

Náležitosti řízení sportovního klubu

INTEGRATED CORPORATE MANAGEMENT

PERFECT COOPERATION



INTEGRATED CORPORATE MANAGEMENT

HOLISTIC APPROACH



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HOLISTIC APPROACH



FOOTBALL MANAGEMENT

FIELDS OF ACTION



FOOTBALL MANAGEMENT GUIDANCE



STRATEGIC SQUAD DEVELOPMENT

GUIDANCE

GOALS

- Long-term, across different age groups squad planning
- Local player
- Structural characteristics
- Position profile
- Squad efficiency
- Continuity
- Reduction average age
- ...

ACTIONS

- Definition requirements
- Creation player profiles
 - Individual development
 - Definition squad structure
- Conception measuring squad efficiency (economic)
- Statistical evaluation
- Planning meeting
- ...

SUCCESS

FOOTBALL IDENTITY / PHILOSOPHY

GUIDANCE

GOALS

- Clarity
- Identifiable principles
- Integral aspects through all teams
- Independent of individuals
- Appeal for fans and new players
- Diversity of player characters
- Visualization of the football identity
- Establishment of an training manual
- ...

ACTIONS

- Video-based best practise database
- Individual coaching with players
 - Individual development
 - Analysis meeting
 - Personal development
- Definition of position profiles
- Definition of role models
- ...

SUCCESS

FOOTBALL IDENTITY / PHILOSOPHY

DEEP DIVE

PERFORMANCE INDICATORS AND REQUIREMENTS

- visualization of the match philosophy (game principles) until dd.mm.yy, updating and management of a Top 10 selection after every 4 months
- 5 times p.a. training courses for coaches; at least 2 times p.a. coaches training with 1st team staff
- 25 times p.a. matchday analysis meetings (U21-U16)
- 3 times p.a. football world status report (in written and visualized)
- 16 times p.a. small group training (U21, 1st team)
- 2 times p.a. workshop „Club Values“ per team p.a.
- by dd.mm.yy finalization of visualization of the „Club values“

SUCCESS

COACHES & EXPERTS

GUIDANCE

GOALS

- Education and training of experts
- “Shadow squad” of coaches and experts with included ranking
- Systematic development
- Implementation of a positive work culture among coaches and experts
- Continuity of key positions
- Structural leadership
- ...

ACTIONS

- Internal trainings
- External speakers
 - Work shadowing
 - National benchmarks
- International conferences and networking events
- Definition of appraisal system
- Modern analysing methods
- ...

SUCCESS