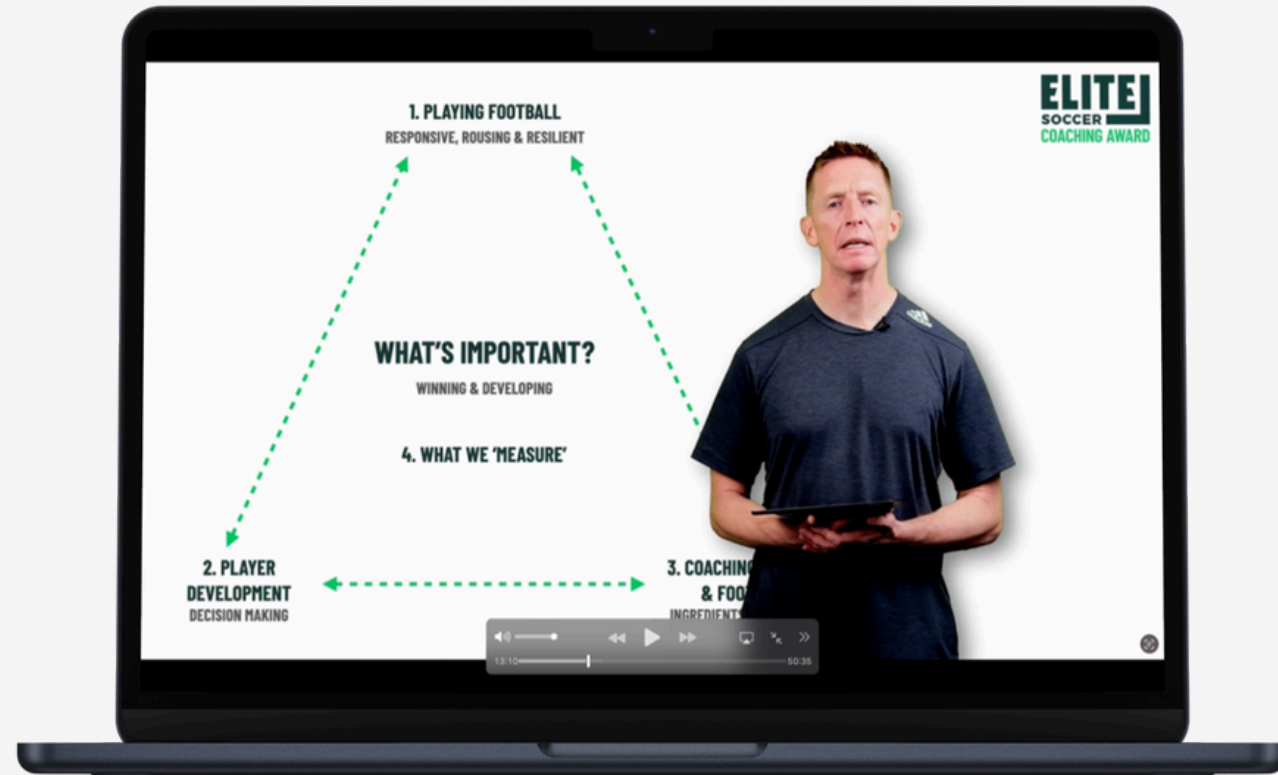
VIDEO WORKSHOPS

The on-demand Workshops will be released on Mondays. You can find a full schedule on the [award calendar](#).

These videos are a mix of Ben talking, animations of concepts and match footage of these concepts in practice. They are intended to help stimulate and prompt your thinking.

The videos are there for you to engage with as you wish - watch them once or as many times as you like.

You can watch these videos at your own pace, but we recommend keeping to the weekly schedule. Doing so is important if you wish to attend the live events as these are scheduled to align with the award content.



VIDEO WORKSHOPS

Accessing the workshops

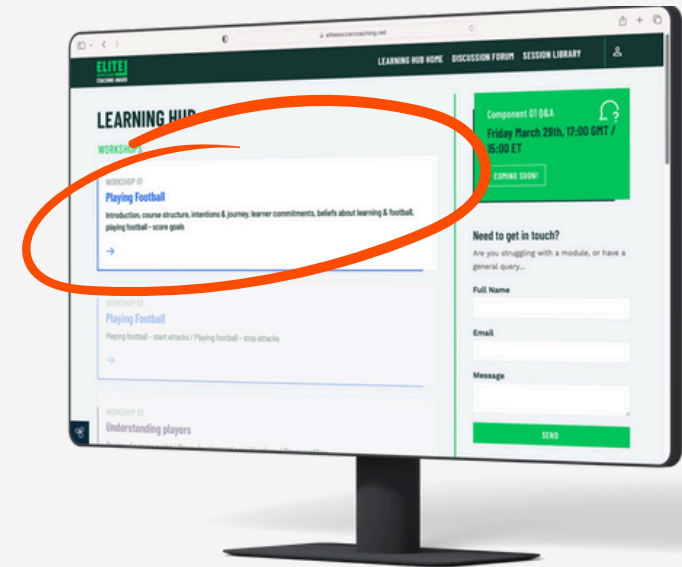
The workshops are embedded within the page but can be enlarged to view full-screen.

Please note that depending on your connection speed, viewing at full screen on a desktop computer might cause video quality to drop.

You will be notified by email whenever we put a new workshop video live.

Upcoming workshops are visible but cannot be clicked until they are made live on the release date.

Available workshops display here



LEARNING HUB

VIDEO WORKSHOPS

INTERACTIONS

ZOOM CALLS

FORUMS

WHATSAPP COMMUNITY

RESOURCES

YOUR DOSSIER

AWARD CALENDAR

SUPPORT

INTERACTIONS

We encourage you to interact with the ESCA team and your fellow learners

ZOOM CALLS

Q&A with Ben

Over the duration of the ESCA, Ben will lead four Zoom calls to go over areas of interest that emerge from your engagement with the award materials.

Q&A with industry experts

Ben will interview an industry expert, then you'll get an opportunity to ask them questions. There will be four sessions, again aligned to the award content.

We have some great names lined up for you!

Drop-ins with Steph

Steph will hold casual chat sessions to give you a chance to discuss the course, coaching in general, or just network with your fellow learners.

FORUMS

The forums exist to allow you to interact with your fellow coaches.

Use the forums to get to know each other, interpret and discuss the concepts and ideas Ben shares with you, and support each other throughout the award.

WHATSAPP COMMUNITY

The WhatsApp Community serves two purposes: to keep you up to date with upcoming releases, calls and events, and to allow you to interact with other learners on a more casual basis.

If you can't attend any of the live events, don't worry. You can submit any questions for Ben or the experts via the forums prior to the event.

All live events will be recorded and available within 24 hours for you to view on-demand..

ZOOM CALLS

Event schedule

[Click here](#) to see the schedule of live events. Please visit and click 'Add to Google Calendar' to add the events to your calendar.

Submitting a question

Prior to a Q&A you can click on the "SUBMIT A QUESTION" link. This gives you a chance to ask a question even if you cannot make the call.

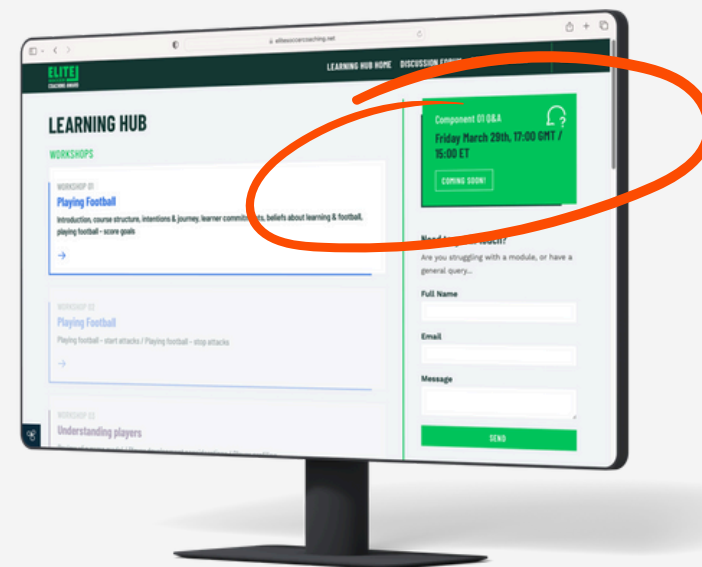
Joining an event

The next available event will be shown in the sidebar on the learning hub. If you are accessing the learning hub on a mobile phone or smaller device the next event will be found below the list of workshops.

Please try to join the event a few minutes ahead of time. The Zoom set up uses a waiting room. You will be admitted to the call by the host when the meeting begins.

On joining an event you will be muted. Please

The next event will display here



only unmute your microphone if called upon.

ALL Zoom calls will be recorded and by joining you give your consent to being recorded.

On-demand

After an event we will create a recording and add it to the event schedule and resources.

FORUMS

Accessing the forums

[Click here](#) to access the discussion forums.

Depending on whether you have enrolled on the course as an individual or as part of a club you will see a range of forums you can interact with.

Main forums

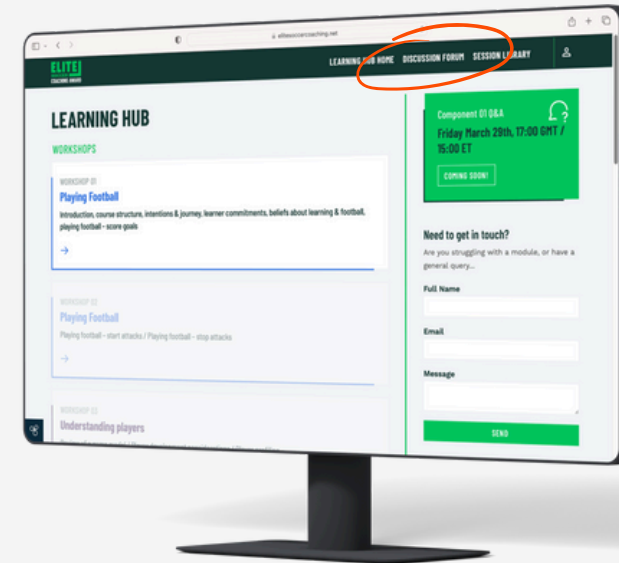
Accessible to all learners, use the main forums to interact with everybody on the course. You will find dedicated forums for a range of aspects. Jump in and introduce yourself and join the discussions.

Private forums

If you have been enrolled on the course by your club or association you will see a private forum that allows you to interact with the people in your club.

Threads in the private forum are not visible to other learners.

Access the forums here



Creating and replying to threads

To create a new thread click CREATE THREAD above the list of threads in the forum.

To reply to a thread click on the green REPLY button found at the bottom of the thread

WHATSAPP COMMUNITY

Joining the WhatsApp Community

[Click here](#) to join the WhatsApp community.

Joining the community is completely optional.

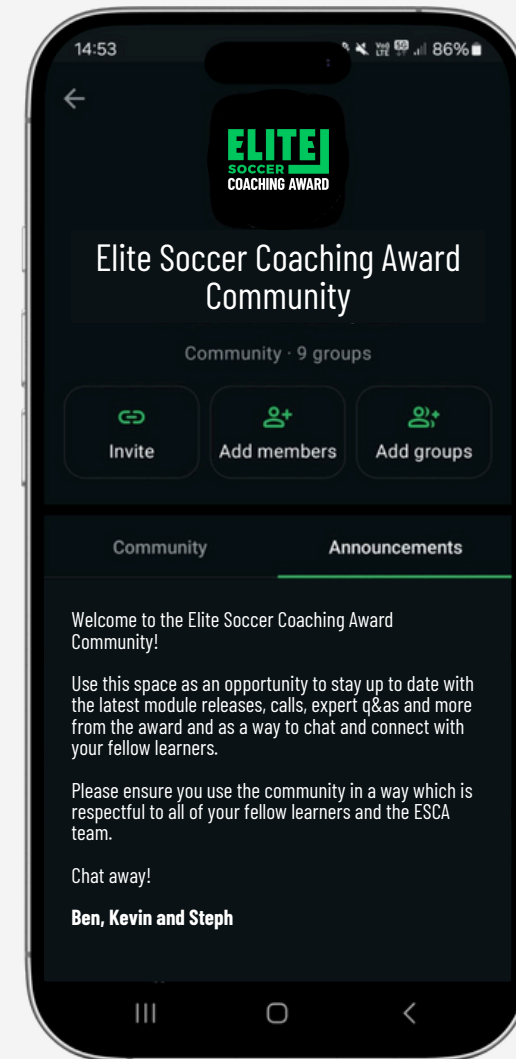
Announcements

The Announcements channel will complement your weekly update emails. Through the channel, we'll share information about module releases, expert Q&As, calls, and anything else you need to know!

Discussion

The Discussion group is for you to chat about anything ESCA-/soccer-related.

We're kicking things off with these two zones, but we will be responsive to what you need. If you feel there's a need for more specific discussion groups - perhaps about the dossier, specific course components, or anything else - we'll make them! Just let us know.



Please note that by joining the WhatsApp Community, your phone number will be visible to the other learners. Joining means you give your consent for this.

RESOURCES

Accessing resources

Resources, including the session library, will be found in the Resource tab at the top.

Resources that are aligned to specific workshops can be found in the sidebar.

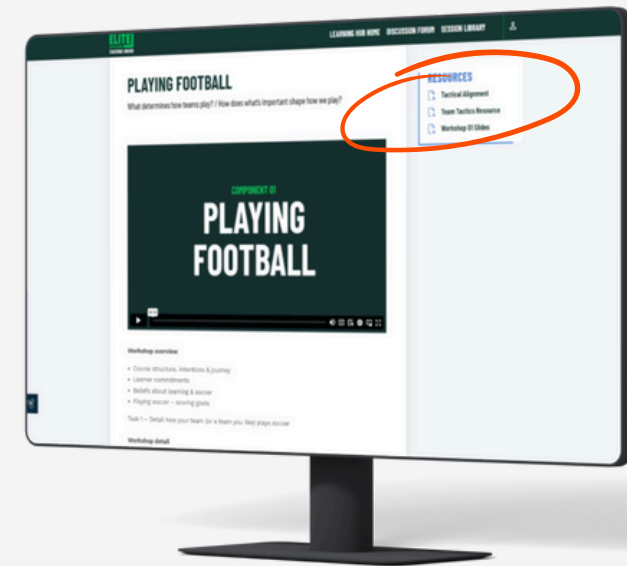
If you are viewing a workshop on a mobile, you will find the resources beneath the workshop.

Most resources will be available as either PDF files or links to embedded media within the Learning Hub.

PDF files should be accessible on any device. If you experience any problems we recommend using Adobe Acrobat Reader. This software is free and can be downloaded [here](#).

Some resources are interactive and include links or QR codes to take you to related resources.

Access the resources here



Sharing resources

Please do not share resources outside of the ESCA.

YOUR DOSSIER

You will be provided with numerous resources to aid your learning.

Over the 12 weeks of the award you'll be guided to build your own body of work.

Rather than assessing participants against what we believe to be important in the game of soccer, YOU will show us what is important to you through your personal dossier.

Ben will support you to develop your dossier by providing tasks. There are four tasks - one at the end of every workshop.

Your dossier can take whatever format you like - we want you to express your ideas in a way that works for you.

You will not be graded. The ESCA is not designed to pit you against your peers, there is no pass or fail.

You do not have to submit a dossier at the conclusion of the award, but we strongly recommend you do so. This is a large and integral part of the experience. Indeed, to whatever extent you think it is possible, we encourage you to share your work with the other learners throughout the award.

The deadline for submitting your dossier is 5pm BST on May 23rd.

We will provide a form for submitting your dossier closer to the time.

YOUR DOSSIER

What to include in your dossier

Throughout the ESCA Ben will give you a task to complete. You will find a brief description of the task on each workshop page.

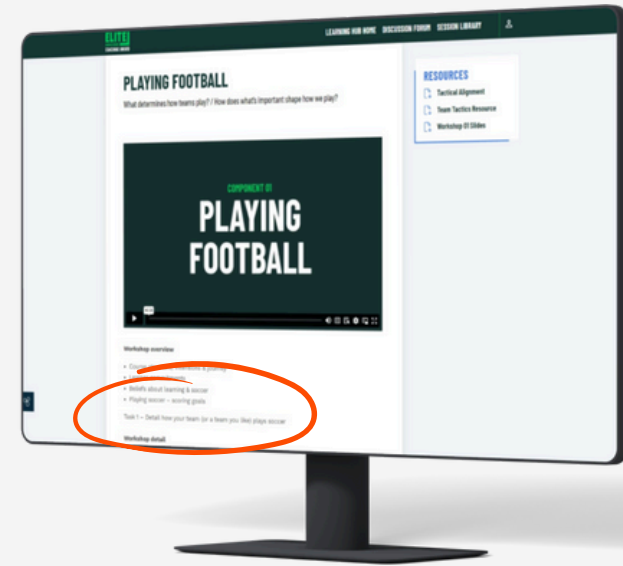
Your tasks will align to the course content. In workshops 1 & 2 Ben will explore the ESCA game model. Subsequently, your second task will be to build your own game model.

There is no expectation for you to copy Ben's, or to present it in a similar manner. Each task should be approached in a way that makes sense to you and that you feel addresses the task with clarity.

Sharing your work

If you are able to, please share your dossier with the other learners as the Award progresses. This is the best way to get continuous feedback from everyone that is exploring the course in your cohort.

See the task here



How to submit your dossier

Following the final workshop you will be shown how to submit your dossier.

Is my dossier graded?

No. The dossier is built to crystallise your approach to coaching, not for us to say you are "right".

AWARD CALENDAR

LEARNING HUB

VIDEO WORKSHOPS

INTERACTIONS

ZOOM CALLS

FORUMS

RESOURCES

SESSION LIBRARY

YOUR DOSSIER

AWARD CALENDAR

SUPPORT

MARCH

Mon	Tue	Wed	Thu	Fri
WORKSHOP 01 Playing football 10		LIVE Induction 12 3pm UK / 11am ET		
WORKSHOP 02 Playing football 17		LIVE Q&A Guest 1 19 6pm UK / 2pm ET		LIVE Q&A Q&A with Ben #1 21 6pm UK / 2pm ET
WORKSHOP 03 Developing players 24		LIVE Drop-in with Steph 26 3pm UK / 11am ET		
WORKSHOP 04 Developing players 31				

APRIL

Mon	Tue	Wed	Thu	Fri
	LIVE Q&A Guest 2 1 6pm UK / 1pm ET			LIVE Q&A Q&A with Ben #2 4 6pm UK / 1pm ET
WORKSHOP 05 Coaching football & players 14		LIVE Drop-in with Steph 16 3pm UK / 10am ET		
WORKSHOP 06 Coaching football & players 21		LIVE Q&A Guest 3 23 6pm UK / 1pm ET		LIVE Q&A Q&A with Ben #3 25 6pm UK / 1pm ET
WORKSHOP 07 What we measure 28		LIVE Drop-in with Steph 30 3pm UK / 10am ET		

MAY

Mon	Tue	Wed	Thu	Fri
WORKSHOP 08 What we measure 5		LIVE Q&A Guest 4 7 6pm UK / 1pm ET		LIVE Q&A Q&A with Ben #4 9 6pm UK / 1pm ET
	12			
	19			Dossier submission 23
	26			LIVE Dossier review 30 6pm UK / 1pm ET

JUNE

Mon	Tue	Wed	Thu	Fri
	2			
	9			
	16			
	23			Platform closure 27

Due to the nature of the industry and scheduling of fixtures, this calendar is subject to change. We will notify learners of any change as soon as possible.

Workshops are released at 12pm UK time and available on-demand. After release, you will have until the platform closure date to view all workshops.

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 June 27th.

SUPPORT

Guidebook

Most questions should be addressed here. However, if this guidebook does not answer a specific question about the Award there are further routes to get help

Forum

Check the support forum. We will respond here and post responses to any frequently asked questions. Your issue may already be addressed here.

Email

esca@elitesoccercoaching.net

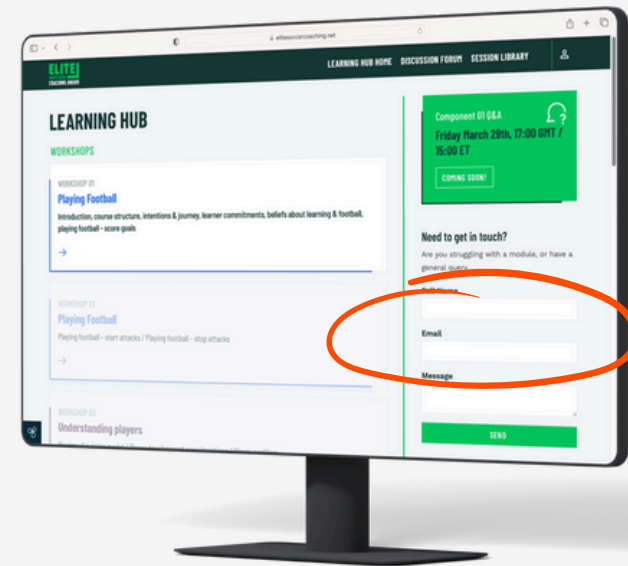
Hours

We are based in the UK.

On live event days we will be on hand monitoring emails and forums up to the start of the event in case of access problems.

We will respond to any other issues within 24 hours but most likely sooner.

Get support here



ELITE
SOCCER
COACHING AWARD