



Philip Kerr Player Development Coaching....Where next?





Focus Quiz

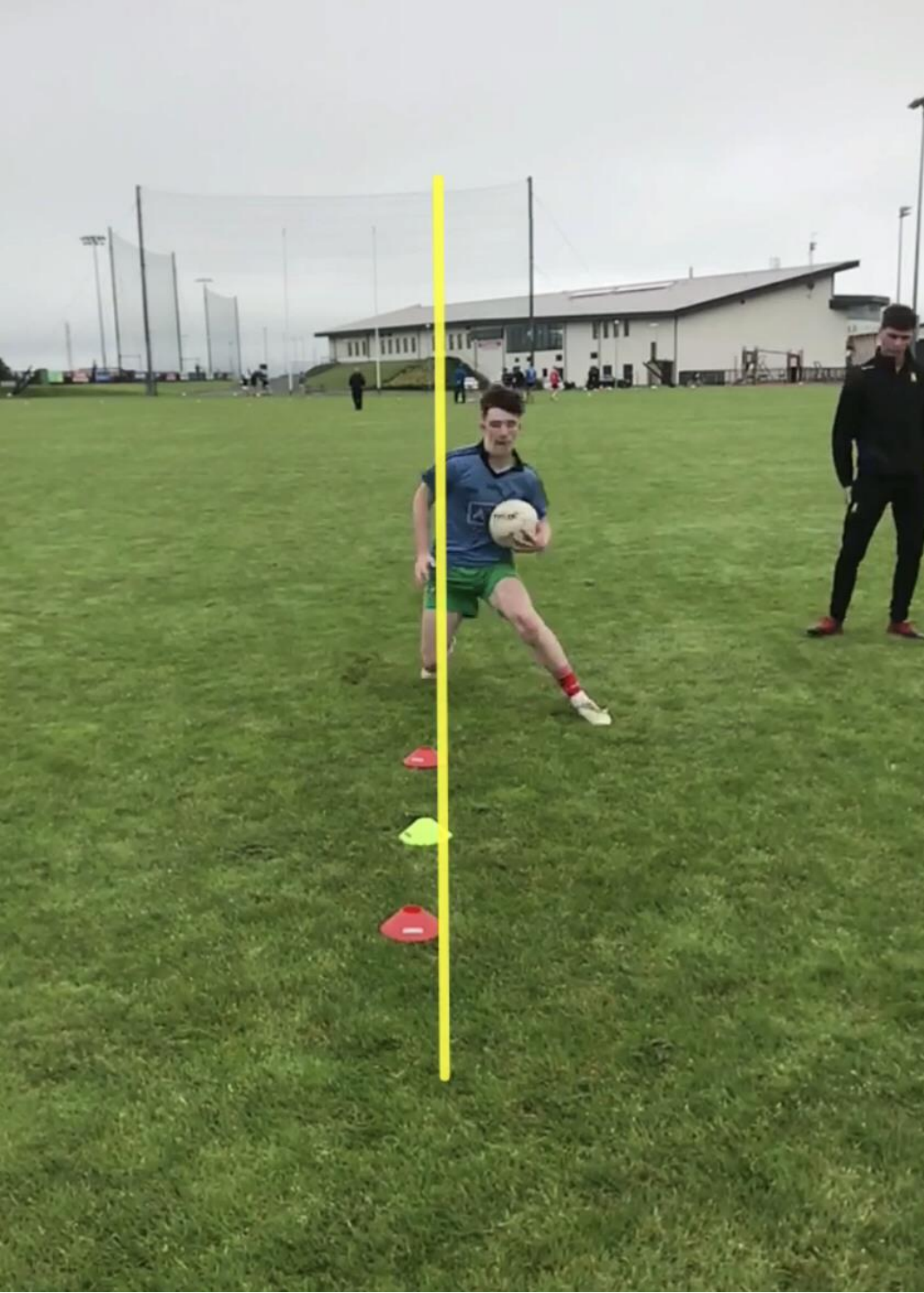
- 5 photo slides and 5 statements
- 30 seconds to discuss a photo
- Statement revealed
- Immediate response
- Hand raise for TRUE / No action for FALSE

The player
on the right
needs help
with
technique





He is more comfortable on his right foot



Breaking the line
with his upper body
and not just his leg,
makes the feint even
more convincing



I need to correct the tackle on the left



The player releases the ball at the yellow height; blue would be better

Who chose 'TRUE' for all five?

Where were we?

- Friday 12th January 2018
- 10-minute outline of the basics of Player Development Coaching (PDC)
- Where were you?
- Let's recap



Priority Challenge = A change that would make a big difference to his game



Turning



Shooting





Solo Running

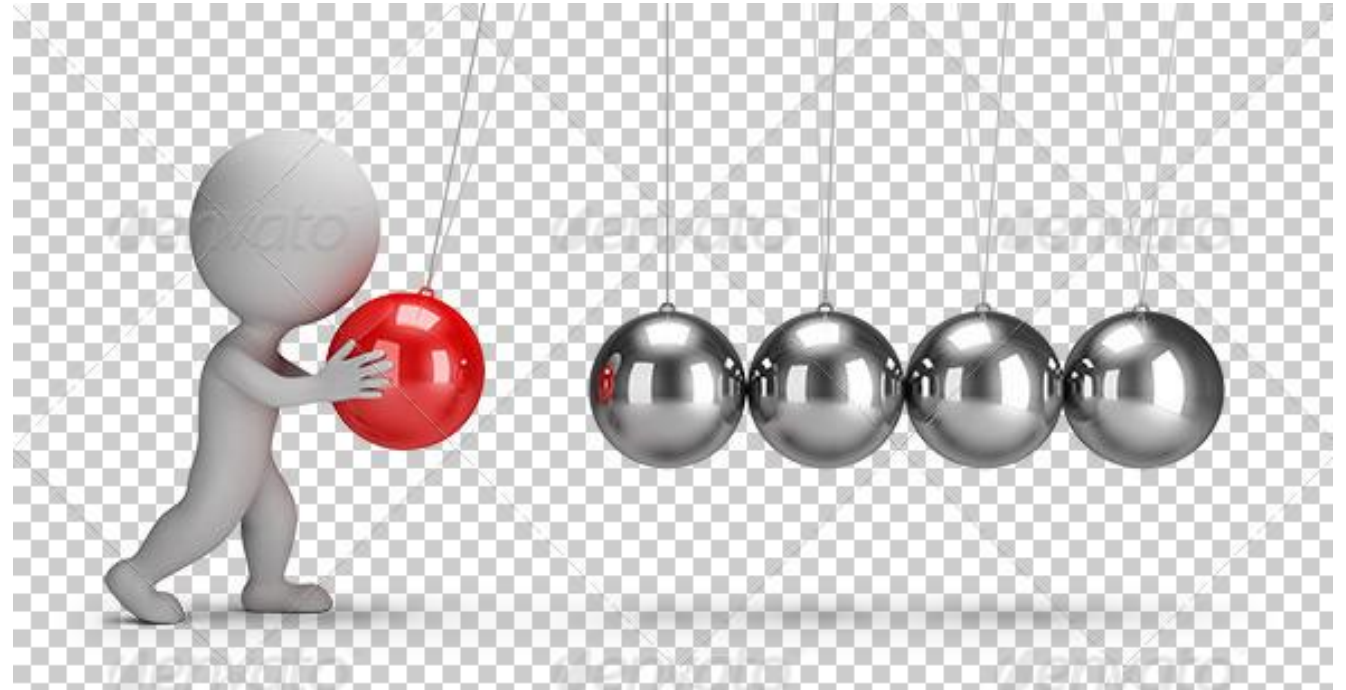


Hoping for
improvement through
collective coaching



Driving improvement
through individual
coaching

Individual
coaching
increases
worth





Clear

Undo









Driving improvement
through individual
coaching

Think it – Do it – Become it

THINK – about the priority challenge for your player. What would make the biggest difference to the way he/she plays the game?

DO – make time and space to work on the specifics of that challenge. Be prepared for the long haul.

BECOME – a Player Development Coach, focussing on improving individual players to enable them to get more from the game and give more to the game

Where next?

- A year of experimenting, testing, failing, modifying, learning and sometimes succeeding
 - Did some more work with my club – incoming U12 and U14 boys' teams
 - Ran a number of PDC workshops
 - Continued to share and learn on the WhatsApp group
 - Started a Twitter account
-
- Took the opportunity to introduce PDC to Derry Senior footballers



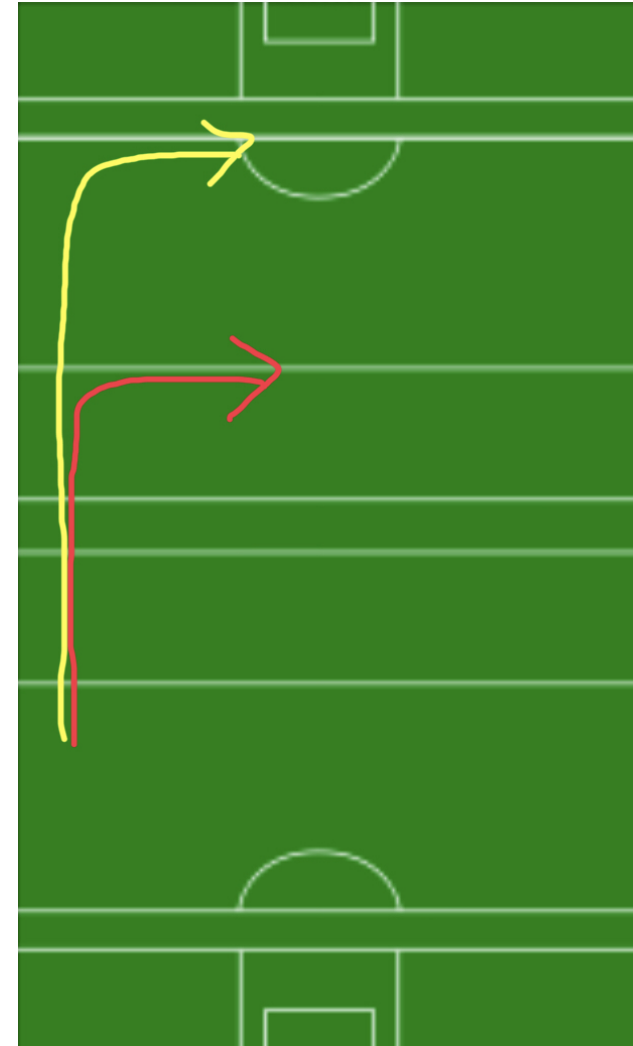
O'Donovan
Rossa
Magherafelt
U14s



An Observation about Instruction

An attempt to shape pitch behaviours
and add to a player's repertoire

- Is PDC defined, even restricted, by its focus on correcting technique?
- Finbarr
- Collective Reminders v Individual Instruction
- The Bib



The PDC Bib



- Donegal club U12s - 6 green v 6 red. Took green team aside to give one player a yellow bib. Told him “This bib says.... play FF, moving left and right to win the ball and lay it off. It’s yellow so that your teammates can decide if you are open for a pass and support.” Treat!

A red speech bubble graphic with a white outline, containing the text 'Different Gravy'.

Different Gravy

- 1. Rossa Coaching
- 2. PDC workshops with clubs
- 3. DERRY SENIOR FOOTBALLERS

	Foam Rolling	Strength & Conditioning		Nutrition & Hydration		
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Championship		1 BUSY!	2 BUSY!	3 BUSY!	4 BUSY!	5 BUSY!
		8 BUSY!	9 BUSY!	10 BUSY!	11 BUSY!	12 BUSY!
National League		15 BUSY!	16 BUSY!	17 BUSY!	18 BUSY!	19 BUSY!
		22 BUSY!	23 BUSY!	24 BUSY!	25 BUSY!	26 BUSY!
		29	30	31		
McKenna Cup	Training games		Drills			

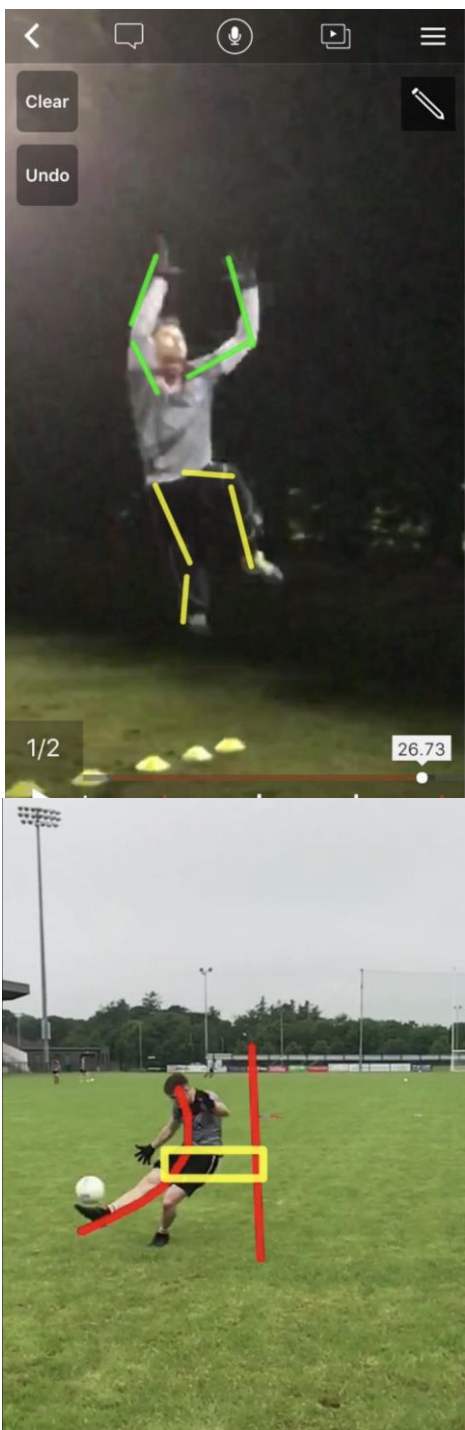
Help!

Video Analysis

Media

Physiotherapy

Rehab work



For the few who
experienced
PDC, there was
merit.



EMMETT BRADLEY – Derry Senior Footballer

Pressure of time
wasn't the only
thing that
hindered PDC



DR NOEL BRICK – Derry Sports Psychologist

Task and Ego Orientation



A red speech bubble graphic with a white outline, containing the text "All is not lost".

All is not lost

- It is possible to move players from Ego to Task (mastery)
- The coach has to create the right climate for this to happen
- Noel uses the TARGET acronym to explain

TARGET



The Finbarr Effect

- Began to take a closer look at player habits in games, particularly when in possession.
- Conscious of collective reminders diluting the message for some
- What are individuals doing to contribute to these situations? What might be a better move?
- Better response – was it easier to imagine?

The Mayo player
who's working to
correct feet
position when
tackling

The Monaghan
player who has
learned to kick
pass accurately
with either foot

The Kildare
player who's
striving to
improve his
reading of tackle
situations

How might I influence players?
Where may I find examples of
changes made as adults?

The Dublin
player who has
learned the
value of making
later support
runs

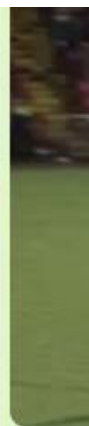
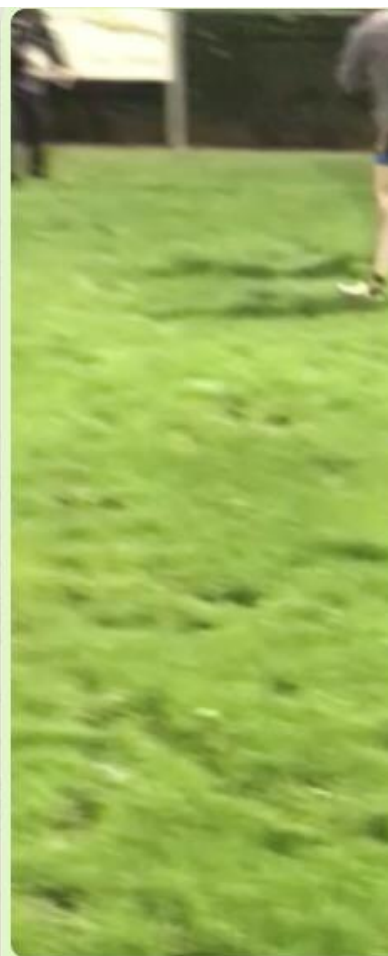
The Tyrone
player whose
game has
improved with
"out to in"
running

The county
squad that has
adopted "peer
coaching" to
help improve
one another's
game.

Clips, Texts and Trials

- Shifted emphasis to recording video clips from training (eg tackling, shooting)
- Also studied player habits in recordings of competition games, clipped relevant material and saved it
- Used HUDL app to slow the clips enough to allow players to see clearly; recorded voiceovers or added text.
- All sent to individuals (never the group) and asked for responses.
- Positive responses were followed up with corrective trials on the training pitch.

You
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Ok
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Well Sharon.

In the first half of Wednesday's game you took 16 kick passes. 15 were clean and only one was a 50/50 (from the sideline ball). Three scores came directly from your kick passes and others after the ball was moved on. Even better was the fact that you had the ball on four other occasions where you looked up and decided the kick pass wasn't on. You drove through twice and fist passed twice. Nothing wasted in 37 minutes of football. Excellent. 🙌

07:49 ✓

Probably co
the near ha
holding on v
trying to ma
other. Thou
without divi

Excellent- foot
the ground, be
striking when y
steal the ball...
from boxing?

Yeah I kno
of stupid l

Thanks Philip. The work over the last few weeks has made me think that when I'm in possession that if it's not at least 90% on then I shouldn't give it.

07:51

That the Rossas
still allow me to
experiment with
PDC

That instruction of
individuals is far
superior to collective
reminders

That slow motion
HUDL clips
continue to be
priceless

What have I learned in a year?

That wearing the
PDC bib is both a
catalyst and a
mark of
distinction

That county players,
given the right
environment, CAN
and WILL change
game habits

That convincing a
squad to adopt
“peer coaching” is
my next goal.