

www.doublepass.com

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MASTERCLASS

HEAD OF WOMEN'S FOOTBALL

double pass 
OPTIMISING PLAYER | POTENTIAL

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A UNIQUE EDUCATIONAL JOURNEY IN WOMEN'S FOOTBALL



1

Based on a scientifically proven
Professional Academy Support
System (DP Club Model)

2

16 years of experience working
with +1000 Clubs in more
than 20 Countries

3

Drawn upon academic research,
practice from the field and best
practices from the latest sport
technical know-how

APPROACH



Provide
INSPIRATION



Convey
CONTENT



Check & Ensure
UNDERSTANDING



Achieve
REWARDING

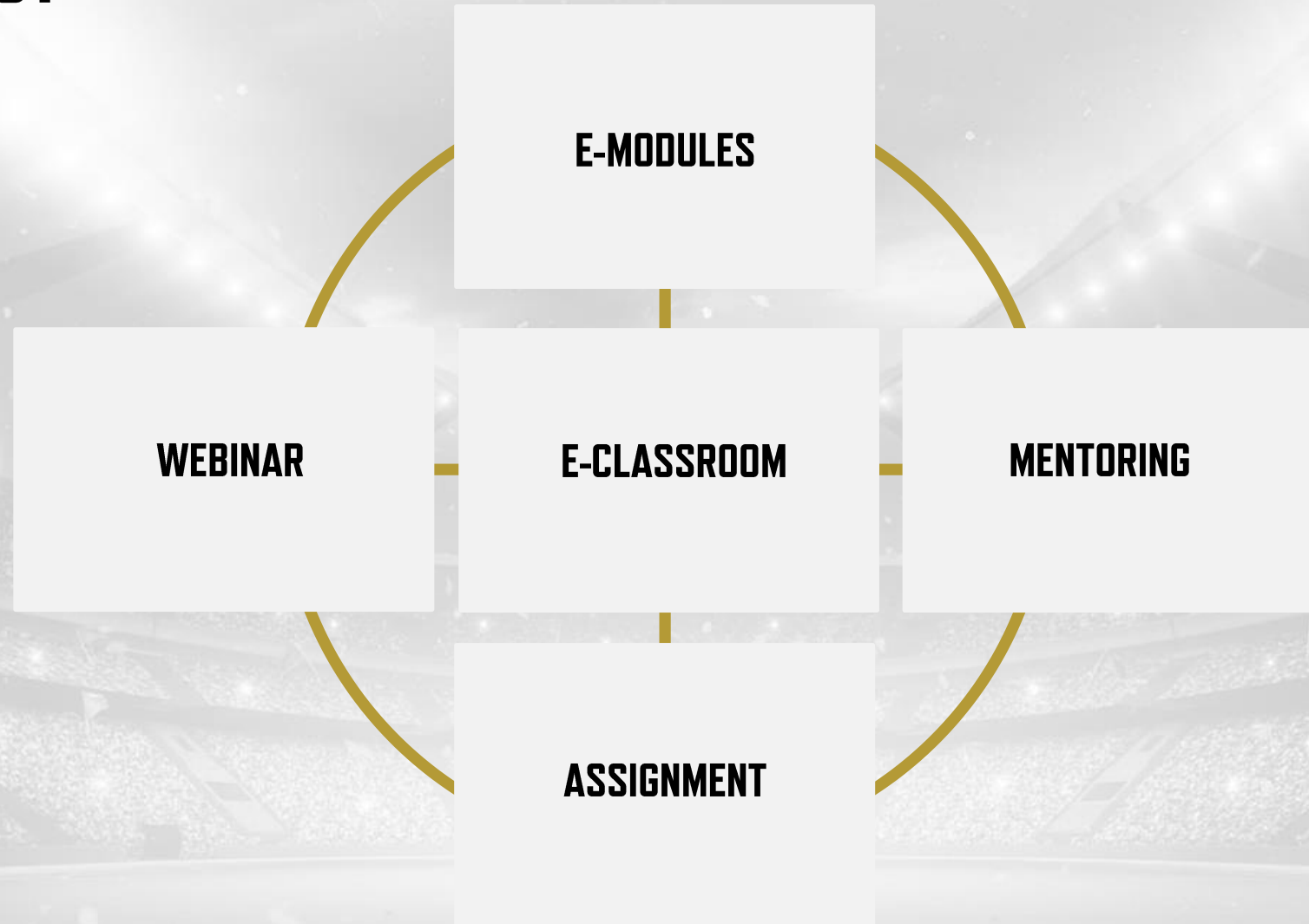


Feedback via
MENTORING



Stimulate
APPLICATION

METHODOLOGY





CHAPTERS

The course is divided into 3 chapters:

1

**Club & Academy
Management**

2

**Football Philosophy
and
Team Development**

3

**Individual Development
and
Health & Performance**

1. CLUB & ACADEMY MANAGEMENT

This module provides an insight to the Double pass Club Model and a Framework to design a strategic roadmap to manage a Women's Club & Academy while facing the obstacles of the Women's Football landscape. This chapter is broken down into 2 modules :

**STRATEGIC FRAMEWORK – CONTEXT ANALYSIS –
FOOTBALL BUSINESS MODEL – CLUB & ACADEMY STRATEGY**

ORGANISATIONAL TIERS



LEARNING OBJECTIVES

At the end of this module you will be able to:

Design a strategic plan for Club & academy with a focus on the **context of Women's Football**.

Translate the club strategic plan into the different steps of an **academy strategic plan**.

Set **clear academy goals & key performance indicators** to evaluate the **ROI** of an academy and its departments.

Design an optimal club **organization model** and structure for talent development, including a technical board & academy management.

2. FOOTBALL PHILOSOPHY

Football Philosophy describes who you are as a football Club/Academy and has a significant influence on how you want to be identified both on & off the pitch. Next to that, it's also important to understand the factors and processes that influence development of the team. This module guides you with a comprehensive framework and detailed step to design a Football Philosophy and provides you frameworks that will optimize the football performance of your Club/ Academy. This chapter is broken down into 4 modules :

IDENTITY – STYLE OF PLAY – PRINCIPLES – GAME SITUATIONS

SYSTEM OF PLAY – PLAYER PROFILES

CURRICULUM - PERIODIZATION

PRACTICE ON FIELD



LEARNING OBJECTIVES

At the end of this module you will be able to:

Understand & define the various **building blocks** of developing a **Football Philosophy**.

Develop your **own unique Football Philosophy** specific to your own **context & environment**.

Set **specific** and **age-appropriate learning objectives** for all groups at a Club/Academy.

Design a **Curriculum** and a **Periodization** plan to turn theory into practice at a Club/Academy.

Develop your own **Session, Exercise and Coaching DNAs** to streamline the learning.

3. INDIVIDUAL DEVELOPMENT AND HEALTH & PERFORMANCE

The individual player is the main focus in Football. In this chapter we provide you with a framework to maximize the potential of each player focusing on both football and health & performance which will ease integration of young girls into the professional football world. This chapter is broken down into 2 modules :

**LOAD MANAGEMENT – HORMONAL CYCLE –
MATURITY – INJURY PREVENTION**

INDIVIDUAL DEVELOPMENT - TRANSITION TO 1ST TEAM

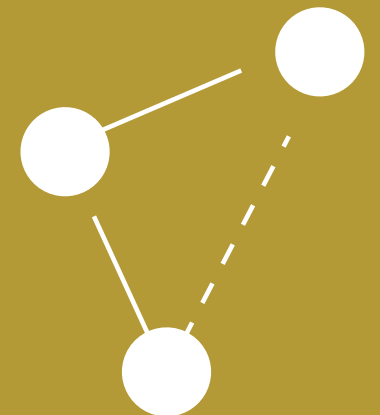


LEARNING OBJECTIVES

At the end of this module you will be able to:

Develop an understanding of **Scientific Data and Technology** for a more accurate picture of **Female Player's Potential**.

Set **Personalized** targets for top prospects **via Individual Development Plans (IDP)**.





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