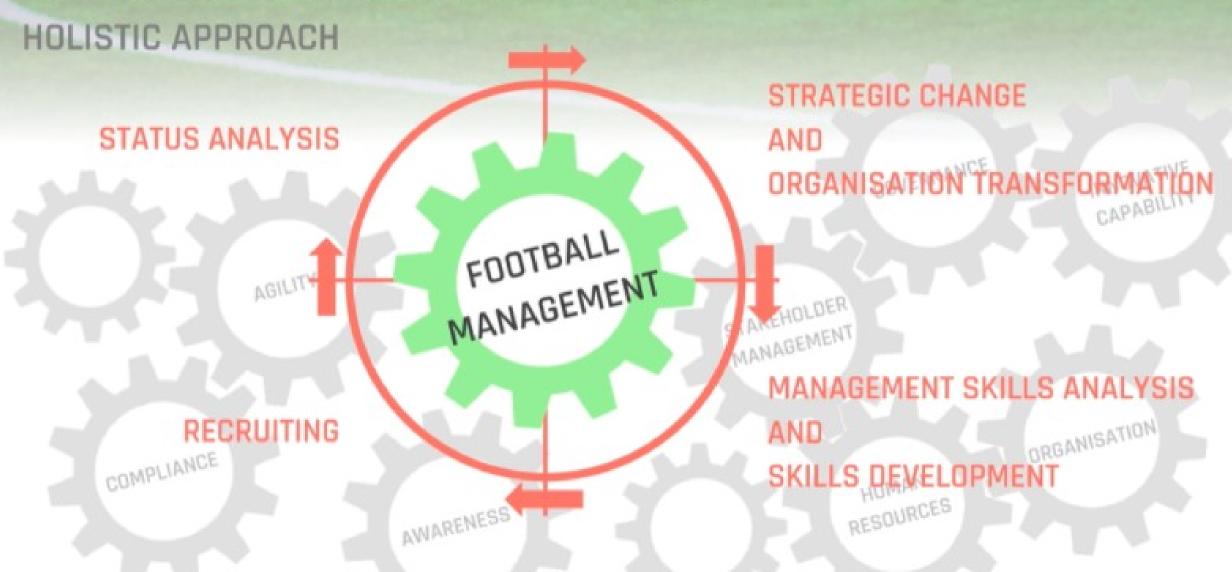
# Náležitosti řízení sportovního klubu

# INTEGRATED CORPORATE MANAGEMENT

# PERFECT COOPERATION



## INTEGRATED CORPORATE MANAGEMENT





## 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
- . ...

#### 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

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# 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"

#### **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

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#### **ACTIONS**

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

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