

GAA GAMES DEVELOPMENT CONFERENCE

in partnership with

sky sports

Empowering your Players

Lessons learned from soccer's top managers

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GAA
HANDBALL

in association with



WHERE WE ALL BELONG

GAA

Desired Outcomes from Presentation

1. Explain why I believe it's so important to look for learning from outside your own sport
2. Present some of knowledge that I've picked from studying how soccer's top manager's go about creating their desired culture
3. Highlight some of the avenue's available for continued learning outside those provided by the GAA

Why learn from other sports?

- Most of the key skills of coaching & management - communication styles, dealing with adversity, session planning, performance analysis - are 100% transferable across sports
- The differing approaches to best practise that other sports take may present you with fresh new ideas
- Coaches outside your own sport are often more accessible

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Creating a Culture



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Creating a Culture - Values Backed up by Behaviours

Four Common Themes that Emerge

1. Togetherness
2. Psychological Safety
3. Confidence
4. Demanding Environment

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Creating a Culture -

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Togetherness

“Jurgen creates a family. We always say - 30% tactic, 70% team building” – Pep Lijnders

(Liverpool Assistant Manager)

“We’re here to help each other so that the players don’t feel tension and division. We are one.

We are not little groups because in all teams this what ends up killing team spirit” - Guardiola

“I was a substitute for the first while when I came into the club but even then he was telling me that I was going to become a hugely important player for Dundalk.

I never felt ignored” – Robbie Benson

(Former player under Kenny)

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Psychological Safety

“The boys know that they can make mistakes. Football is a game of mistakes. But what is important is the reaction.

You lose the ball, you try to win it back. You conceded a goal, then go and try to score one.

If we want our teams to be creative then we can't punish them for mistakes” - Klopp

“I won't tell you off if you misplace a pass or miss a header that costs us a goal as long as I know your giving 100%.

I can forgive you any mistake, but I won't forgive you if you do not give your heart and soul to this team”

- Pep

“There's always a plan and you will know your role inside out, but he also gives you the freedom to go and do your stuff.

He trusts you to make your own decisions.” – Stephen O'Donnell

(Former player under Kenny)

Creating a Culture -

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Confidence

“He was a bit concerned by his lack of goals. But I told him that he is the only player in the world who can play this position in the way that I need it done.”

– Klopp on Firmino

“ In this dressing room, the players are the best. The very best.

Look at each other. You must be so happy at what is looking back at you. ”- Guardiola

“He would take me away for a one-on-one chat and go through what he expected of me, while also explaining why I was the perfect man for the job”

– Chris Shields

(Former player under Kenny)

Creating a Culture - Values Backed up by Behaviours Demanding Environment

“I demand a lot of energy from my players. Therefore I must be seen to possess that also.

I see myself as being the extra tank of the players. When their energy starts to less and less late in the game that is when I must infuse them with my energy” - Klopp

“Every day you must come here and try to get better. Every single day.

I can say that I will be very demanding of you all, just like I will be of myself”

- Pep talking about the training ground

“He challenges you to constantly look to improve, to always strive to be the best in your position.

But he’ll also do everything he can to help you achieve that aim.”

– Gary Rodgers

(Former player under Kenny)

How can we learn from other sports?

- Formal Education – MSc Coaching Science in Sport at UCD – Dr Seamus Kelly
- Semi Formal Education – Coaching Ireland Tutor Qualification
- Watch sessions – all sports, all levels
- Integrate other sports coaches into your own coaching set up
- Books – Quiet Leadership, Brave New World, Sacred Hoops, Can You Manage, Bounce
- Newspaper Articles – Twitter - @sixtwofourtwo
- Podcasts – How to Win at Dominoes, The High Performance Podcast, The Coaching Bubble, The Locker Room, The GAA Hour, Flying Coach
- Webinars – GAA Learning portal, FAI Coach Education, North American Irish Coaches, STATSports, Sporting Champions, Foundation Coach Education
- Mentors – Somebody you can bounce stuff off
- Networking Groups for sharing content

Recap on Desired Outcomes

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Any Questions?

Thank you very much

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