

**Ciarán Deely** MSc MA

**QPR FC**  
**DSS Elite Coaching**

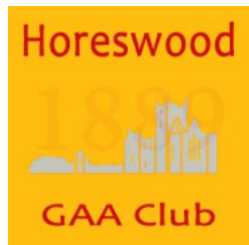
21 May 2020

[DeelySportScience.com](http://DeelySportScience.com)



# BACKGROUND

- PLAYER



- MANAGER



- COACH



- SPORT SCIENTIST



- BSc Sport Science
- MSc Strength & Conditioning
- MA International Relations
- 
- PhD Fatigue & Recovery in Elite Youth Soccer
- UEFA B football coaching



# Preparing David to face GOLIATH – A case study



GAA Coach Webinar Series 2020



# A CASE STUDY: LONDON GAA

HOW COULD WE COMPETE?





# 'A BETTER RESOURCED TEAM'

BEING DAVID IS PRETTY GOOD TOO!

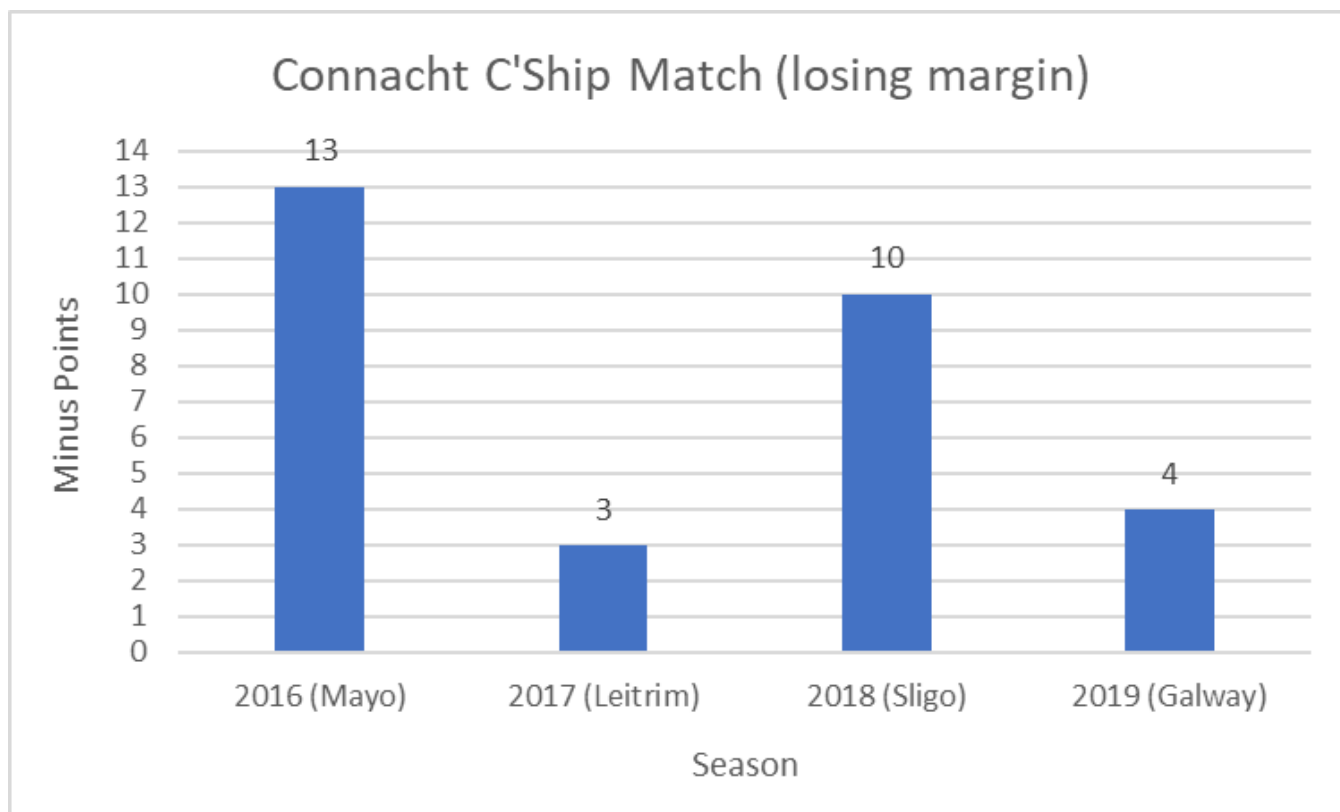


Allianz Football League Division 4 Table												
	P	W	D	L	GF	GA	TPF	TPA	+/-	PTS	Pro	
1	Laois	6	6	0	0	7	6	106	75	31	12	W
2	Carlow	7	6	0	1	10	5	115	81	34	12	P
3	Antrim	6	4	1	1	3	1	90	67	23	9	
4	London	6	1	1	4	8	5	92	97	-5	5	*
5	Leitrim	5	2	0	3	7	6	74	79	-5	4	
6	Waterford	6	1	1	4	6	7	85	98	-13	3	
7	Limerick	6	1	1	4	7	9	76	104	-28	3	
8	Wicklow	6	0	2	4	0	5	66	103	-37	2	
Total PF/PA includes GF/GA		*Leitrim conceded to London. London awarded 2 points. This doesn't impact PWDL or +/- . Lao beat Car in their H2H. All other unplayed games null & void. If 2 teams on =PTS the <b>winner</b> of that head-to-head is ranked first. For all other scenarios, we revert to +/-									<a href="#">@gaaleaguetables</a>	

2019 Sraith Peile Allianz Roinn 4												
	P	W	D	L	GF	GA	TPF	TPA	+/-	PTS	↓	
Derry	5	5	0	0	5	4	77	52	25	10	P	
Leitrim	5	5	0	0	5	2	81	57	24	10	P	
Limerick	5	2	0	3	3	2	55	59	-4	4		
Waterford	5	2	0	3	7	5	61	67	-6	4		
Wicklow	5	2	0	3	4	4	57	63	-6	4		
Wexford	5	2	0	3	3	10	56	78	-22	4		
Antrim	5	1	0	4	4	4	61	63	-2	2		
London	5	1	0	4	4	2	57	66	-9	2		
Total Points (TPF/TPA) includes Goals (GF/GA)		If 2 teams on =PTS the winner of that head-to-head is ranked higher. All other scenarios determined by +/-									<a href="#">@gaaleaguetables</a>	

# WHAT IS SUCCESS TO YOU?

WHY SHOULD YOU LISTEN TO ME...



# 'A GRAIN OF RICE' - PAIDI O SÉ





# SHANE WALSH & RONALDINHO



First Goal for Brazil



# 'ALL ANIMALS ARE EQUAL...

...but some animals are more equal than others'  
George Orwell - *ANIMAL FARM*

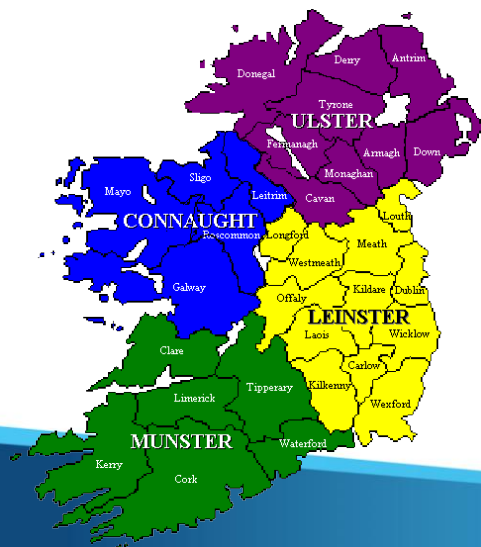


# HOW TO COMPETE

MONEY / GENES, FORESIGHT & EXPERTISE

Examples:

- Burnley FC (QPR FC) / London GAA
- Southampton FC / Tyrone GAA
- Man City FC / Dublin GAA



# DAVID versus GOLIATH

IN ADVERSARY, THERE IS OPPORTUNITY...



OPPONENTS

LONDON

- Splits / Complacent?

Best Players

Core Group

- Individualised Coaching

- Wastage?

Funding /  
Resources

Slim Line

- Innovative Sport Science

- Spoon-fed?

Facilities

Resilience

- Excellent Support Staff

- Short-term / Pressure

Success /  
History

A Journey

- Band of Brothers!



# 6-STEP MODEL OF DEVELOPMENT

PLUS- PERFORMING ON THE BIG DAY (No.7)

Long  
Term

Planning

Support  
Staff

Sport  
Science

Coaching

Reflection



# 1). LONG TERM PLAN



CHALLENGES! • Belief / Patience / Courage / Values / Mission / Culture



## 2). PLANNING & ORGANISING

- Play to your strengths
- Collaboration / Bring people together
- Head of Operations
- Closely linked to Coaching
- Delegation
- Player ownership



# 3). SUPPORT STAFF

SPECIFIC PEOPLE FOR SPECIFIC ROLES



- Young & innovative
- Mentors
- Critical
- My Philosophy!
- Job Descriptions
- Change it up
- 'Great people make great players'  
Arsenal FC



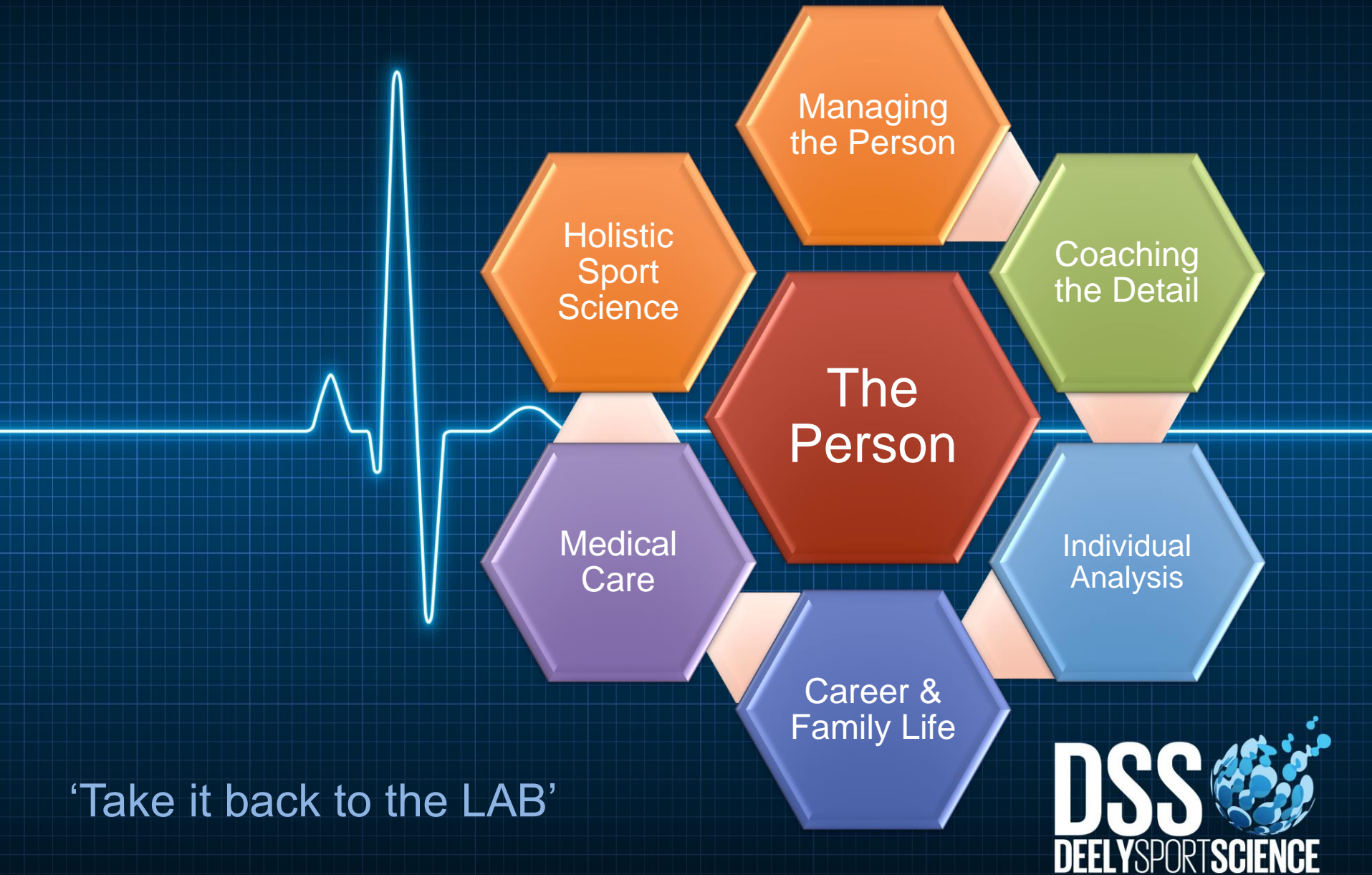
# THE MATRIX

Setting up a High-Performance Unit





# THERE TO SERVE THE INDIVIDUAL



# COACHING & SPORT SCIENCE

‘I WONDER IF WE COULD...’



# COACHING & SPORT SCIENCE

CAREFUL OF TIPPING THE SCALES





# 4). SPORT SCIENCE INNOVATION

BRIDGING THE GAP - THE HEAVY LIFTING





# STRESS-RESPONSE MONITORING

## DAILY TRAINING LOAD & FATIGUE

- Smartabase Wellness Questionnaire
- RPEs
- STATSports GPS session Distance, HSR, Accels, Decels (Max Speed/Sprint Distance)
- Prescribed session thresholds (-10%, +10%, +20%)
- Qualitative chats with the players!

Rating of Perceived Exertion (RPE Scale)	
10	Maximal
9	Really, Really, Hard
8	Really Hard
7	
6	Hard
5	Challenging
4	Moderate
3	Easy
2	Really Easy
1	Rest



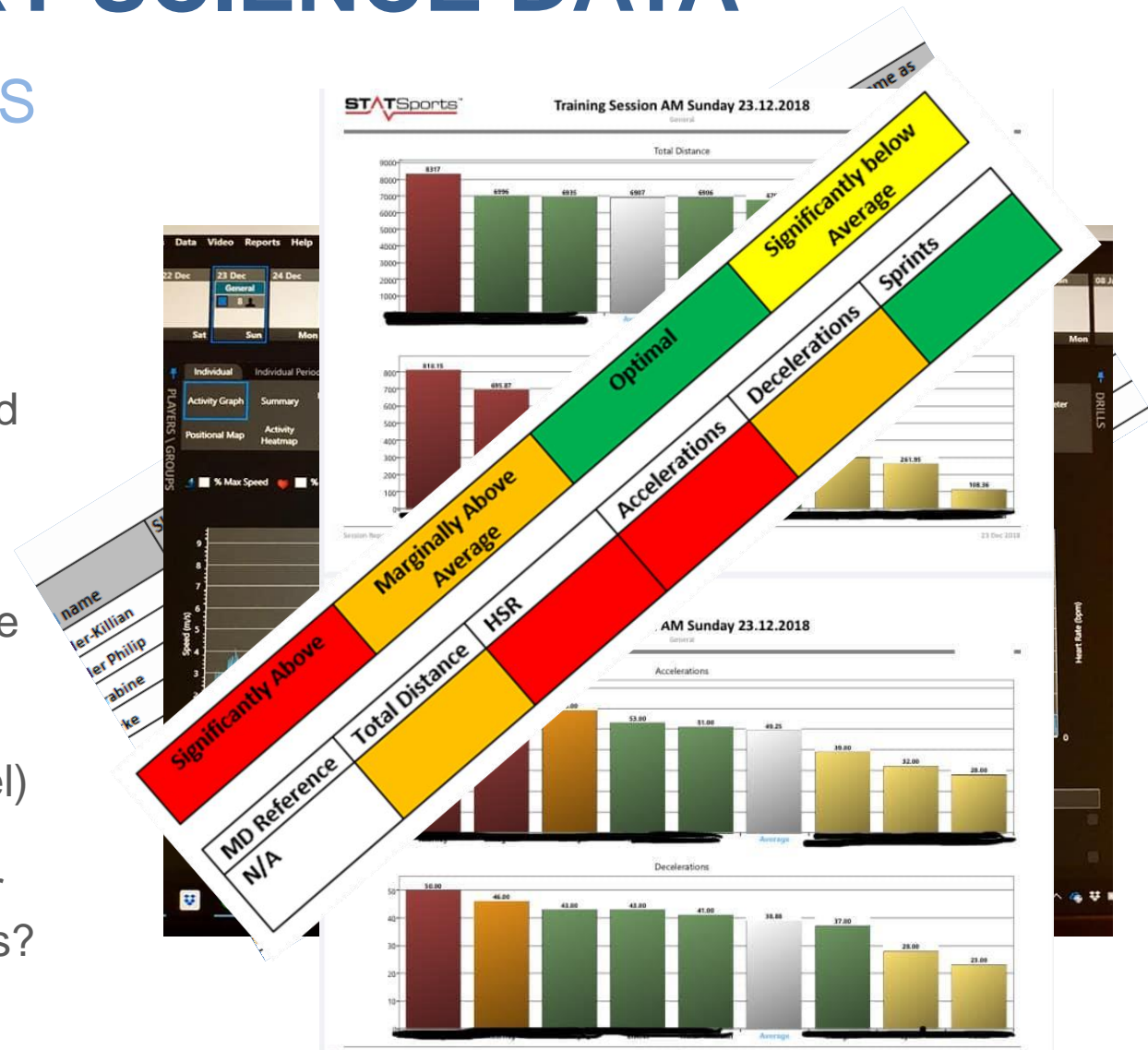
**STATSports**<sup>®</sup>

**smartabase**

# DAILY SPORT SCIENCE DATA

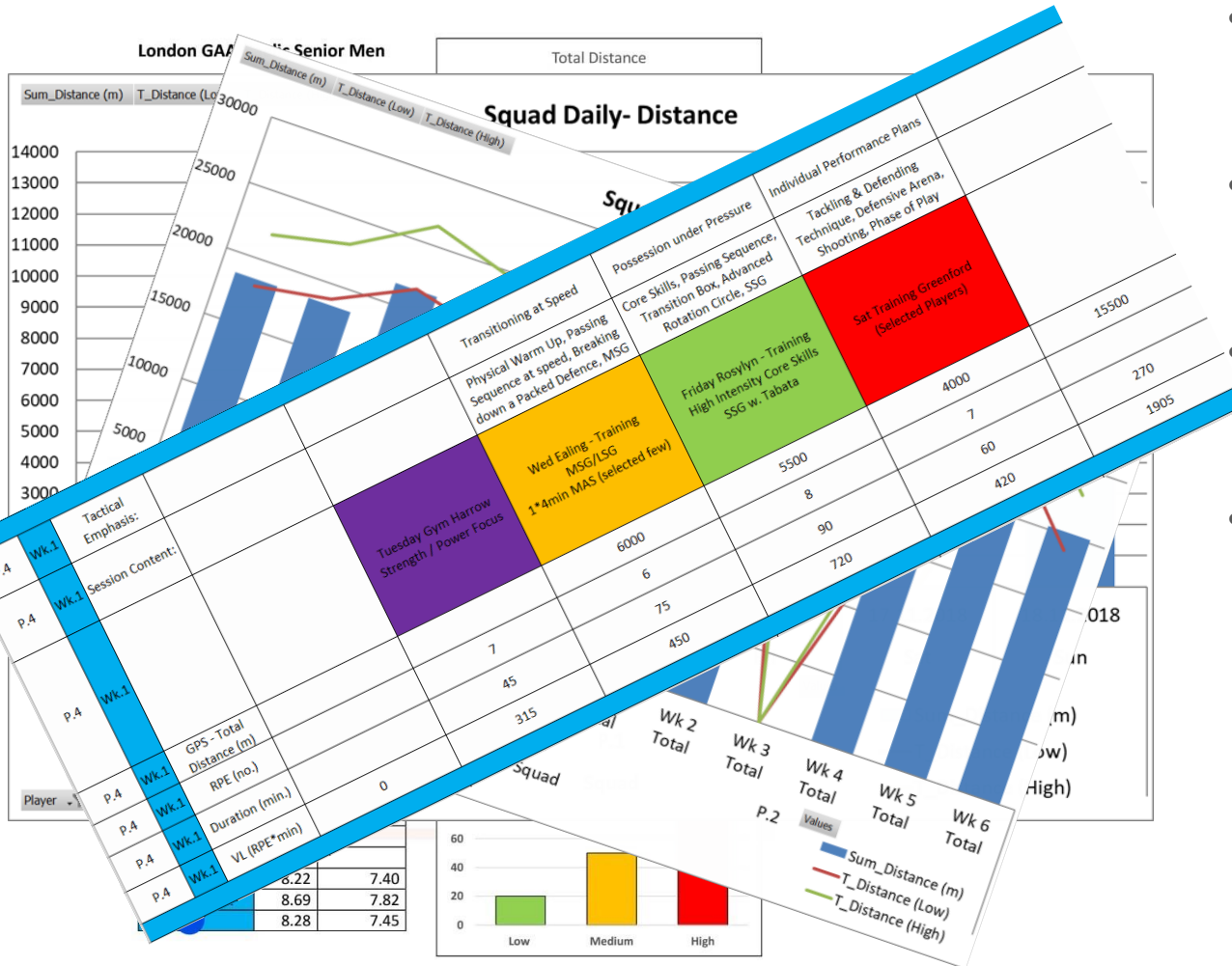
## SESSION INSIGHTS

- Player Readiness to Train:  
mentally/physically
- Subjectively how hard was session  
(Duration/Intensity)
- Session Activity Trace
- Session absolutes  
(TD/HSR/Accel/Decel)
- Did session meet our prescribed thresholds?



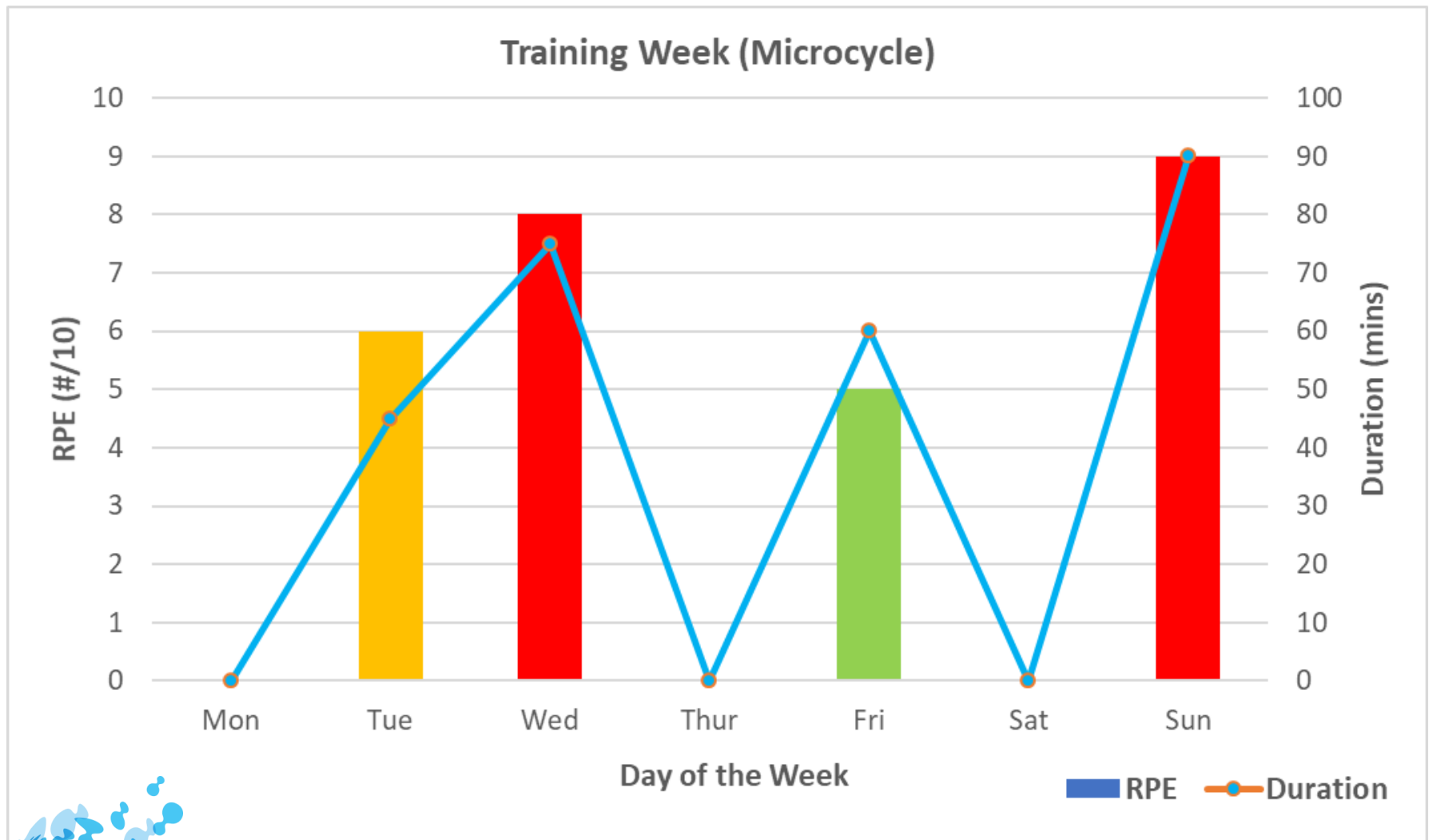
# WEEKLY SPORT SCIENCE DATA

## WEEKLY INSIGHTS



- Players hitting 90-100% Max Speed
- Microcycle Training Loads
- Macrocycle Training Loads
- Periodised Plan: complete Sport Science/Coaching integration
- ✓ Technical/Tactical/Physical/Psycho-Social aspects

# VISUALISE IT- HOW DOES IT LOOK?





# DESIGN YOUR TRAINING WEEK

- 'Hybrid' Tactical Periodisation
- Isolation & Integration / with & without the ball
- Plan devised by Sport Science team & Coaching team
- What did the GAME teach you? (Performance backwards approach)

Rating of Perceived Exertion (RPE Scale)	
10	Maximal
9	Really, Really, Hard
8	Really Hard
7	
6	Hard
5	Challenging
4	Moderate
3	Easy
2	Really Easy
1	Rest

Phase	Wk	Date	Monday	Tuesday	Wednesday	Friday	Sunday	Weekly Total
P.1	Wk.1	Session Content:	OFF	<u>Gym</u>	<u>Pitch</u>	<u>Pitch</u>	<u>Training Match</u>	
P.1	Wk.1	Tactical Emphasis:			Defensive Unit Practice	Counter Attacking at Speed	Match	
P.1	Wk.1	Session Content:		Individual Player Gym Programme	Core Skills, Tackling 1v1, Shooting for Goals, Small Sided Games	Ball carrying Warm Up, Passing Sequence, Transition Practice, Attacking Phase of Play, Medium Sided Games	Tactical Set Up, Physical Outcomes, Show Technical Quality, Mentality	
P.1	Wk.1	W/C 19.10.2019	OFF	Gym Session	PM Training- Croke Park Closed Skill Accel/Decel SSG 5 teams 5v5, 5*3.5mins 3*4min MAS Runs	PM Training- Croke Park Max Speed work Attacking Phase of Play MSG 3 teams 8v8 +8, 3*5mins	Sun AM Training- Croke Park Chaotic Reactive Accel/Decel Av8 Match LSG - 2 teams 15v13 2* 30mins	
P.1	Wk.1	GPS - Total Distance (m)			7000	5000	8000	20000
P.1	Wk.1	RPE (no.)		6	8	5	9	
P.1	Wk.1	Duration (min.)		45	75	60	90	270
P.1	Wk.1	VL (RPE*min)	0	270	600	300	810	1980

# Physical Development

MULTI-FACTORIAL

Periodised  
Plan

Aerobic  
Development

Rehab  
Continuum



Gym  
Programmes

**PERFORMANCE**

Locomotive  
Skills



Recovery  
Strategies

Fitness  
Testing

SSG / MSG  
LSG



# PHYSICAL CONTINUUMS

## INDIVIDUALISED PROGRAMMES

### Aerobic Development Continuum

#### Session 1

**Mode:** Running (field, track or treadmill)

**Sets:** 1

**Work:** 24min (2 x 12 min runs)

**Rest:** 2min

**Intensity:** 7/10

**Approx Speed** – 13km/h

**Distance Covered on Pitch:** 9 laps

**Why:** Improve aerobic capacity

#### Session 2

**Mode:** Running (field, track or treadmill)

**Sets:** 5 x 4 min (fast as you can for 4 mins)

**Work:** 4 mins

**Rest:** 1min

**Intensity:** 7-8/10

**Approx Speed** – 15km/h

**Distance Covered on Pitch:** 3 laps minimum

**Why:** Improve aerobic power.

#### Session 3

**Mode:** Running (field, track or treadmill)

**Sets:** 8 x 2 min runs (fast as you can for 2 mins)

**Work:** 2 mins

**Rest:** 1 min rest in-between sets

**Intensity:** 8/10

**Approx Speed** – 17km/h

**Distance Covered on Pitch:** 1 ½ laps

**Why:** Improve aerobic power

#### Session 4

**Mode:** Running (field, track or treadmill)

**Sets:** 6 x 1 min, 6 x 30 secs

**Work:** 1 min and 30 secs

**Rest:** 1 min rest in-between 1 min runs, 30 secs in-between 30 secs runs

**Intensity:** 8-9/10

**Approx Speed** – 21km/h

**Distance Covered on Pitch:** 1 lap (60 secs), ½ lap (30 secs)

**Why:** Improve anaerobic/aerobic capacity

- Locomotive continuum
- Individualised Gym Programme
- Criteria-based Fitness Testing
- Aerobic Development continuum
- Rehab Continuum
- SSG / MSG / LSG (Games)

Continuum	Aerobic Development	Locomotive Skills	Maximum Speed	Technical Skills
Level 8				Training in team session – full integration
Level 7	Position Specific Work	Modified training in team session – unopposed	Max with opposition player technical work - >50m being chased – chaotic state	Modified training in team session – opposed
Level 6	Lactate Stacking – 5*60 sec max runs w. 90 secs recovery	Team warm up unopposed	Max Speed Technical work with ball >40m with reactive decel and COD	Modified training with team part opposed
Level 5	3 x 4 mins Tabata Runs (20 sec: 10 Sec): 2 mins rest	Team warm up unopposed	Max speed runway 10m:40m:10m 100% - 2 x 6 reps	Modified training unopposed
Level 4	MAS - 4 x 4 mins (15 sec:15 sec): 1 min rest	Prescribed & Reactive COD	Straight line sprint 100% (50m) 1 x 6 reps: Max Rest	Long distance ball striking with explosive jumping.
Level 3	6 x 2 min runs with 1 min rest	Multi-directional Low-High level plyometric Jump & Stick – Bilateral/Unilateral	Sprint Runway 20m:40m:20m 90% - 2 x 6 reps	Short-Medium distance ball striking
Level 2	4 x 4 mins runs: 1 min rest (steady state 60-70%)	S Runs/C Runs/Y Runs 50% - 2 x 5 reps Acceleration / Deceleration	HSR runway 20m:40m:20m (Accel:Maintain:Decel) 75% - 2 x 6 reps : 30 sec rest	Dynamic ball skills/drills
Level 1	2 x 8 mins runs: 2 mins rest (steady state 50%)	Straight line running 50% 2 x 5 reps	Straight line running 50% speed – 2 x 5 reps	Static ball skills/work

# PSYCHOLOGY / NUTRITION SUPPORT

## FINDING THE LAST FEW INCHES

### Psychology:

- Individual approach
- Group sessions
- Coach integrated
- Injured/Rehab player
- GPA support\*



### Nutrition:

- Skinfolds
- Supplements advice
- Group sessions
- Click & Share meals
- Injured/Rehab player
- Lifestyle choices

- Both linked to individual player plan





# 5). INDIVIDUALISED COACHING

4 CORNER APPROACH – AGREED OUTCOMES



## Example Inter-County Session Plan

Parc Ui Rinn	County Team 2019							Date:	06.07.2019
Periodised Training Plan									
Periodisation Cycle	Phase	Week	No. Players	GPS	Session	Volume	Intensity	Day	
	P.6	Wk.4	28	7,000m	3	90mins	8	Sat	

### 1. Warm Up

GAA 15 Dynamic Warm Up

### 2. Technical Proficiency

Core Kicking Skills Practice

### 3. Locomotive Skills

Agility Mechanics & Reactive Agility

### 4. Principles of Play

5v2 Possession Boxes

### 5. Tactical Awareness

Phase of Play – Counter Attacking at Speed

### 6. Games

3 Team Tournament Medium Sided Games

### 7. Fitness Development

Repeated Sprint Ability

# DESIGN YOUR SESSION PLAN

- Periodised Plan
- What do you need to work on from your last game?
- Trade-off between THE PLAN and settling up the team!
- Sent to Players & Staff



# SESSION PLANS

## MDT TEAM – No Wastage

- Team - Unit - Individual
- Technical / Tactical outcomes
- Does every player achieve their outcomes

Coach led



S&C led

- Integrated Locomotive Skills / Aerobic Development
- Movement Clinic
- Rehab work

Parc Ui Rinn	County Team 2019							Date:	06.07.2019
Periodised Training Plan									
Periodisation Cycle	Phase	Week	No. Players	GPS	Session	Volume	Intensity	Day	
	P.6	Wk.4	28	7,000m	3	90mins	8	Sat	
Warm-Up (RAMP)									
Coach: Sport Scientist & Coach Time: 20mins	Raise Body Temp.	Activate/Mobilise		Preparing for Performance					
	1). Half lap jog; 2). Chaotic handpassing in centre of the pitch	GAA 15 Warm Up- Primal movements & dynamic stretches		Core Kicking Skills- 1). Chest Pass; 2). Curved Pass; 3). Outside Boot Pass; 4). Long Kick Pass;					
Acceleration / Speed / Agility / Phymetrics (ASAP)									
Coach: Sport Scientist Time: 5mins	Agility Mechanics			Reactive Agility					
	Mechanics of Change of Direction (COD) 1). Coaching Cues of COD 2). 25m Races with cutting at 90° angles			Races reacting to different colour cones, numbers and calls					
Principles of Play									
Coach: Assistant Coach Time: 10mins	5v2 Possession Boxes								
	4 Boxes 10m x 10m 5 Attackers v 2 Defenders - 60sec Reps Theme: Intensity in the Tackle (Defenders) & Possession in Tight Areas (Attackers)								
Phase of Play									
Coach: Manager Time: 20mins	Counter Attacking at Speed								
	Attack v Defence Set Up (4v7) 2 Additional Attackers coming from deep with the ball v 2 Defenders Defenders start high up pitch out of position Theme: Attack fast before Defence has time to re-organise								
Games / Match									
Coach: Head & Assistant Coach Time: 20mins	Medium Sided Games								
	3 Team Tournament 1 Medium Sized Pitch - 9v9 players 6 x 3mins Games Theme: Counter Attacking at Speed								
Fitness Development									
Coach: Sport Scientist Time: 10mins	Repeated Sprint Ability								
	6 x 40m Sprints @ 90% Max Speed Sprint Duration: 6 sec Recovery: 36 sec 2 Sets								





# 'GENERALIST' v 'SPECIALIST'

## PERFORMANCE ANALYSIS



**DSS**  
DEELYSPORTSCIENCE



# PERFORAMNCE ANALYSIS

## PLAYER OWNERSHIP

- Online video sharing platform (Hudl)
- Interactive discussions with players
- Players do Opposition Team clips

The screenshot displays the user interface of the London GAA performance analysis platform. At the top, there is a navigation bar with 'Home' and 'Explore' links, an 'Upload' button, and a user profile for 'Ciaran Deely'. Below this is a secondary navigation bar with 'Video', 'Exchanges', 'Team', and 'Highlights' options. A left-hand sidebar contains a 'Filter by' section and a 'Custom Labels' section with various checkboxes for filtering content. The main content area is a grid of video thumbnails. Each thumbnail includes a title, a date, and a category label (e.g., 'Playlist', 'Practice'). Some thumbnails also feature a 'Clips' counter. The thumbnails show various scenes of Gaelic football training and matches on a field at night.

**Filter by**

**Custom Labels**

- Agility Testing
- Antrim
- Areas to Improve- London Ga...
- Attacking Phase of Play
- Clips- Playing Philosophy
- Core Practices
- Defence
- Defensive Phase of Play
- Defensive Shape
- Derry
- GK Clips
- Highlights
- Injury Instances
- Learning
- Leitrim
- Limerick
- Locomotive Skills

**Added In Last 30 Days**

- Playlist**  
Aidan McGarvey Training- Self Analysis  
Mar 11, 2019
- Playlist**  
Aidan MCGarvey- Self Analysis v Leitrim  
Mar 11, 2019
- Playlist**  
Kicking 360 (Levels 1-3)  
Mar 11, 2019
- Playlist**  
Ryan Jones- self analysis v Leitrim 2019  
Mar 10, 2019
- Playlist**  
Conor Doran- self analysis v Leitrim 2019  
Mar 10, 2019
- Practice**  
Training Session - Fri 08.03.2019  
Mar 9, 2019
- Practice**  
3 Team Transition Game  
Mar 9, 2019
- Practice**  
Transition Boxes  
Mar 9, 2019
- Practice**  
3v3 Attack v Defence  
Mar 9, 2019
- Practice**  
Advanced Rotation Circle  
Mar 9, 2019
- Practice**  
Kicking 360  
Mar 9, 2019
- Practice**  
Reactive Agility  
Mar 9, 2019

34.3 of 90 hours used **Manage**

# BRINGING IT ALL TOGETHER

THE UNIT & THE INDIVIDUAL



**STATSports**<sup>®</sup>



# FOCUSING ON THE INDIVIDUAL

## John Wooden

- ‘Little details are vital, little details make big things happen’



## Paudie Butler

- ‘Coaching in its deepest level is developing human potential’

## London GAA Player

- “I improve myself to improve the team”

## Jim Gavin

- ‘Maslow places self-actualisation at the very apex of the pyramid. His whole theory is about becoming the best you can be...my job is to get those players to perform at their very best’





# POSITION ESSENTIALS



## Position Essentials Centre Backs

Who are we?  
The Generals



What we do?	
Organise Defensive Structure	Mind The House (No shit talk!)
Read The Game	Hold the Centre
What do we need to be?	
Comfortable in Possession	Authoritative
Communicate	Receptive
Tactically Aware	Disciplined
Strong Tacklers	Controlled

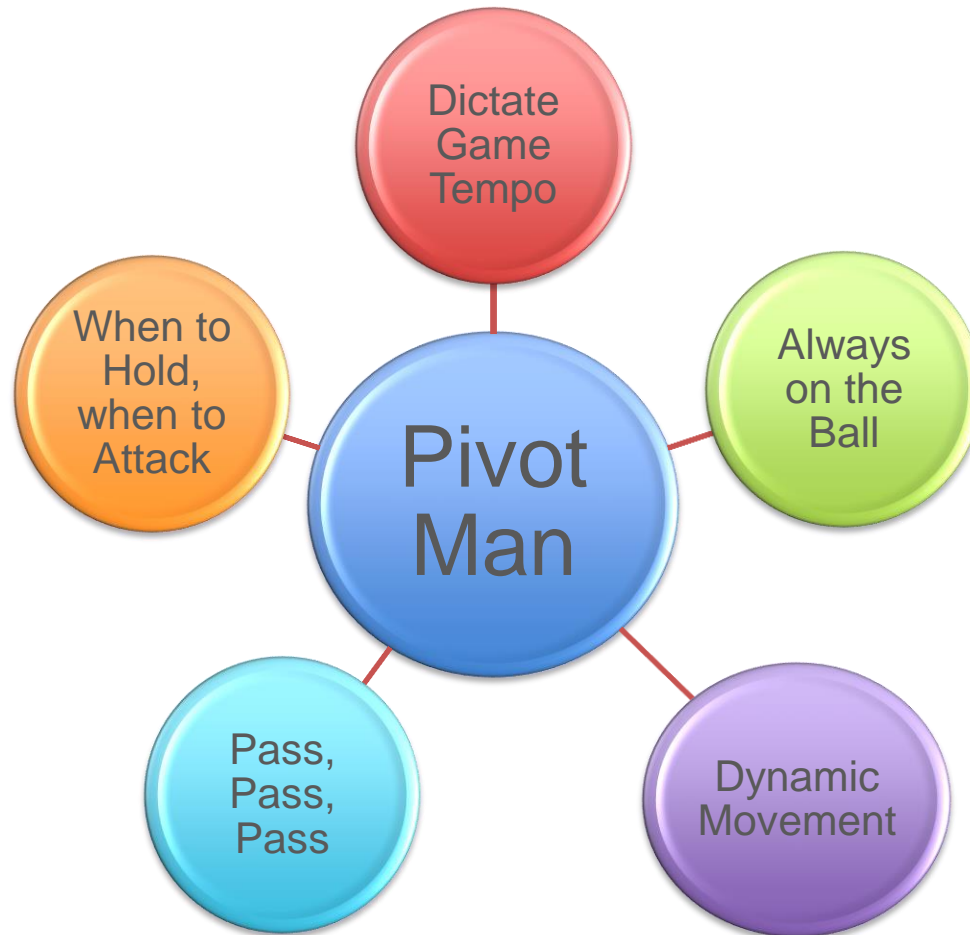
- Performance Fitness Testing- Player Profiling
- Psychological Strength-based competencies Questionnaire
- Principles & Sub-Principles being hit in training





# PLAYMAKERS – ‘THE PIVOTS’

## POSITION ESSENTIALS



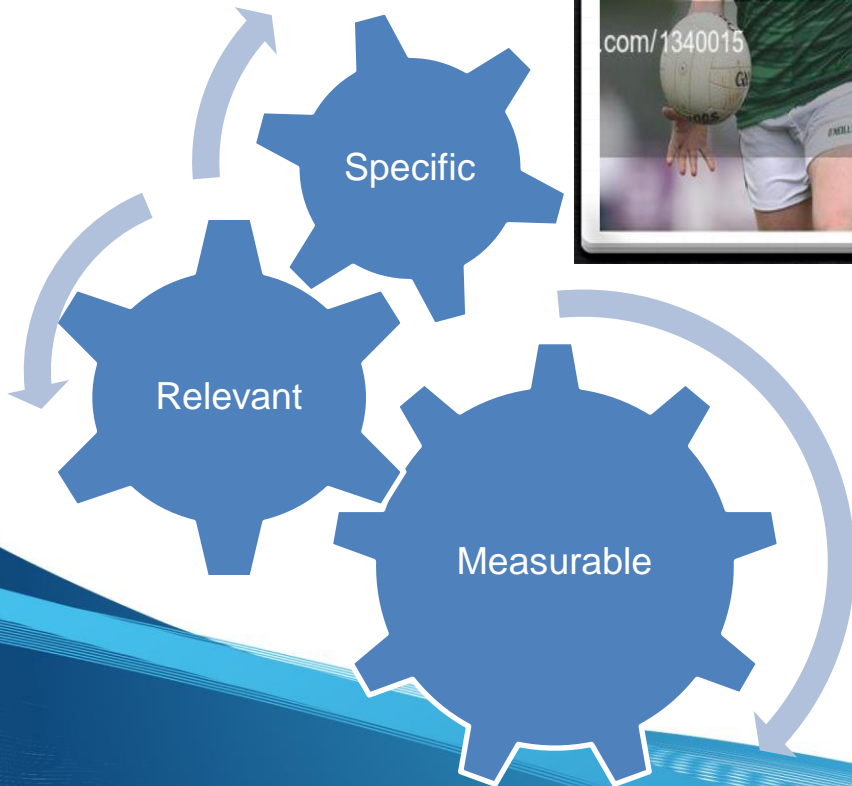
# THE IAP PROCESS

## Player 'INDIVIDUAL ACTION PLAN'

- Tactical/Technical– Coaches/Hudl/Position Essentials
- Physical– Medical/Sports Science/Nutrition Departments
- Psychological/Social– Psychology Department/Coaches
- Player-led / Coach-facilitated
- Initial meeting at Jan Training Camp
- 3 meetings throughout the season
- Improve yourself– Improve the team
- Corner-stone of all our work!



# PLAYER IAP



[Redacted Name]

**My Mission Statement:** To be the most intelligent player on the pitch & make the No.10 position mine!

**My Super Strength:** I understand the tempo of the game better than anyone else!



### Technical:

1. Kick passing with both feet, 20-30m, using the 'skip pass'. When to stretch play and when to maintain position
2. Breaking ball from KOs
3. Contact tackles, further up pitch

### Tactical:

1. Getting into position to score from distance, out of the pocket
2. Supporting the ball at all times, being the pivot and linking play
3. Defence/Counter Attack: Pitch Geography! Controlled Possession- support play/to the ball!

## IAP

### Physical:

1. Body Fat <15%, aim <11%
2. Improve Aerobic fitness test result. Aim: <4.10
3. Decrease Upper body volume, increase intensity

### Psych-Social:

1. Dictating play to the forwards
2. Being more vocal on opposition kick outs

Excellent Example- lots of detail



# 6). REFLECTION

SO...YOU THINK IT'S HARD AT THE TOP?



- BRUTAL!!
- Myself 1st, 2nd & last!
- Nothing off the table
- Ferocious learners
- Next season...



# CHAMPIONSHIP DAY

## PERFORMING ON THE BIG DAY (No.7)

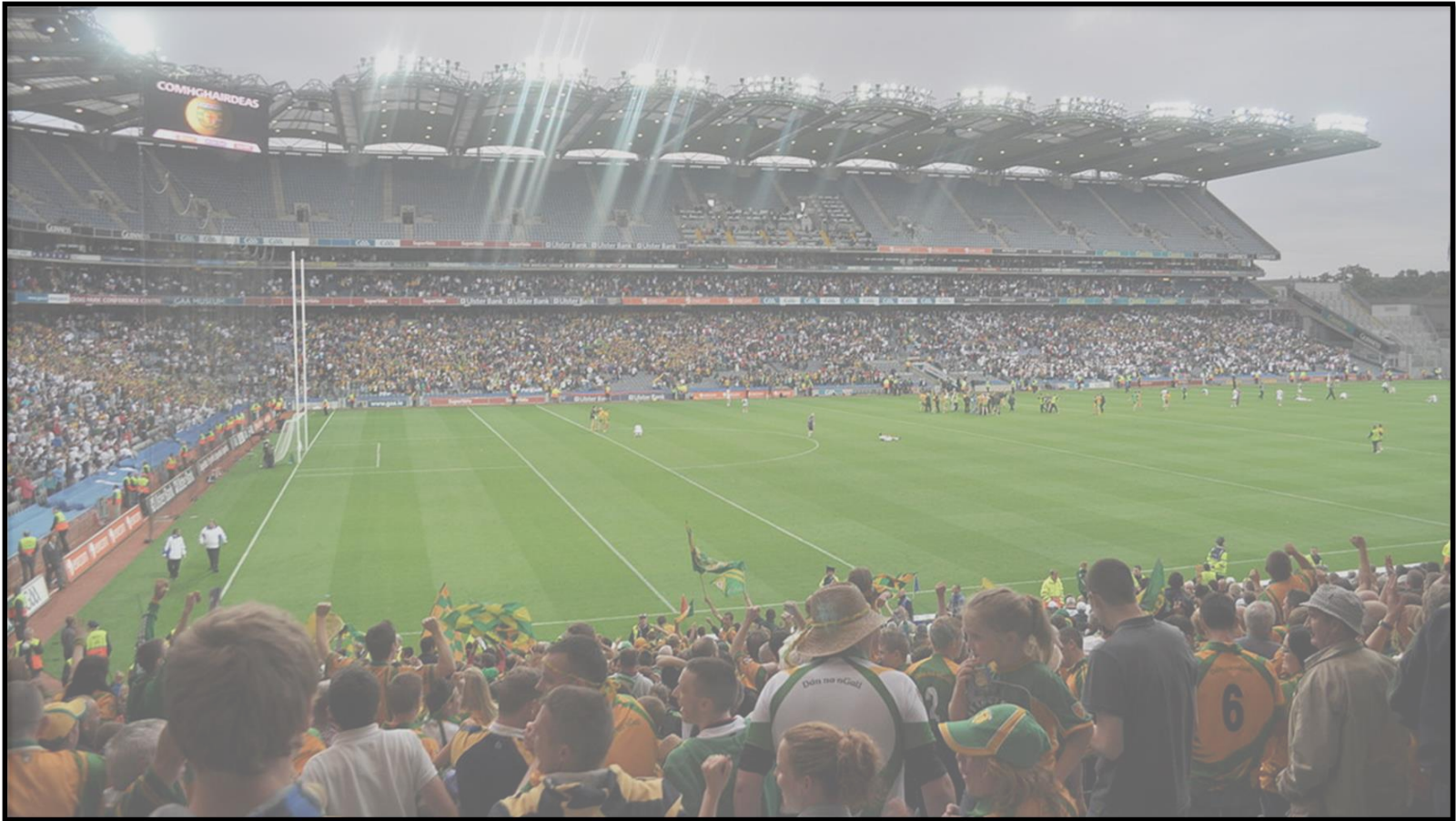
- Everyone know their job / role (Terry Phelan - Kerala Blasters FC)
- Embrace/enjoy the occasion
- Your HOME!



- You can do things you never knew were possible!
- Grasp the opportunity
- Be controlled, then reckless!
- Coaches job- get them to the finishing line, then players' job...

# WHAT I GOT WRONG

## LESSONS LEARNED



# YOU WIN OR YOU LEARN

- Relationship with the person is the key
- Manage up also!
- Go with your gut
- Less Coaching, more Managing
- Even more R&R (can't afford injuries)
- More focus on Player lifestyle choices



- Invest in the future from the beginning
- Compromise your values / rules for the Mavericks!
- Less frustration when you lose
- Next game...always!





# TAKE HOME MESSAGE



## People

Start with  
Good  
People



## Values

Start with  
Why & Why  
Not

## All Sport Sciences

Testing/Nutrition/  
Psychology

## Culture

Player  
Ownership

## Individualised Coaching

Utilise  
Expertise





# THANKS TO:



THE  
**LOCKER**  
ROOM  
DEELYSPORTSCIENCE

# 20% OFF

## DSS MEMBERSHIP

THREE MONTHS	<del>€45</del>	€36
SIX MONTHS	<del>€80</del>	€64
TWELVE MONTHS	<del>€160</del>	€128

[www.DeelySportScience.com](http://www.DeelySportScience.com)

USE CODE  
**DEELY20**  
AT CHECKOUT



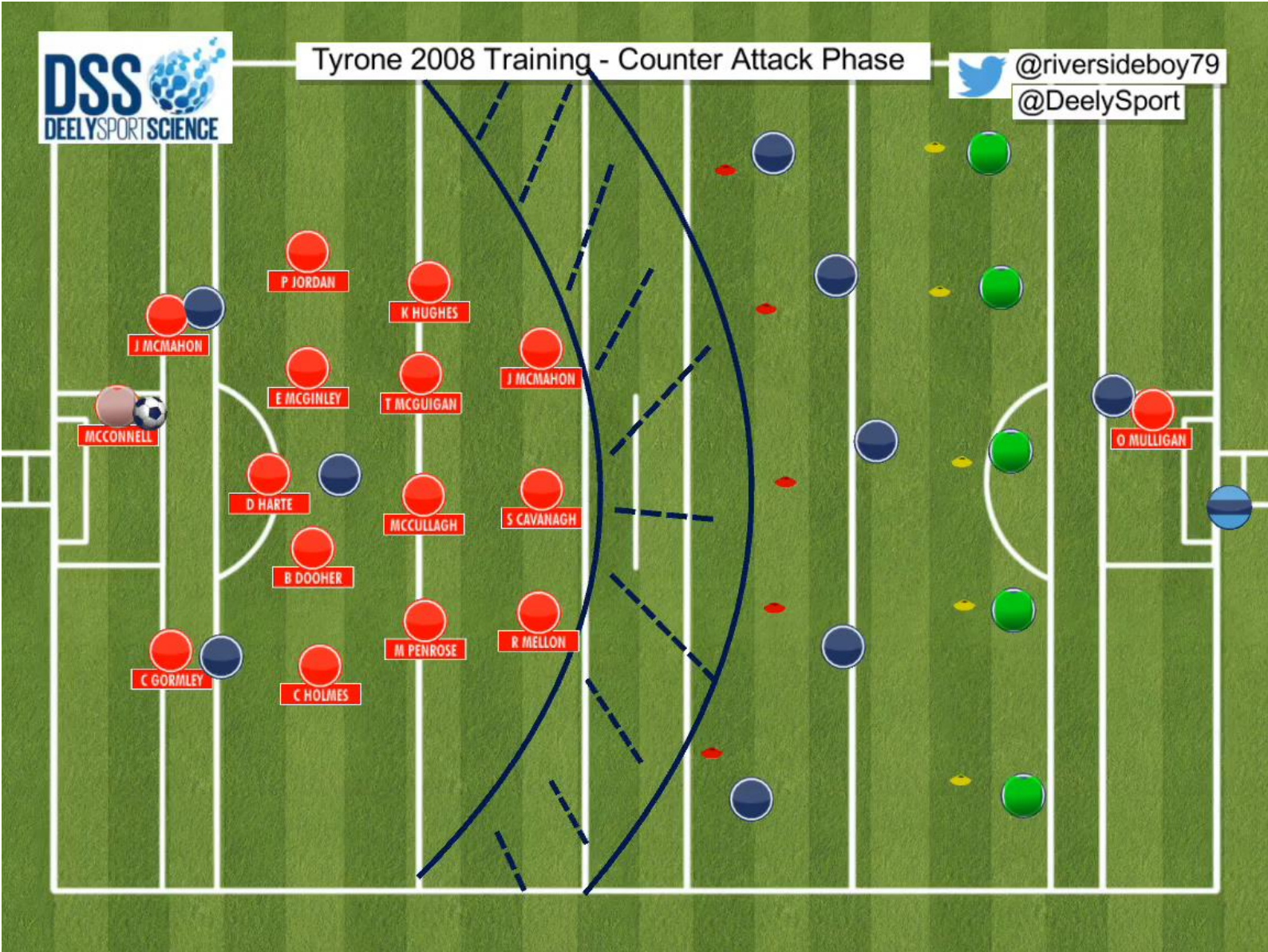
**DSS**  
DEELYSPORTSCIENCE

[www.DeelySportScience.com](http://www.DeelySportScience.com)

**DSS**  
DEELYSPORTSCIENCE



# INTERACTIVE SESSION PLANS



# VIDEOS OF PRACTICES





# Thank you for Listening!

@CiDeely / @DeelySport

info@deelysportscience.com

[www.DeelySportScience.com](http://www.DeelySportScience.com)

Facebook.com/DeelySportScience

