

GAA GAMES DEVELOPMENT CONFERENCE

in partnership with

sky sports



The Coaching Switch

Kris Van Der Haegen

Royal Belgian Football Association



GAA
HANDBALL

in association with



WHERE WE ALL BELONG

GAA



THE COACHING SWITCH

THE BELGIAN WAY PLAYER'S DEVELOPMENT



**ROYAL BELGIAN
FOOTBALL
ASSOCIATION**

KRIS VAN DER HAEGEN
11.01.2020 DUBLIN



Kris Van Der Haegen (11/04/1964) – Kris.Vanderhaegen@footbel.com

Master Roman Languages (University of Leuven)

Main instructor UEFA PRO licence Belgian FA

Instructor at the Coach Education school (R.B.F.A.) : all levels

Holder of the UEFA Pro License (2012)

UEFA Technical Instructor since 2015

Player on top amateur level : 3rd league

Belgian Football Association (since 2008)

- Coach Education technical coordinator (2008-2012)
- Assistant – Coach Belgium National Teams (U15/U16/U17) (2008-2011)
- Coach Education Director Belgian FA (2013)
- Lead tutor UEFA PRO license course (since 2013)
- Head coach Women National team Belgium U19 (2013-2017)
- WU19 European Championship (2014)
- Scout Women's National A Team of Belgium (2015)
- Assistant coach Women's National A Team of Belgium (since 8/2017)
- Partner of the iCoachKids project (since 2017)
- Team scout men's national A team World Cup Russia

Coach since 1980 (start at 16 years old)

- Grassroots youth coach (U12 – U19) : 15 years experience
- Adult coach: 10 years of experience at top of amateur level (4th and 3rd division)
- 1 season U19 coach Zulte Waregem (1st League)
- 1 season coach at the 2nd division (2010-2011)

**Member of the UEFA JIRA Panel
(since June 2015)**

Who is in the room? Who is in front of me?

Academy coaches

Referees

Regional coaches

**Talent
coaches**

**Heads
of coaching**

School Coaches

Children's coaches

Tutors – Children's sports

Who is in the room? Who is in front of me?

Academy coaches

Referees

Regional coaches

COMMON ELEMENTS?

**Develop a
GAA CULTURE
together**

Talent
coaches

Heads
of coaching

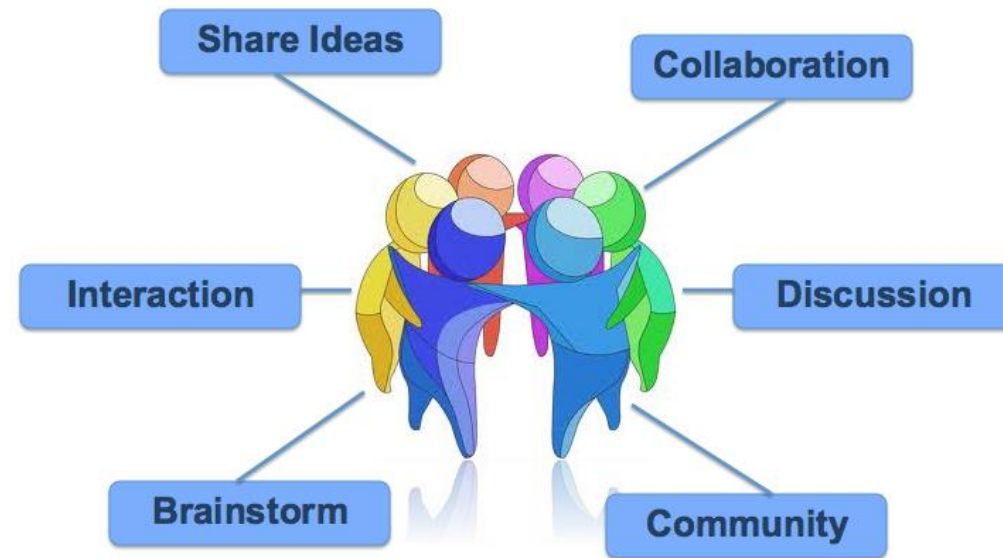
School Coaches

Children's coaches

Tutors – Children's sports

Collaboration makes us STRONGER

We learn... from each other!



It is hard to make an impact **ALONE** (ON OUR OWN)!

Triangle of consistency: the key to sustaining success

CULTURE EATS STRATEGY FOR BREAKFAST



THE BELGIAN WAY

**THE COACHING SWITCH:
IT'S ALL ABOUT THE
INDIVIDUAL DEVELOPMENT**



**ROYAL BELGIAN
FOOTBALL
ASSOCIATION**

Belgian Football DNA



#COMEONBELGIUM BELGIAN RED FLAME



Welcome in the Belgian football “environment”



Belgian Football DNA



Belgian Football DNA

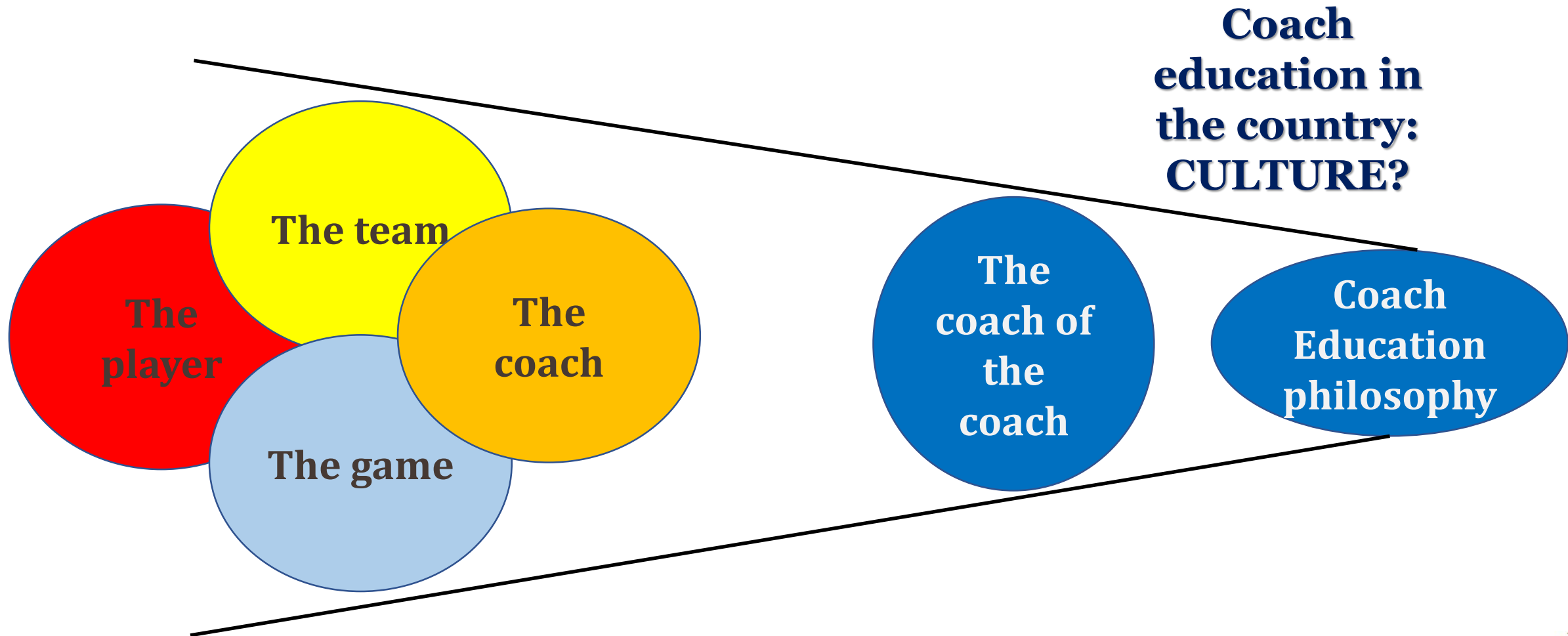


Belgian Football DNA



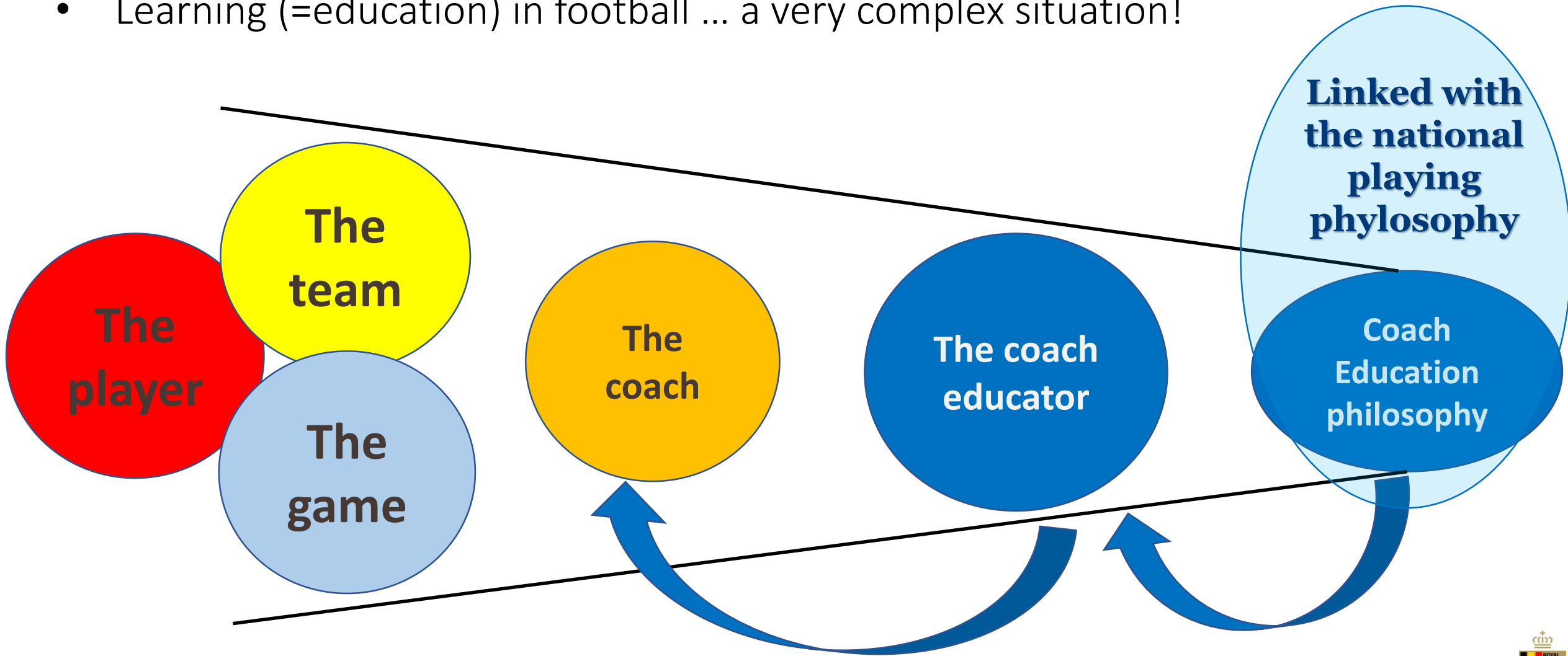
Circles of influences

- Education in football ... a very complex situation!



Circles of influences

- Learning (=education) in football ... a very complex situation!





THE BELGIAN WAY

The beginning of the story...



**ROYAL BELGIAN
FOOTBALL
ASSOCIATION**



THE BELGIAN WAY

**Vision of Development
of the RBFA**



**ROYAL BELGIAN
FOOTBALL
ASSOCIATION**

This is ... BELGIUM



Population (4/6/2019)	11,557,865 inhabitants
Surface area	32 545 km ²
National languages	French (40%), Dutch (60%), German (74.000)
Population density	355,1 hab/km ²
Max distance	+/- 280 kms
Clubs	+/- 2.000
Registrated players	♂ 485.000 ♀ 35.000
Teams	18000

Spain 46,389,000 inhabitants (2018)
505370 km²

1 plan, 1 vision, 1 mission

- We created our development manual:
“ the Belgian vision of youth development ”

**The one and only
NORTH star!!**

The architect was Michel Sablon
(former technical director)



1 plan, 1 vision, 1 mission

- ‘It took more than five or six years before we could GET everyone ON BOARD.

A lot of coaches (and clubs) had a different focus: the only thing they were caring about was **winning the game. And nothing else. Focus on performance!**

- ‘But that was absolutely wrong **for the development of (all) the players. Totally wrong.**

1 plan, 1 vision, 1 mission

- ‘It wasn’t easy. In the beginning it was terrible.
They needed a coaching SWITCH:

stop thinking about **your team** and the results

start thinking about **THE INDIVIDUAL PLAYER!**

- But step by step they began to see the process. They joined “our boat” because they saw that it worked:
It made players better.

1 plan, 1 vision, 1 mission

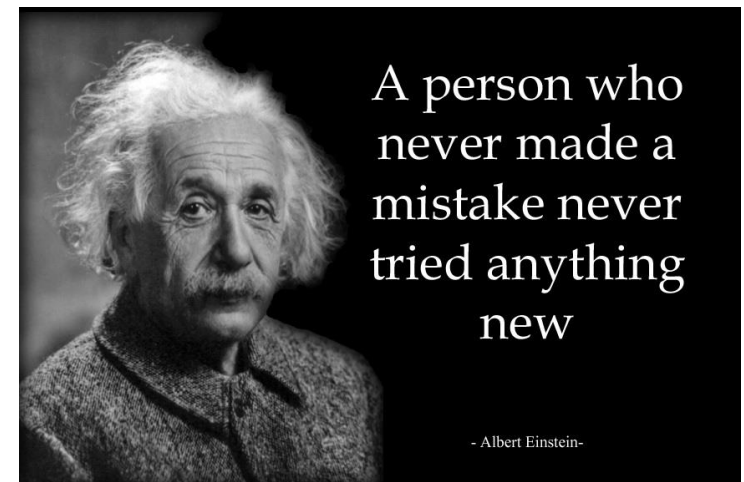
Football education = learning...

You learn at the best when you are young... !!

INDIVIDUAL development > results in youth tournaments

TO PROGRESS >>>>> to win

(at youth academy level)



1 plan, 1 vision, 1 mission

- How to make better players?

Focus on 3 aims:

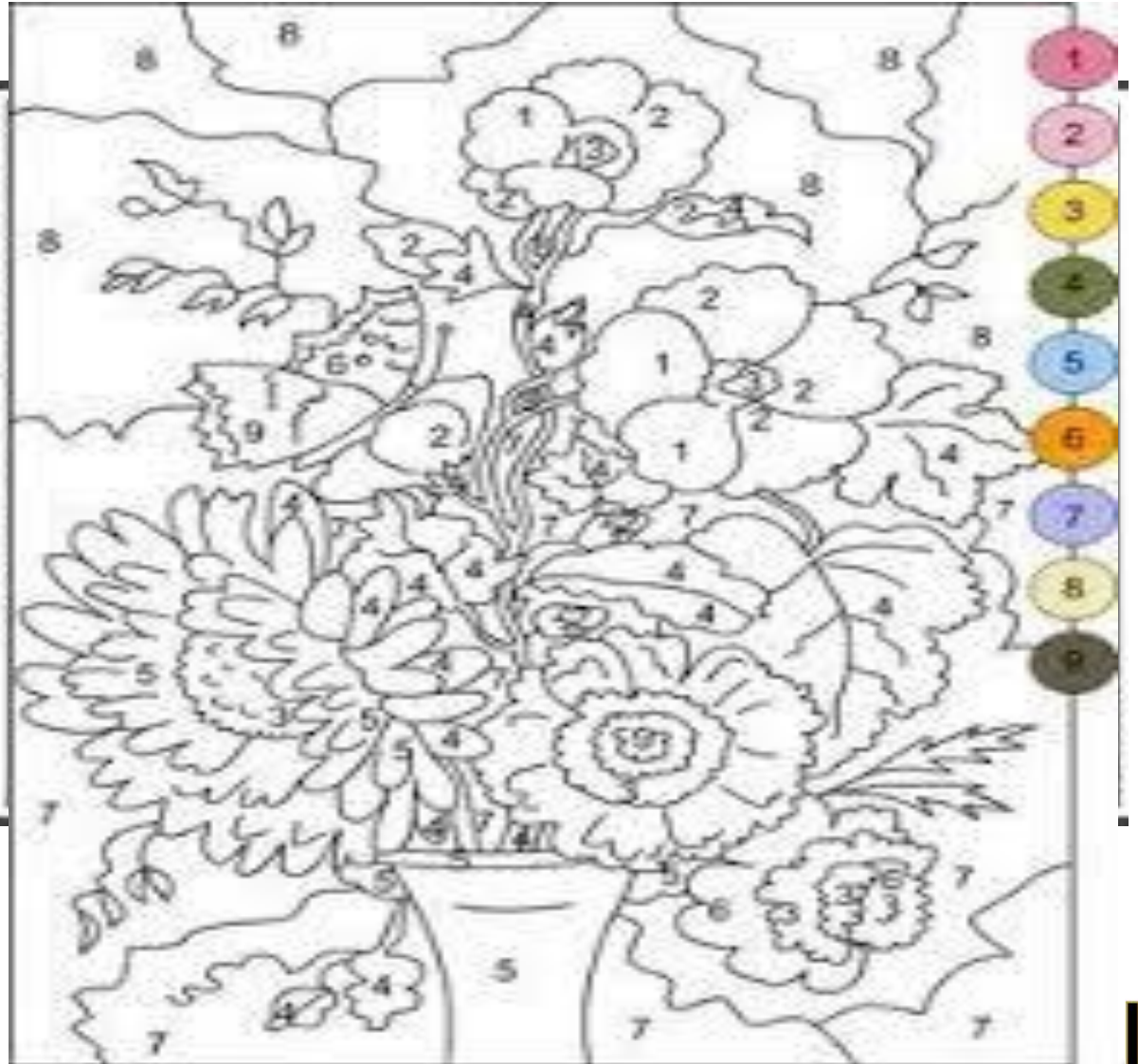
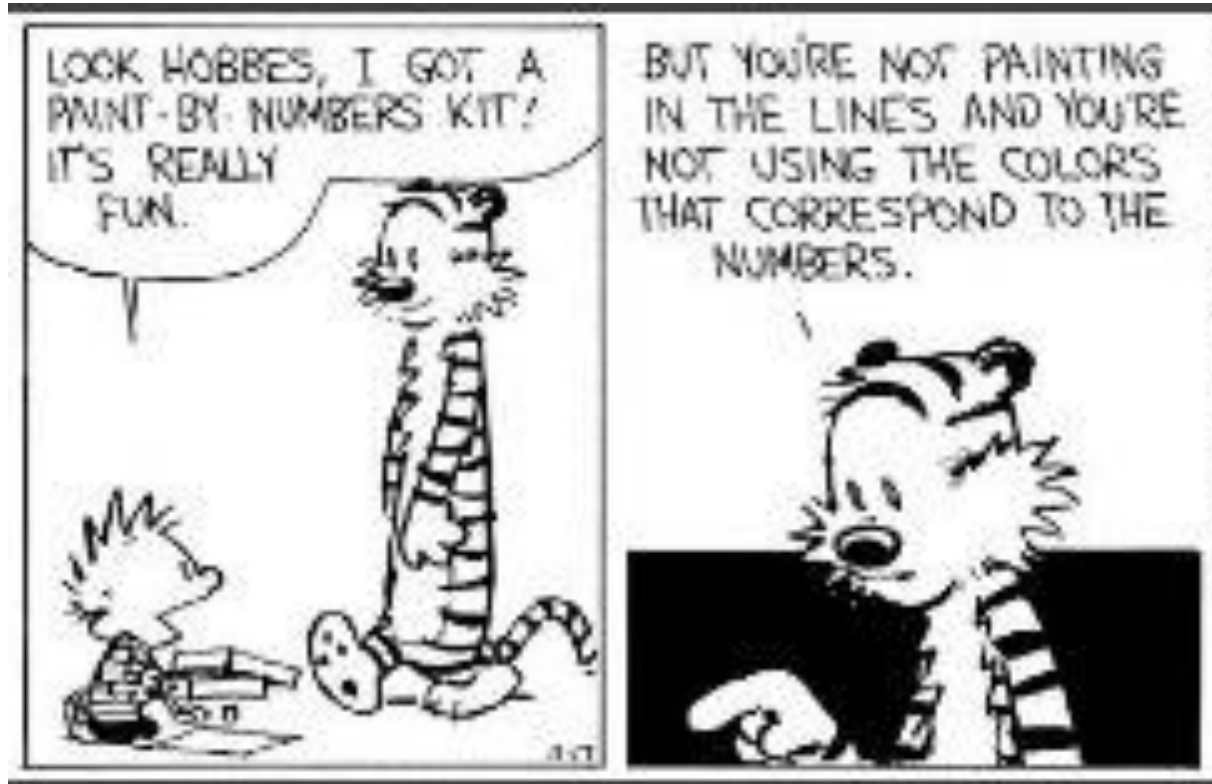
- ✓ 433
- ✓ Profiles of players
- ✓ Creativity

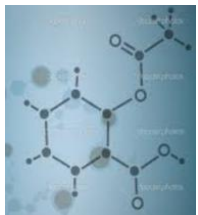
Coach education is THE KEY for the development of your football!

Belgian football DNA

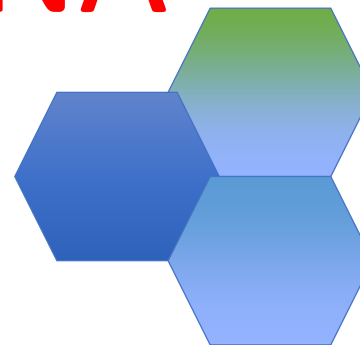


The freedom of play is the license to creativity





Belgian football DNA



Who are we?

How we play? → playing philosophy

How we identify and develop talent? → talent development philosophy
→ talent identification philosophy
→ player of the future

How we coach? → coaching philosophy

How we support our players?

(before, during, after the game) → physical and psychological support

CONSISTENCY: coaching and values , behavior, game!

Belgian style of play



The only thing that changes is the size of the shirt!

Belgian football DNA

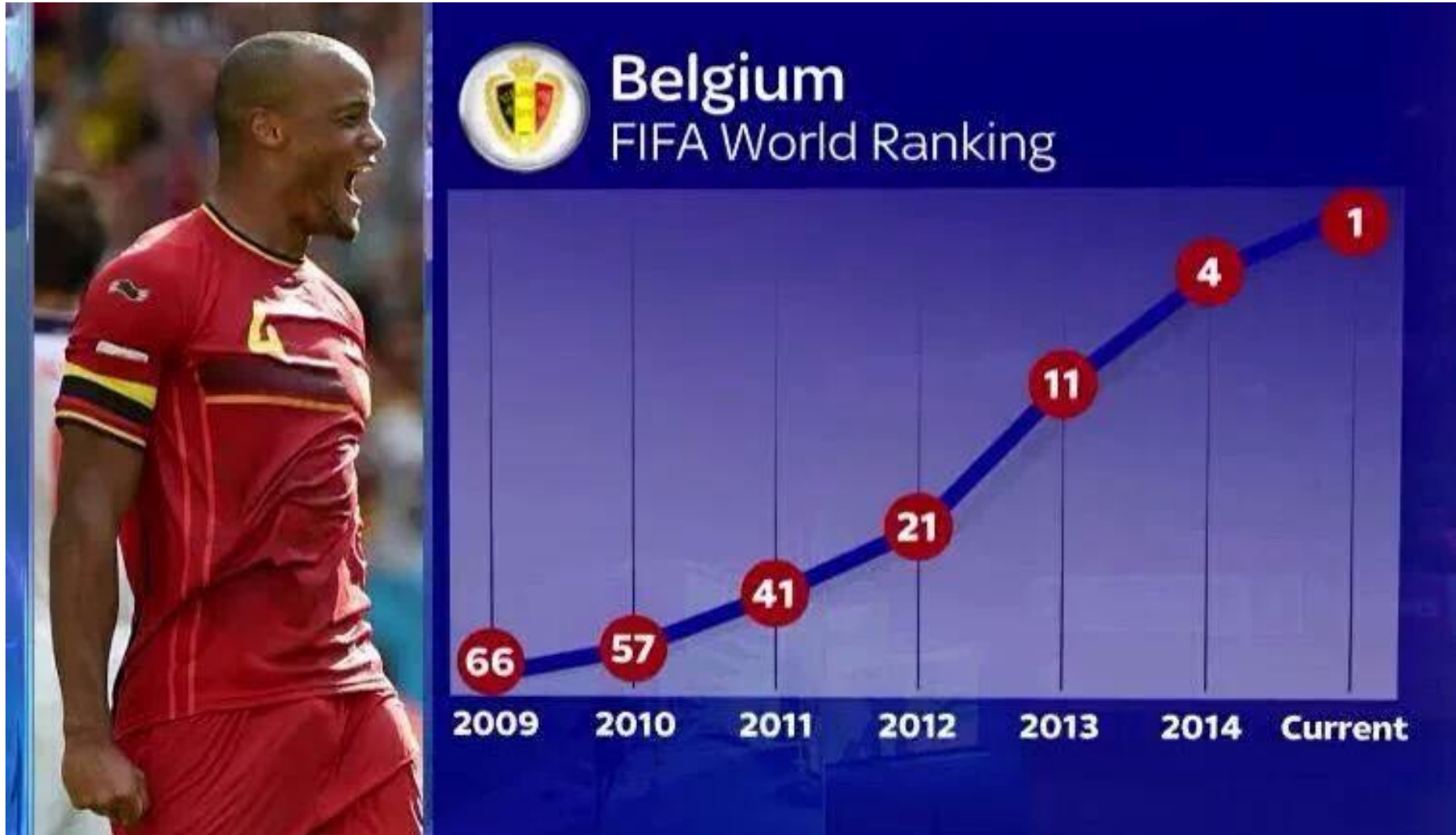
**Player's pathway
national teams:**

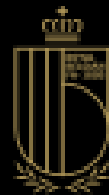


from U15 till the A team (seniors) we spread 1
consistent message all over the pathway
(consistency along the journey
=1 common language!)

The only thing that changes is the size of the shirt!

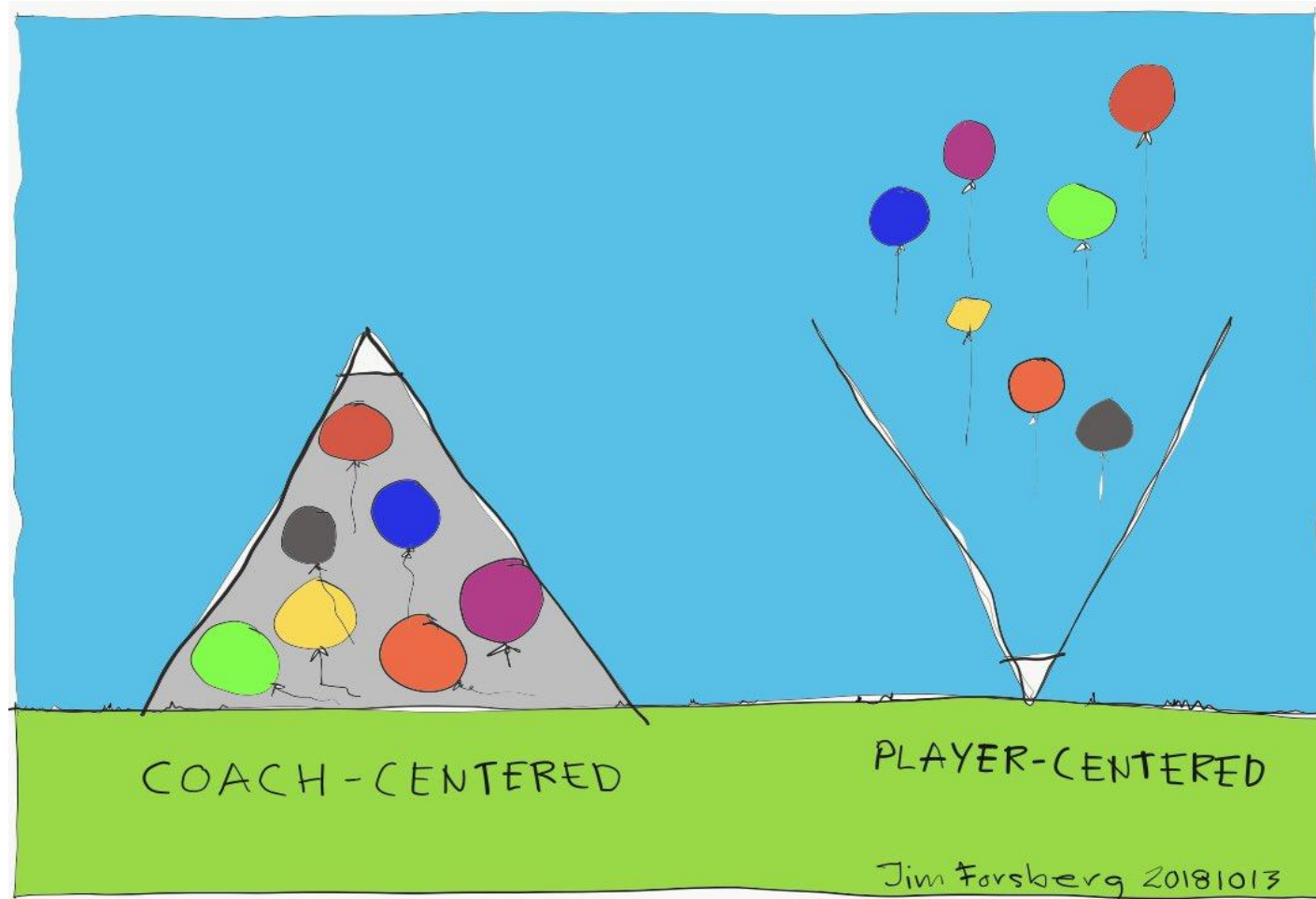
HISTORIC MOMENT



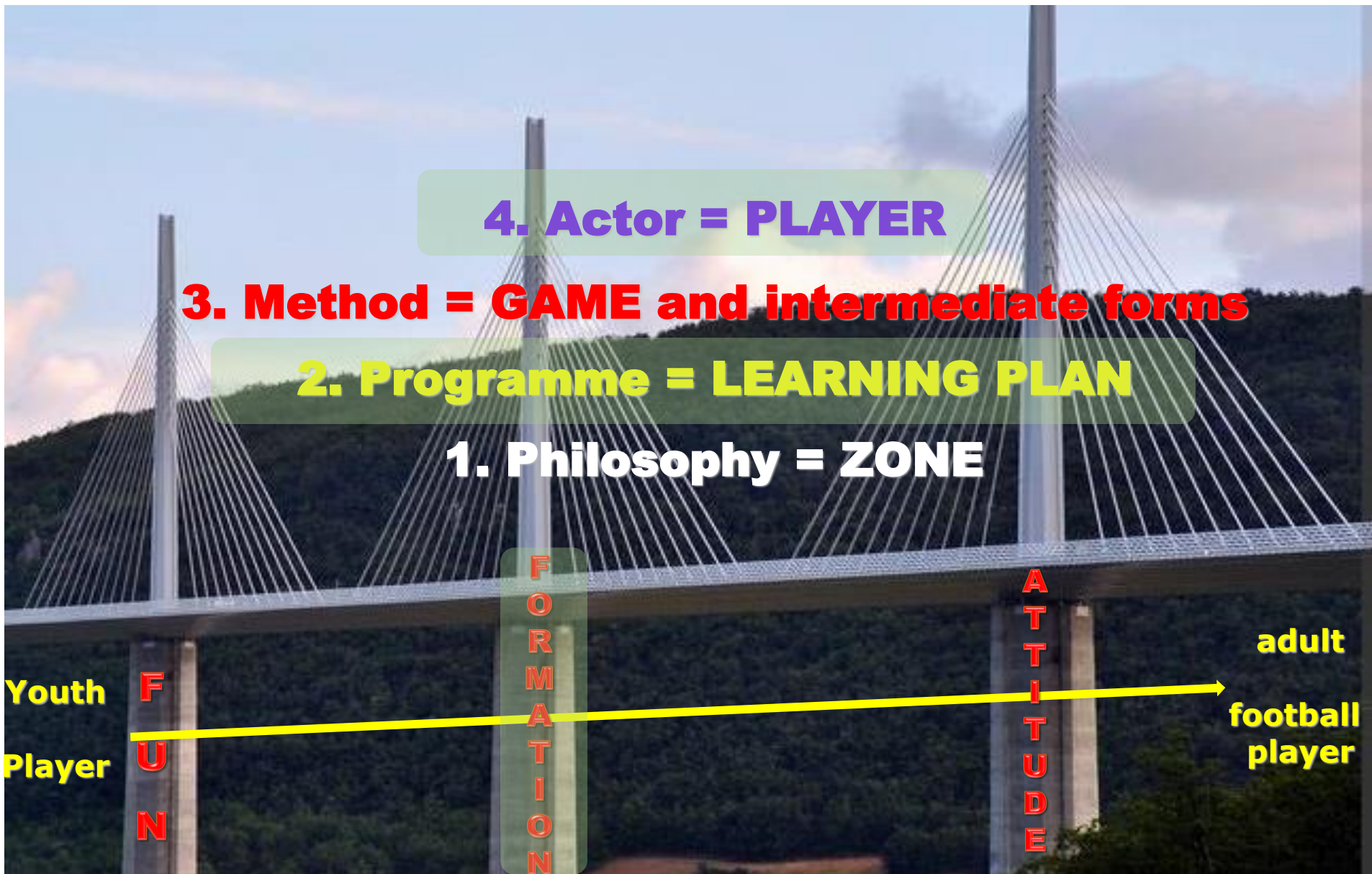


**«Our jobs as educators
and coaches is to give
children roots to grow
and wings to fly»**

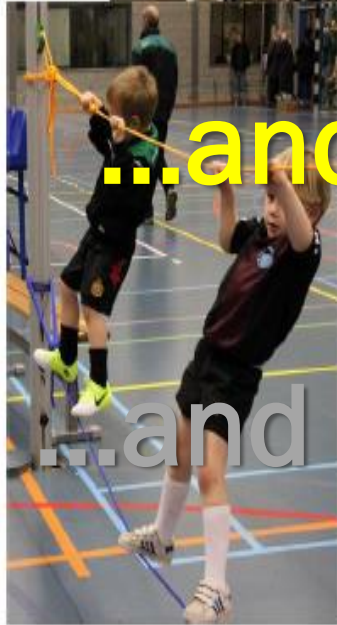
Where do you want to be as a child...?



Vision of development of the Belgian FA



Who is in front of you...?



...and what are they able to do?

...and what are they able to learn?

Is this the best way to teach your 6 yrs old child to ride a bike?



Will this experience give you wings to fly...?



Belgian vision of development – Learning Plan

The **development** of a player can be divided in **different stages**, within every stage we have **different emphasis** on the development of technical, tactical, physical and mental skills **according to the age and level**.

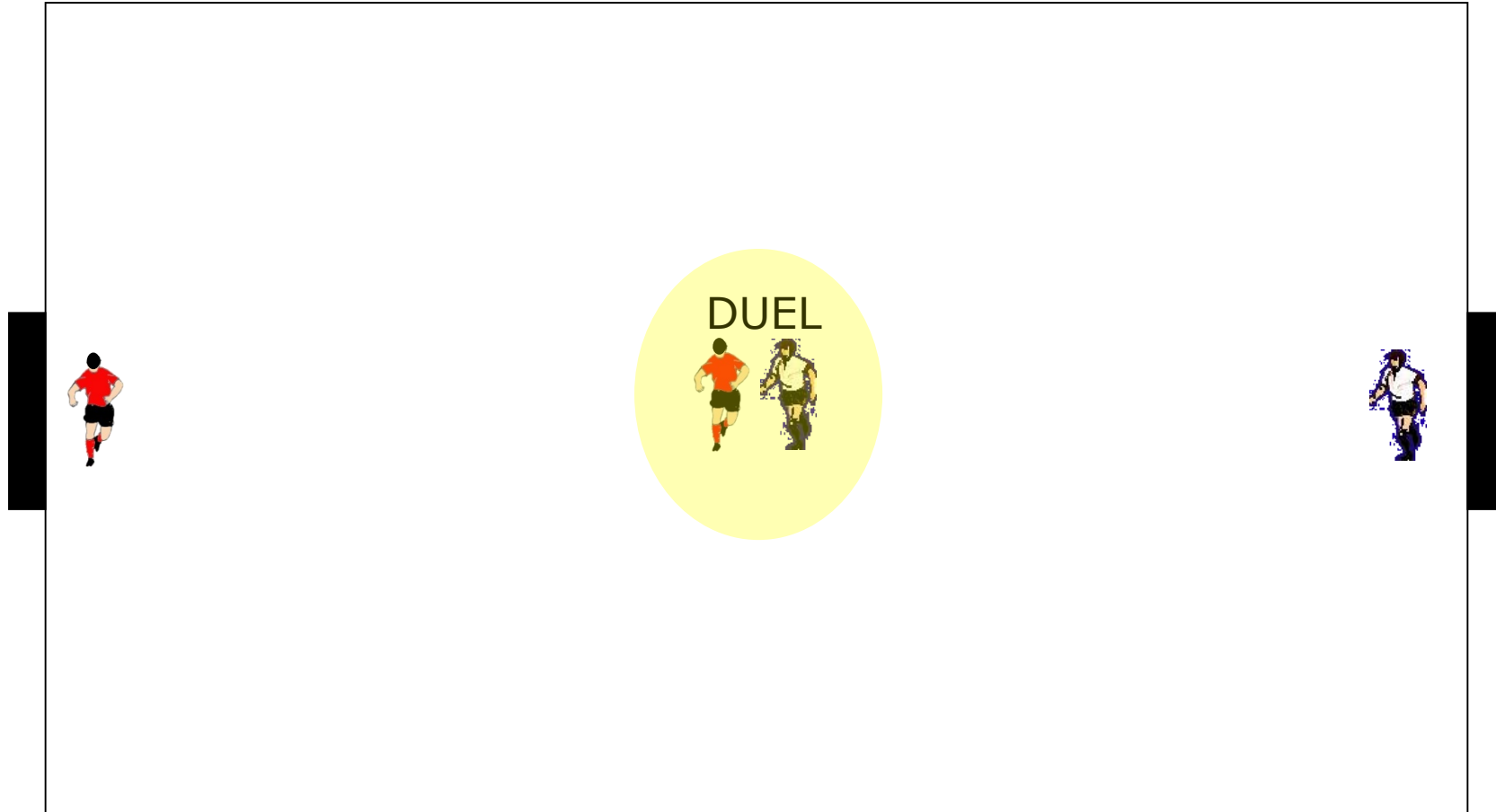
We bind all different stages into a developing line: learning plan

✓ = **COACHING ADAPTED TO THE CHILDREN!!!**

TAILOR-MADE COACHING !!!!!

THE MODEL OF DEVELOPMENT IN FOOTBALL

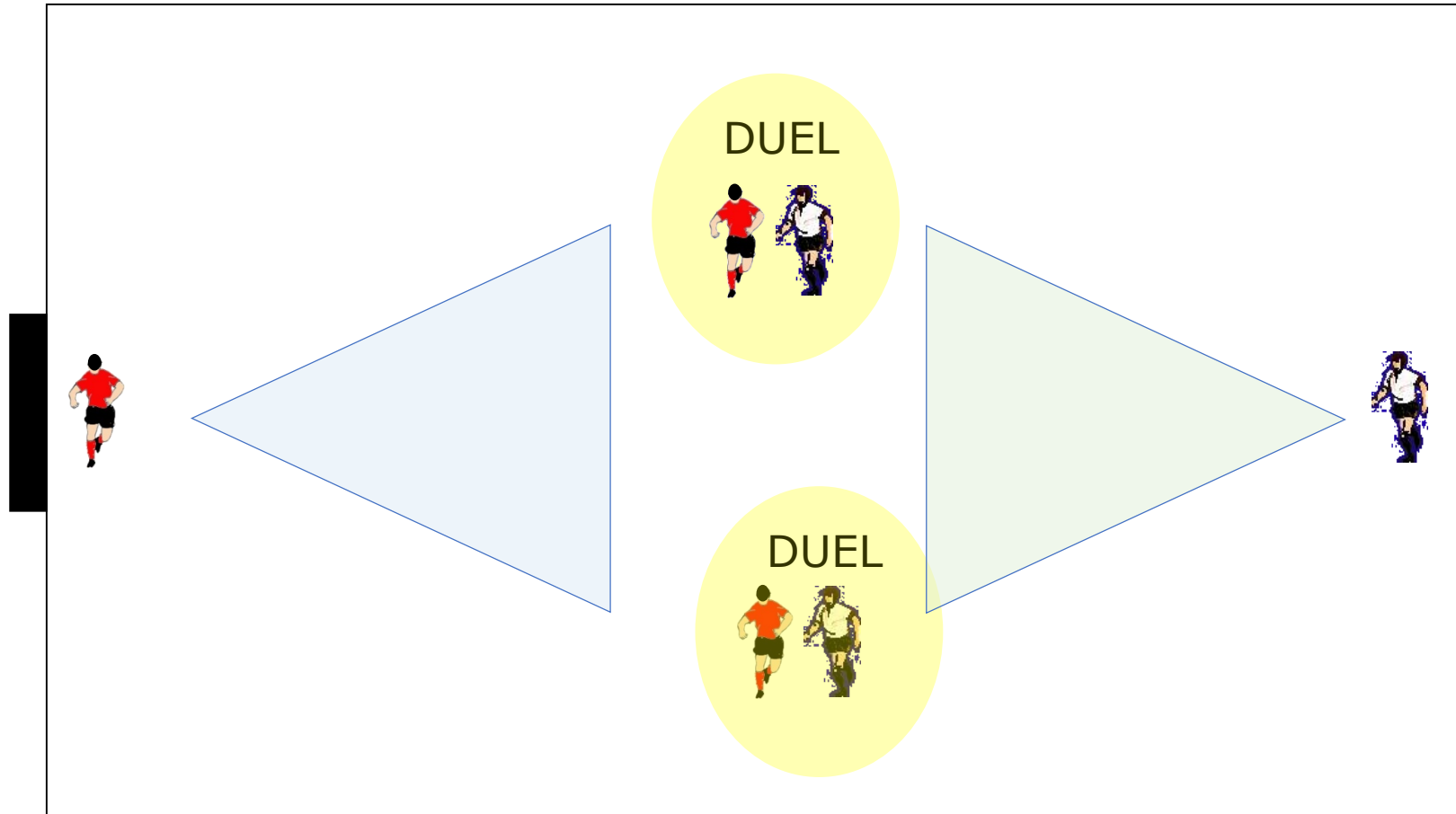
2 v 2 : duel (20m to 12m)



THE MODEL OF DEVELOPMENT IN FOOTBALL

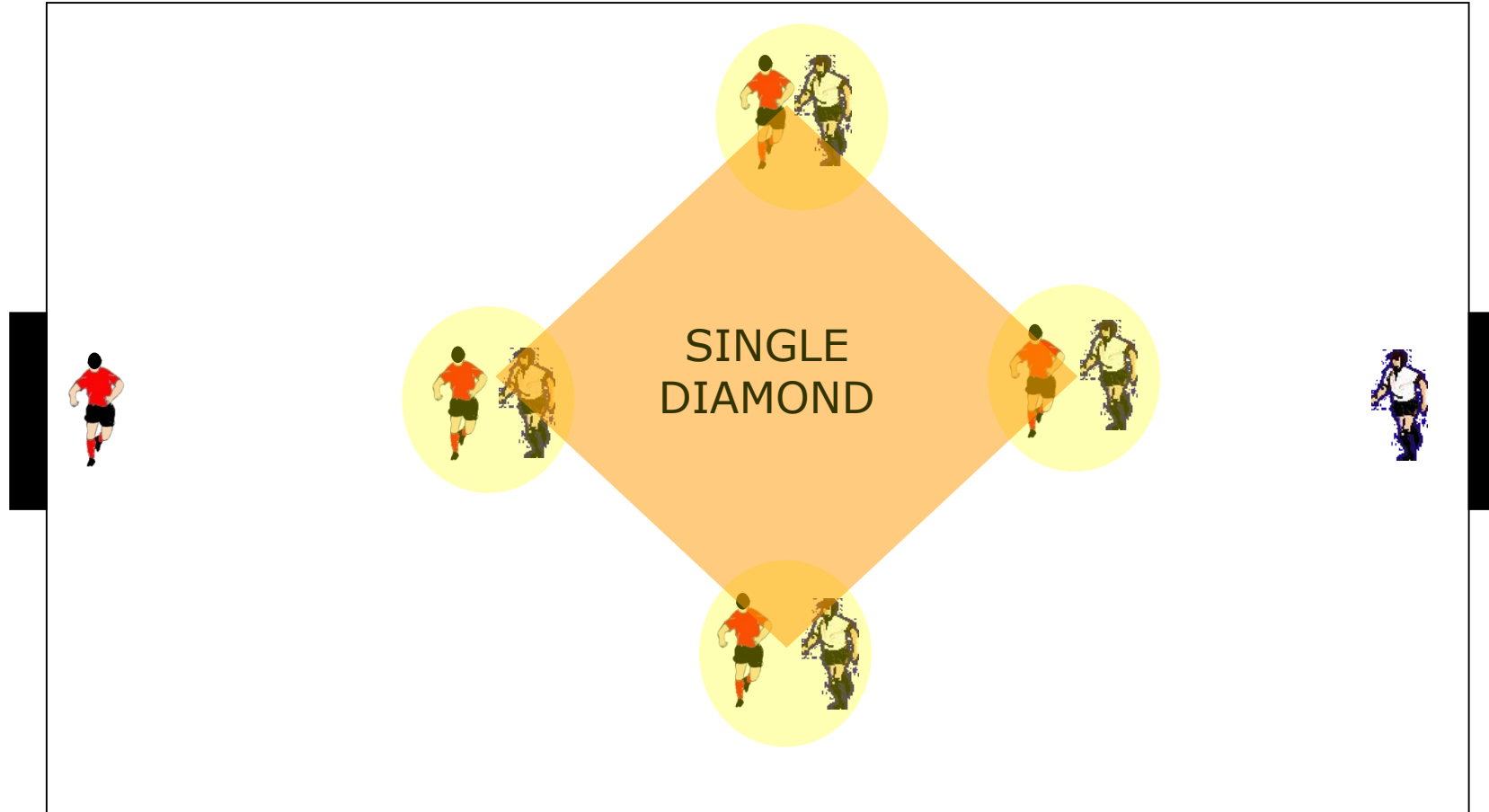
3 v 3 : duel (25m to 15m)

NEW: season 2018-19



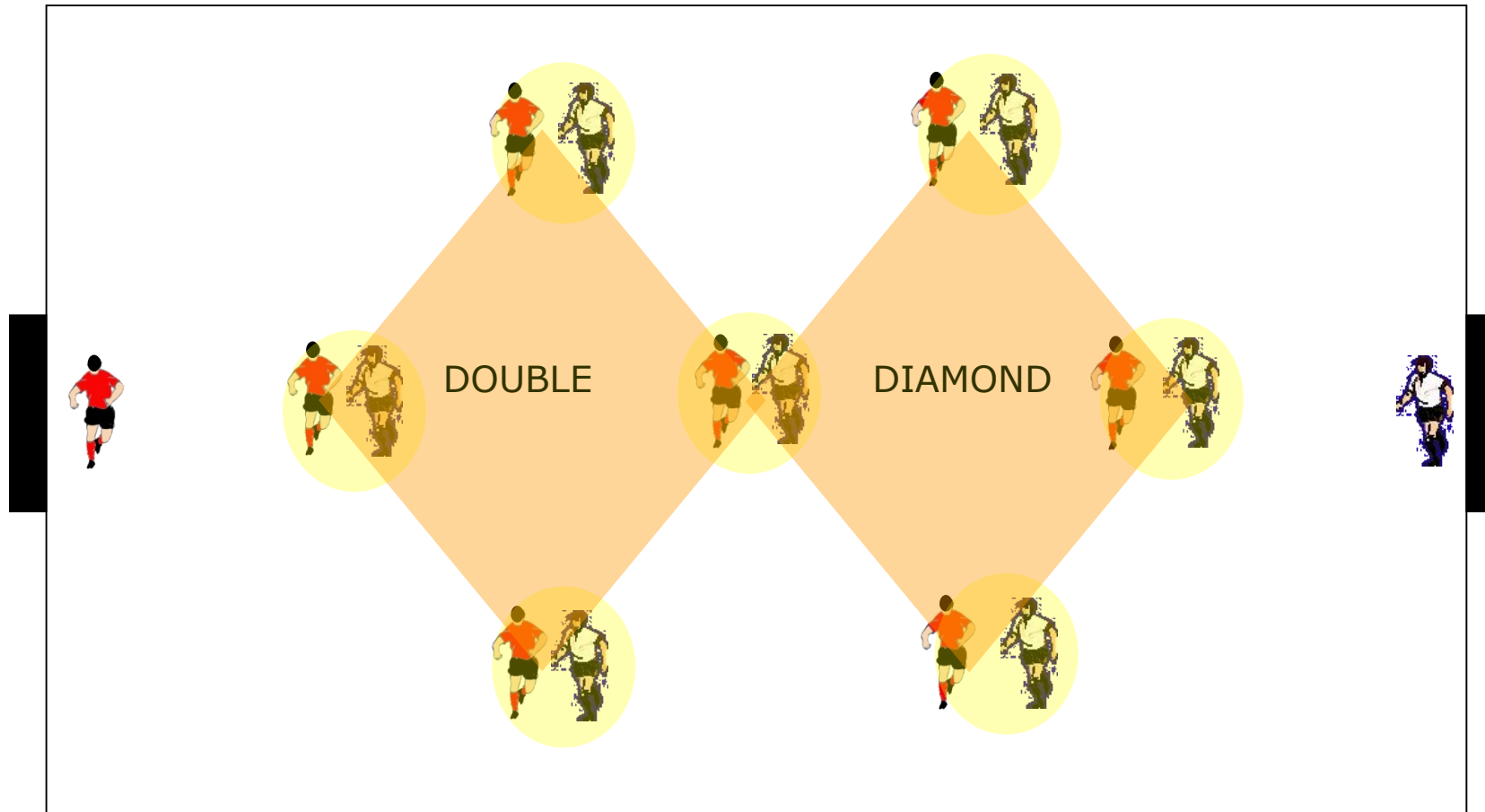
THE MODEL OF DEVELOPMENT IN FOOTBALL

5 v 5 : single diamond (35m to 25m)

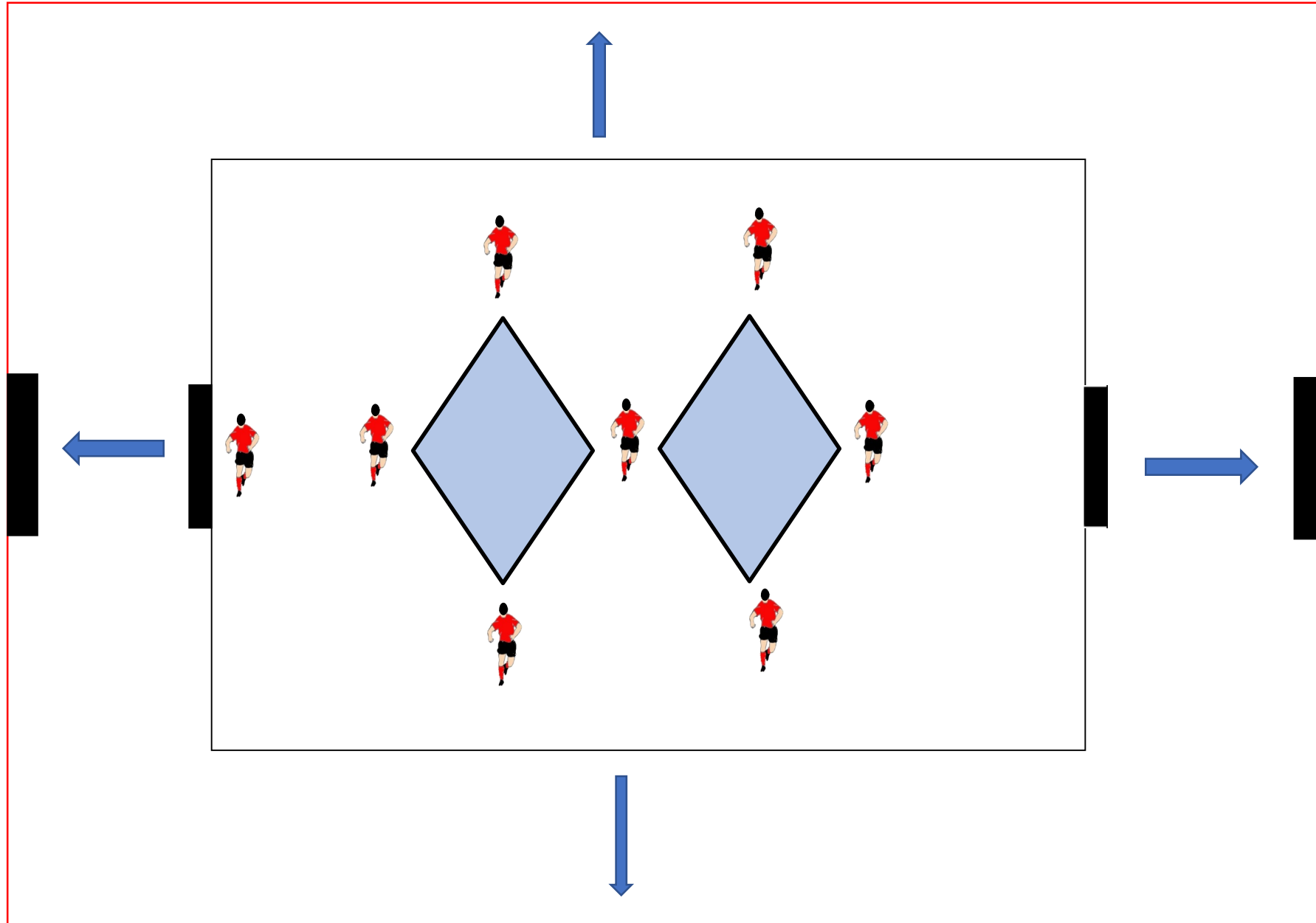


THE MODEL OF DEVELOPMENT IN FOOTBALL

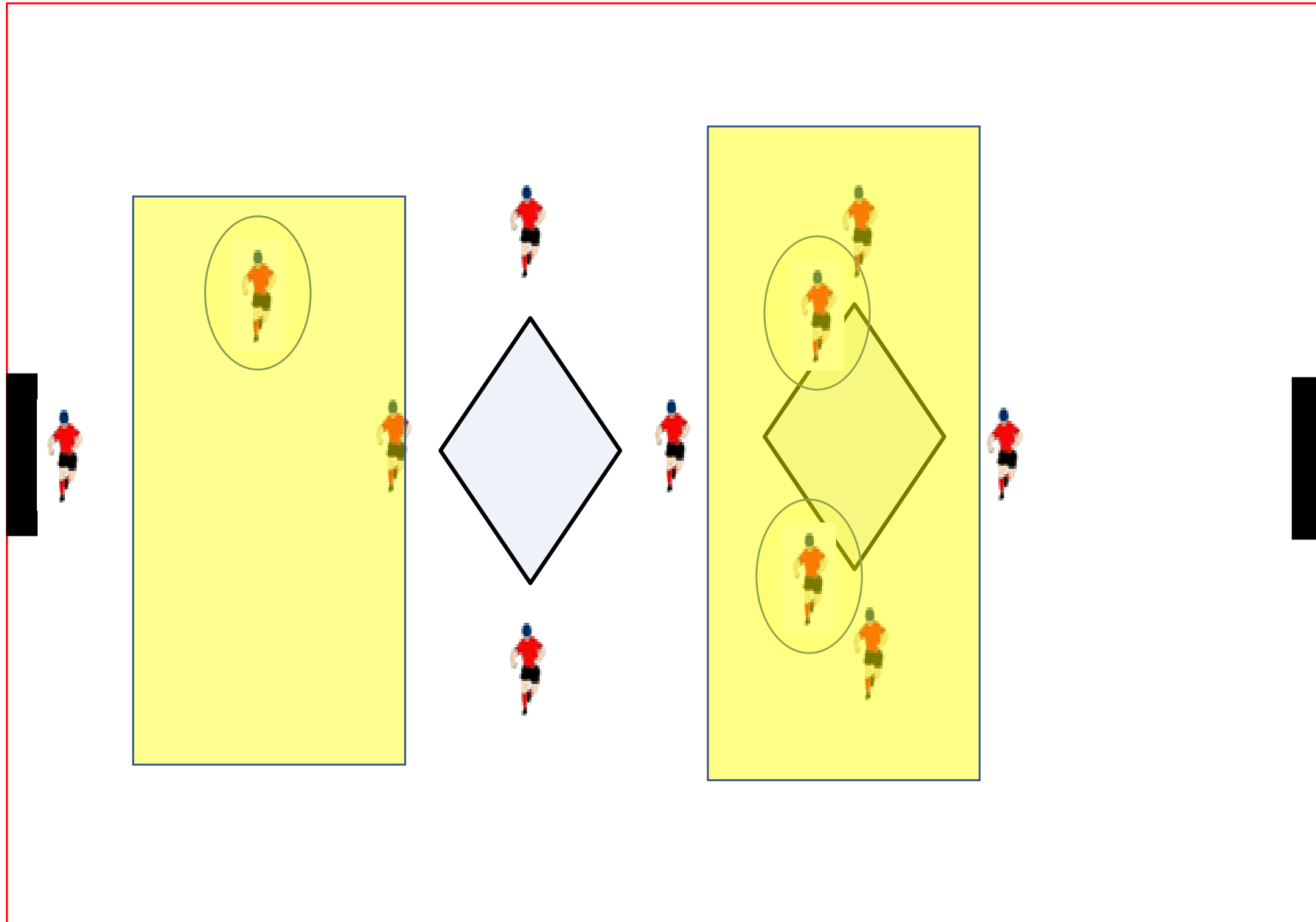
8 v 8 : double diamond (60m to 40m)



From 60m to 40m into 100m to 60 m



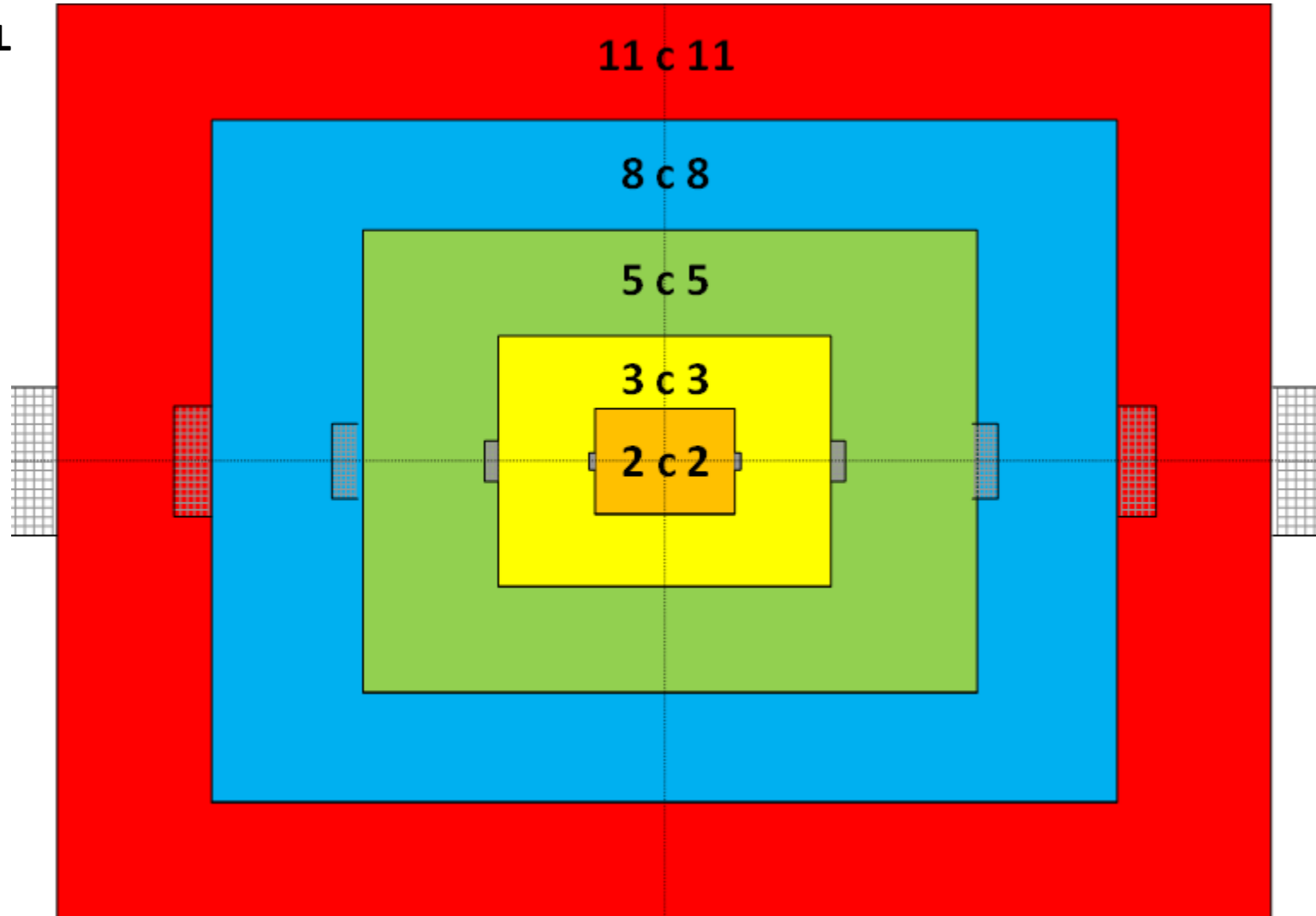
11 v 11: 100m to 60 m



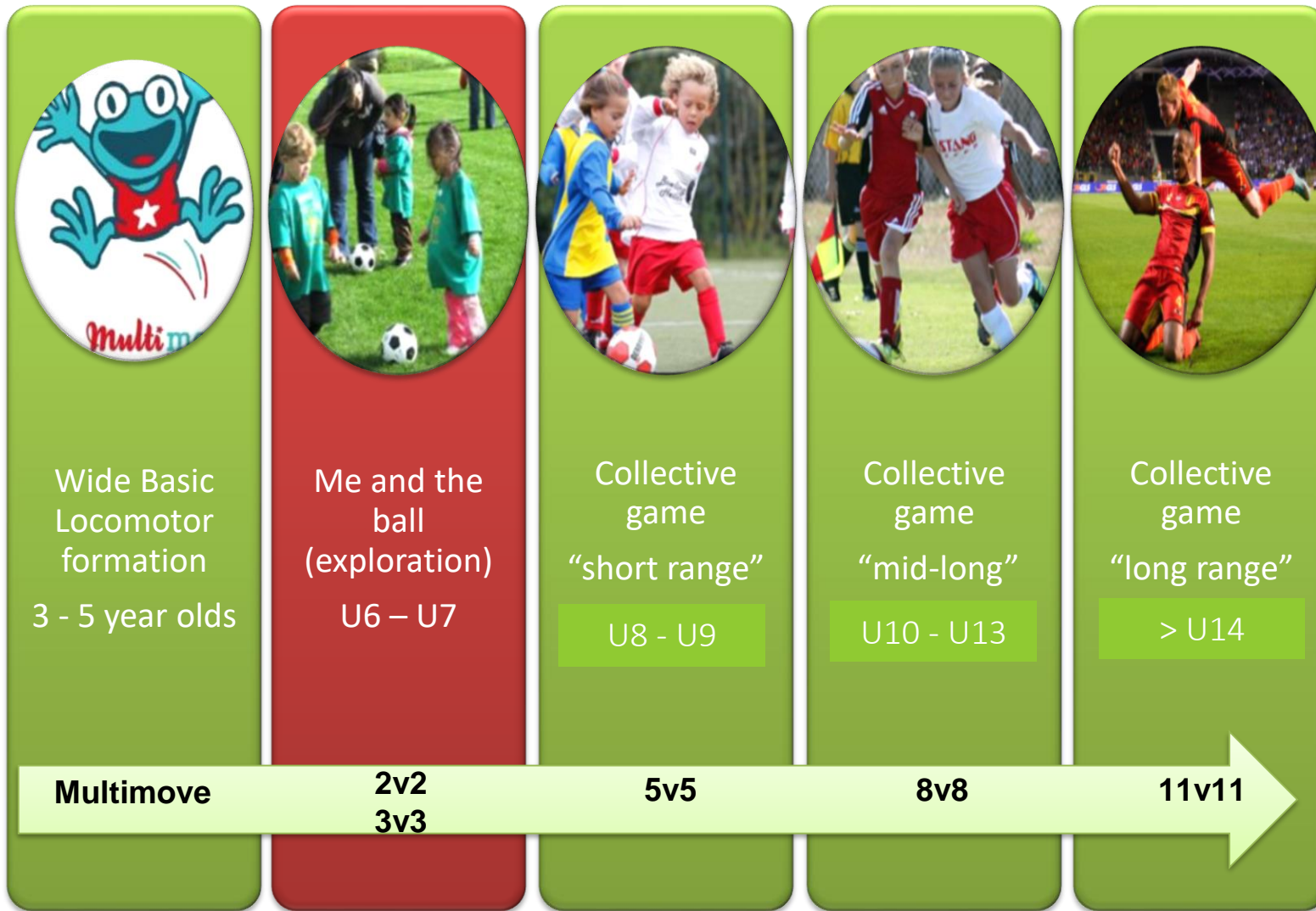
CUMULATIVE LEARNING

TECHNICAL

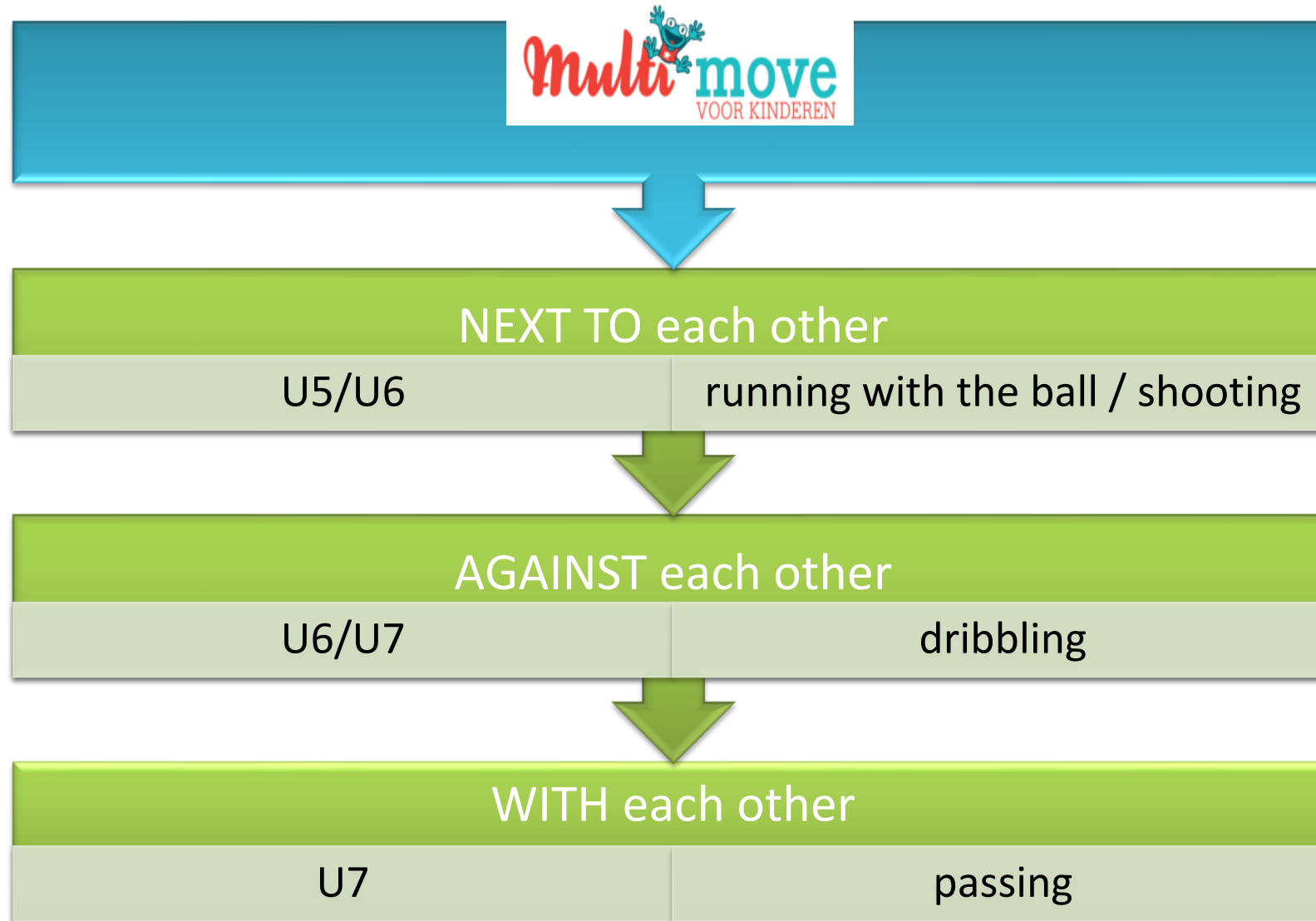
PHYSICAL



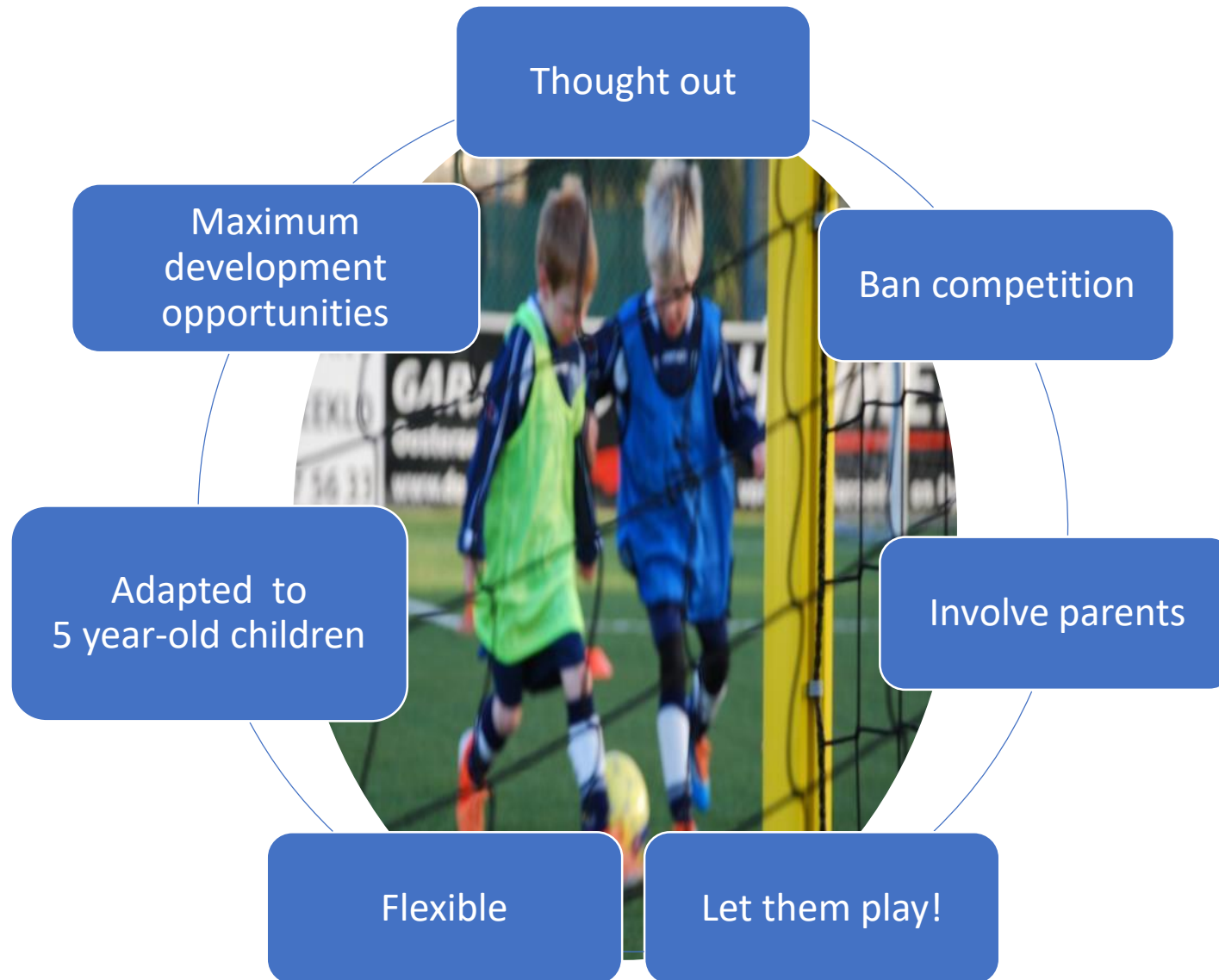
« Tailor-made » player development plan



« Tailor-made » player development plan

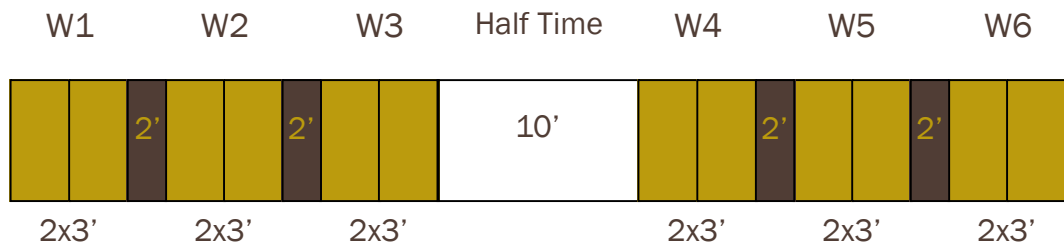
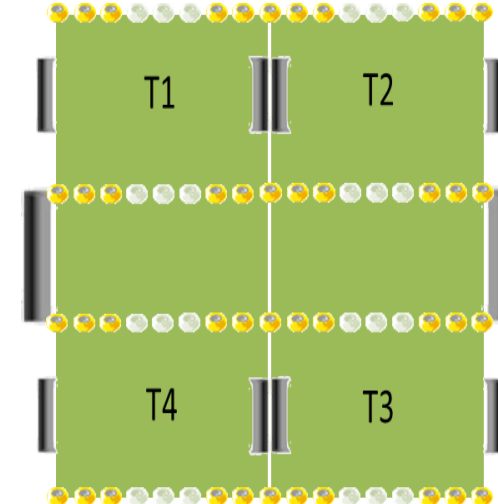
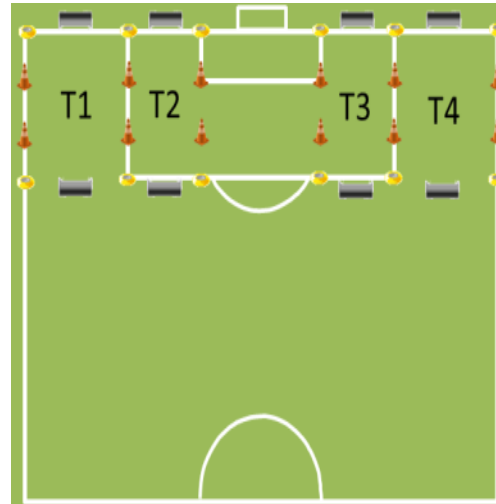
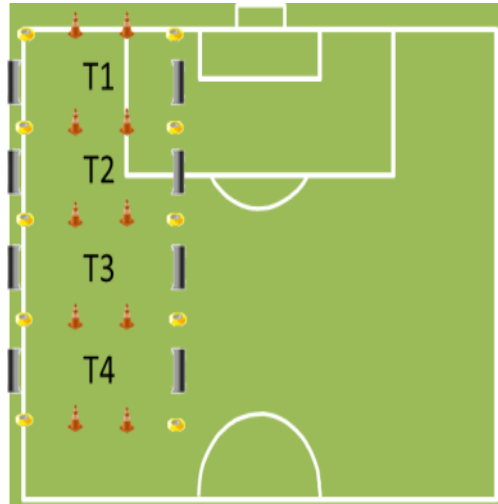


Creating an ideal learning environment



U6: "adapted" 2v2 pitch

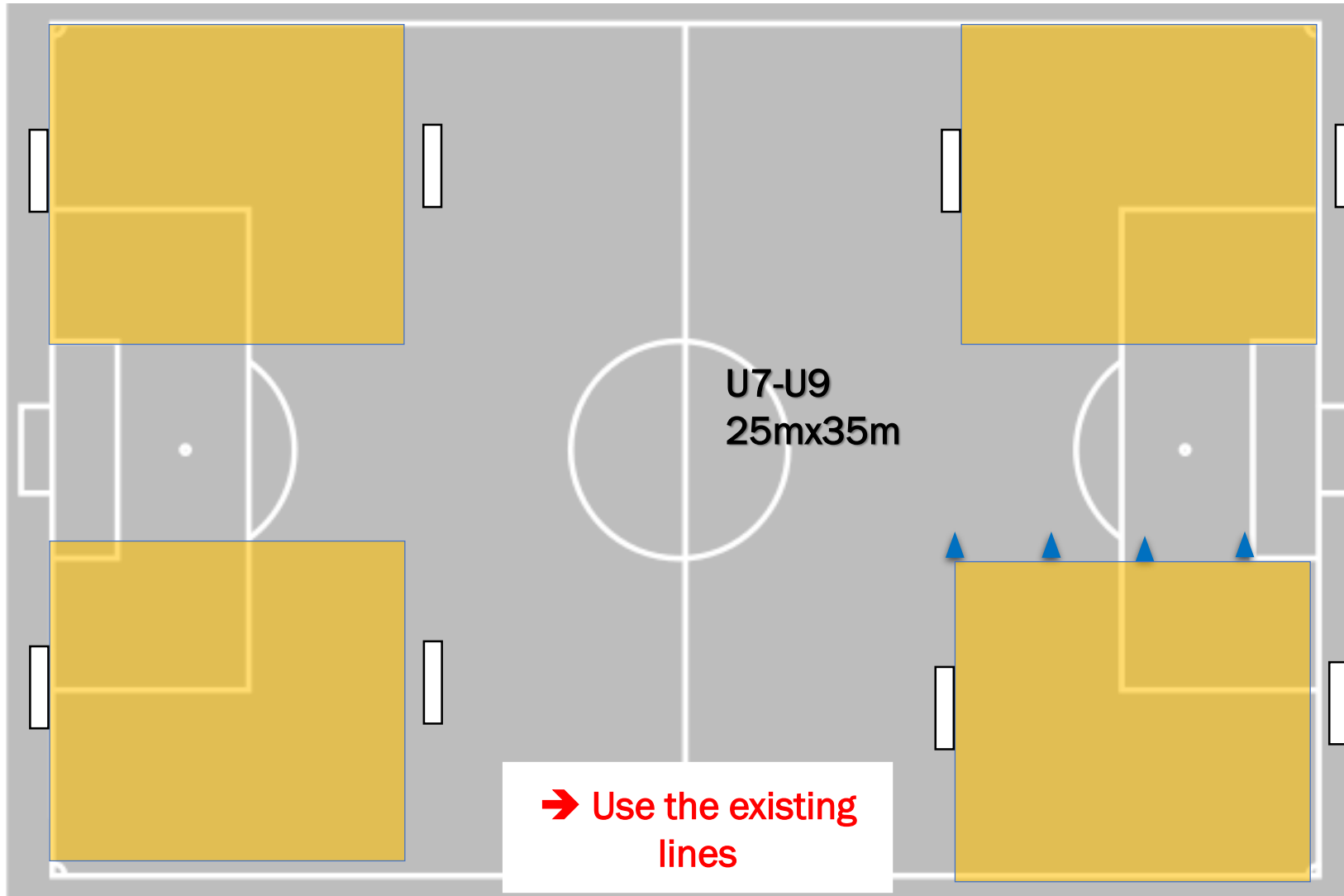
Friendlies: 2 teams of 8 players (16 players->4 pitches)



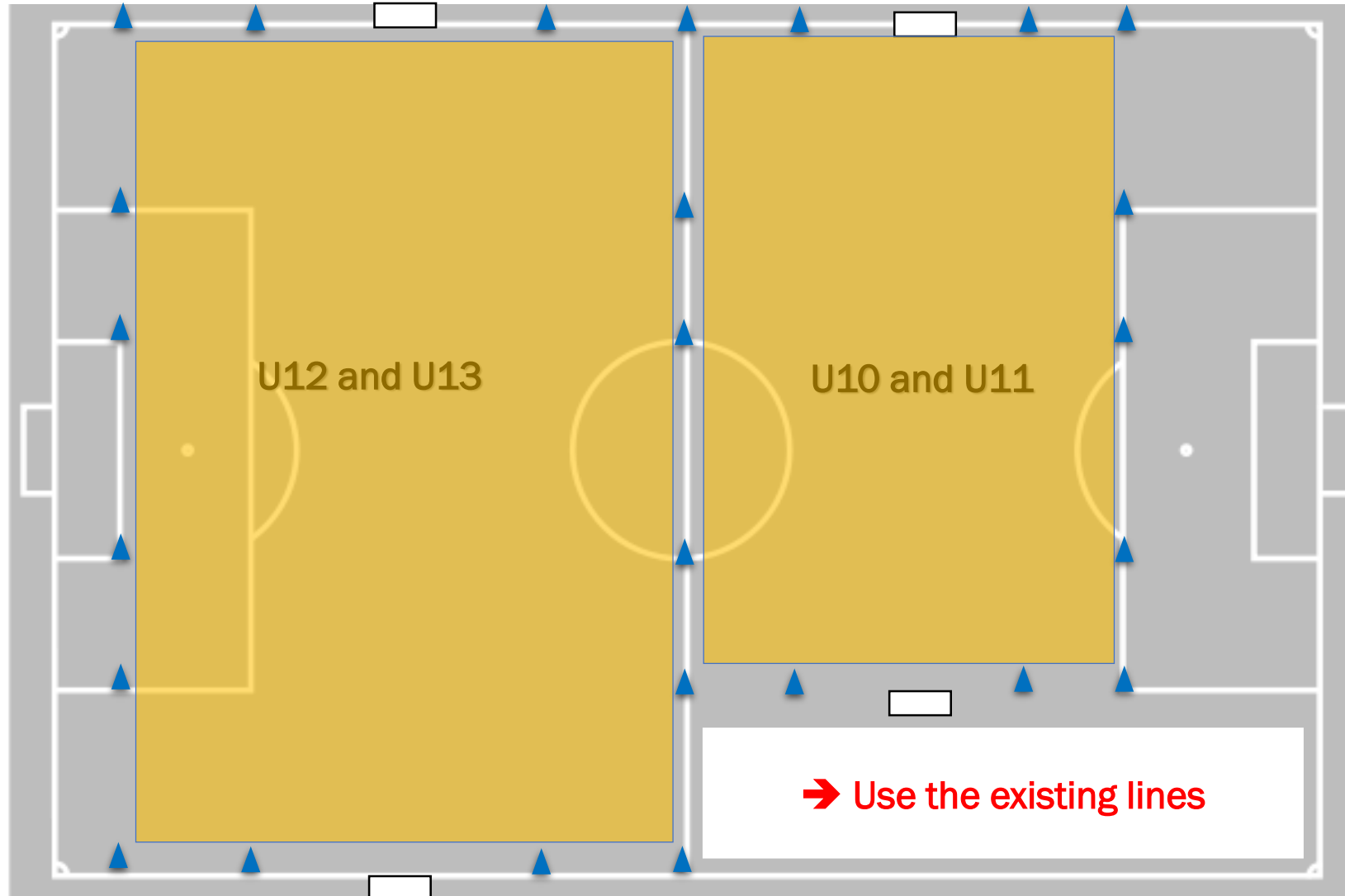
Pitch size:
10-12,5 m
16,5-18m



U7-U9: “adapted” 5v5 pitch



U12-U13: "adapted" 8v8 pitch



Adapted youth competition



They like it to be on the bench.

Adapted youth competition



I want to
play on
the pitch!

Do they like the bench?

Adapted youth competition

- 4 quarters + time – out (after 1st and 3rd quarter)
- After a quarter , all the substitute players come on the field
- Till U17 : all the players play at least 50% of the playing time!!!

The ideal learning environment

The game as a tool and not as a goal!

It's not about winning but about learning!

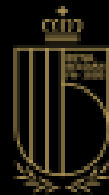
We never lose: or we win , or we learn!



Life is like **riding a bicycle.**
To keep your balance,
you must **keep moving.**



Belgian Football Albert Einstein



The Coaching Paradigma?

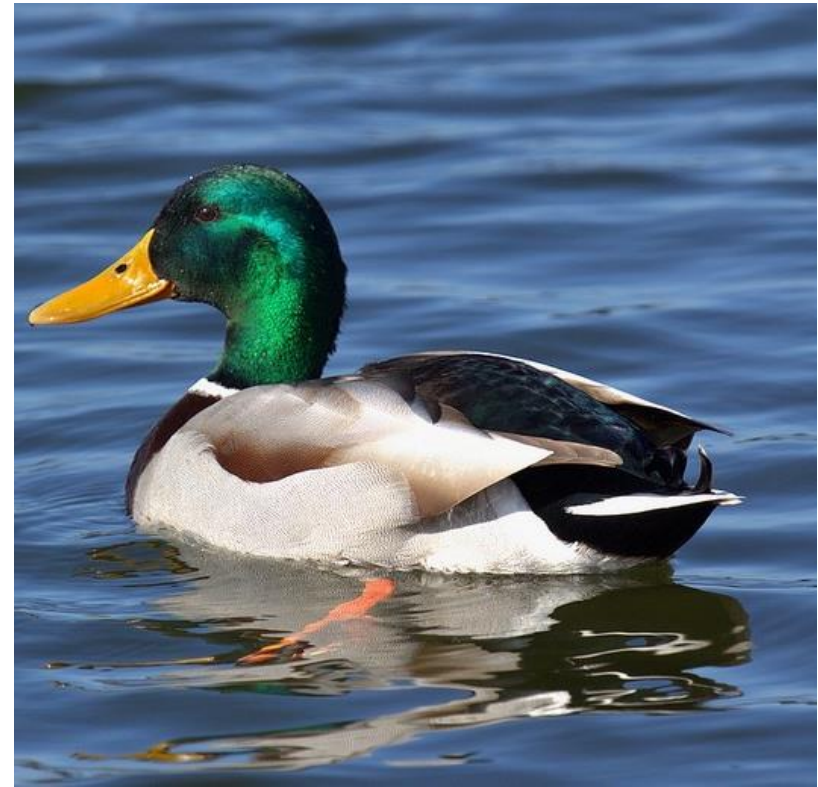
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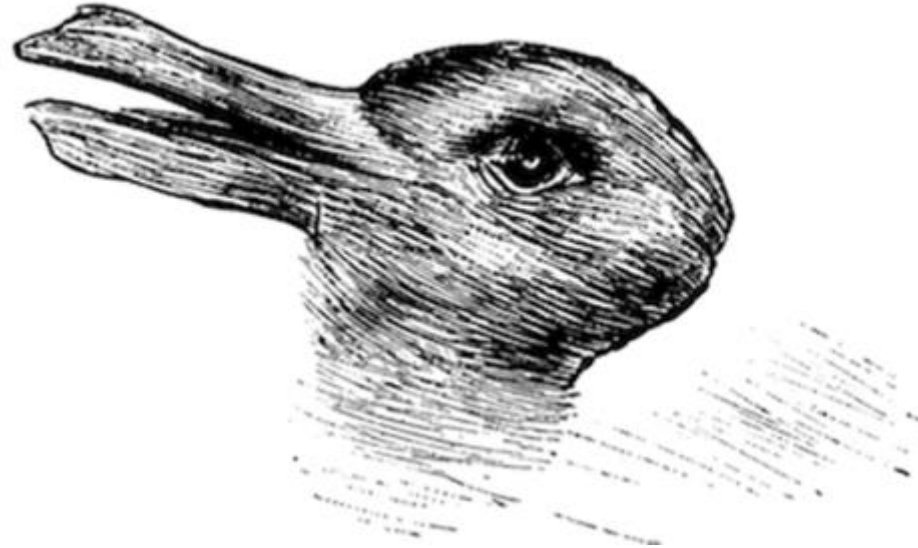
????????????????



or



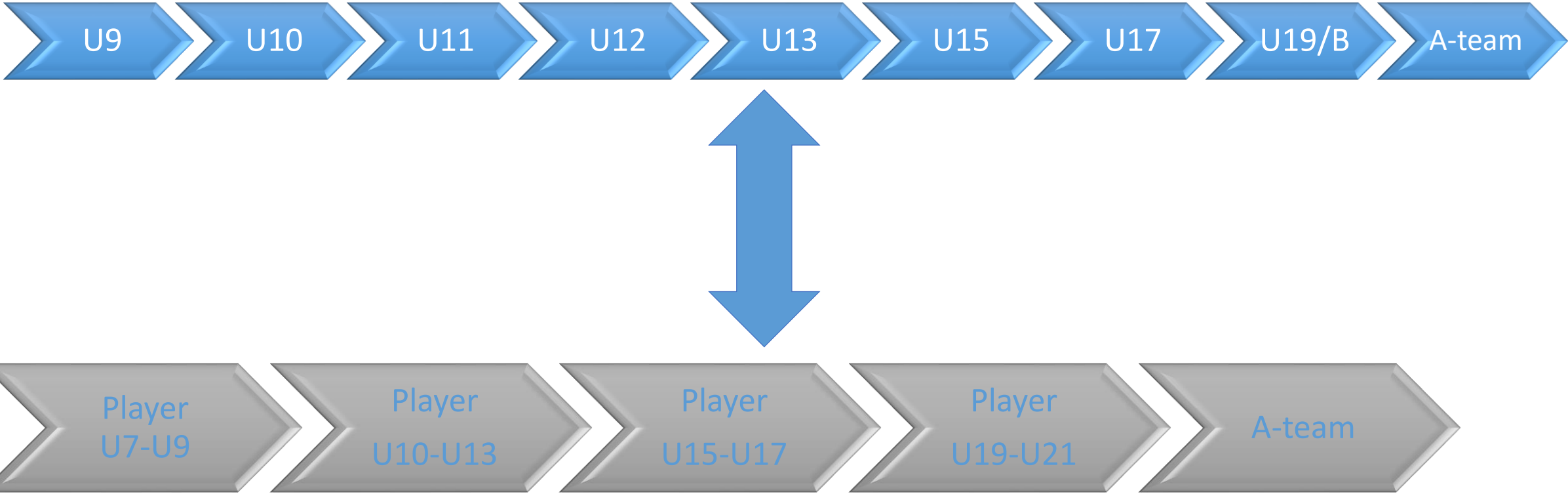
Paradigma



It's the same but so different...

A paradigma is a reference frame to interpret the reality

Development of youth players



Source: <http://www.catenaccio.nl/een-andere-kijk-op-opleiden/> Ruben Jongkind

Team paradigm versus player paradigm

Team centred approach → focus on the creation of a team

A-team



U7-U9

U10-U13

U15-U17

U19-U21

A-team

Player centred approach → focus on the development of players

Team versus player

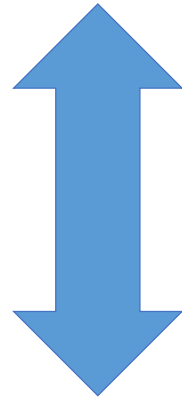
	Team paradigma	Player paradigma
Focus	Team	Player
Target	Perform today	Develop today to perform tomorrow
Hierarchy	Coach centred approach	Player centred approach
Organisation	Team as main focus point	Player as main focus point
Culture	Survival of the fittest	Learning experience
ICT	Focus on administration (logistics)	Focus on support to develop players
Leadership	Top down autocratic	Bottom up empathic
Coach	Instructive coach	The coach as a helping hand (mentor)

Source: <http://www.catenaccio.nl/een-andere-kijk-op-opleiden/> Ruben Jongkind

Team versus player

Team centred approach → focus on the creation of a team

A-team



Player centred approach → focus on the development of players

A-team

Challenge for youth coaches

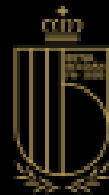
Avoid match coaching with the focus on the winning of the team

“Making mistakes simply means you are learning faster.”



SOMETIMES YOU WIN,
SOMETIMES YOU ~~LOSE~~
LEARN

Stimulate match coaching with the focus on individual development



**EVERY SINGLE
PLAYER IS THE
MOST IMPORTANT**

The “futurs” project - Biological maturity

Unequal battle between early and late mature players !



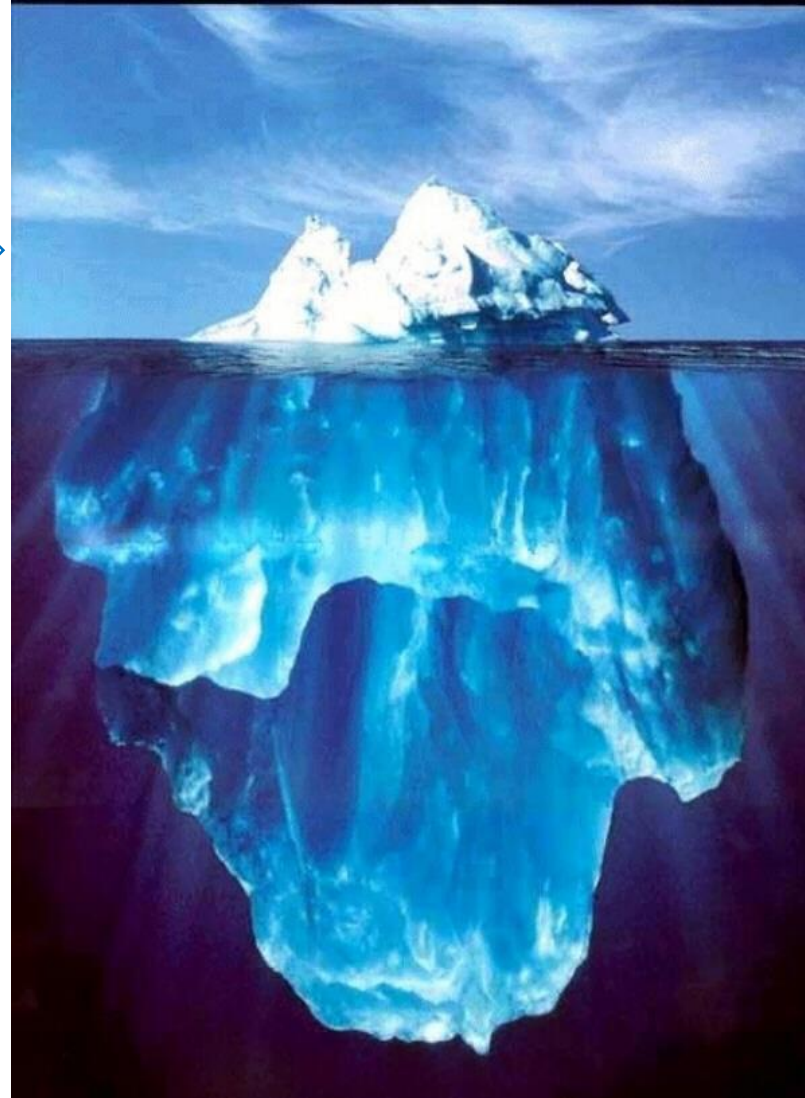
The “futurs” project - Biological maturity

Unequal battle between early and late mature players !

- Create an environment that makes talent flourish!
- The key question is NOT: “What can you do today?”
PERFORMANCE
- The key question becomes: “What can you learn tomorrow and what are you willing to do for it...?”
POTENTIAL

The “futurs” project - Biological maturity

Performance

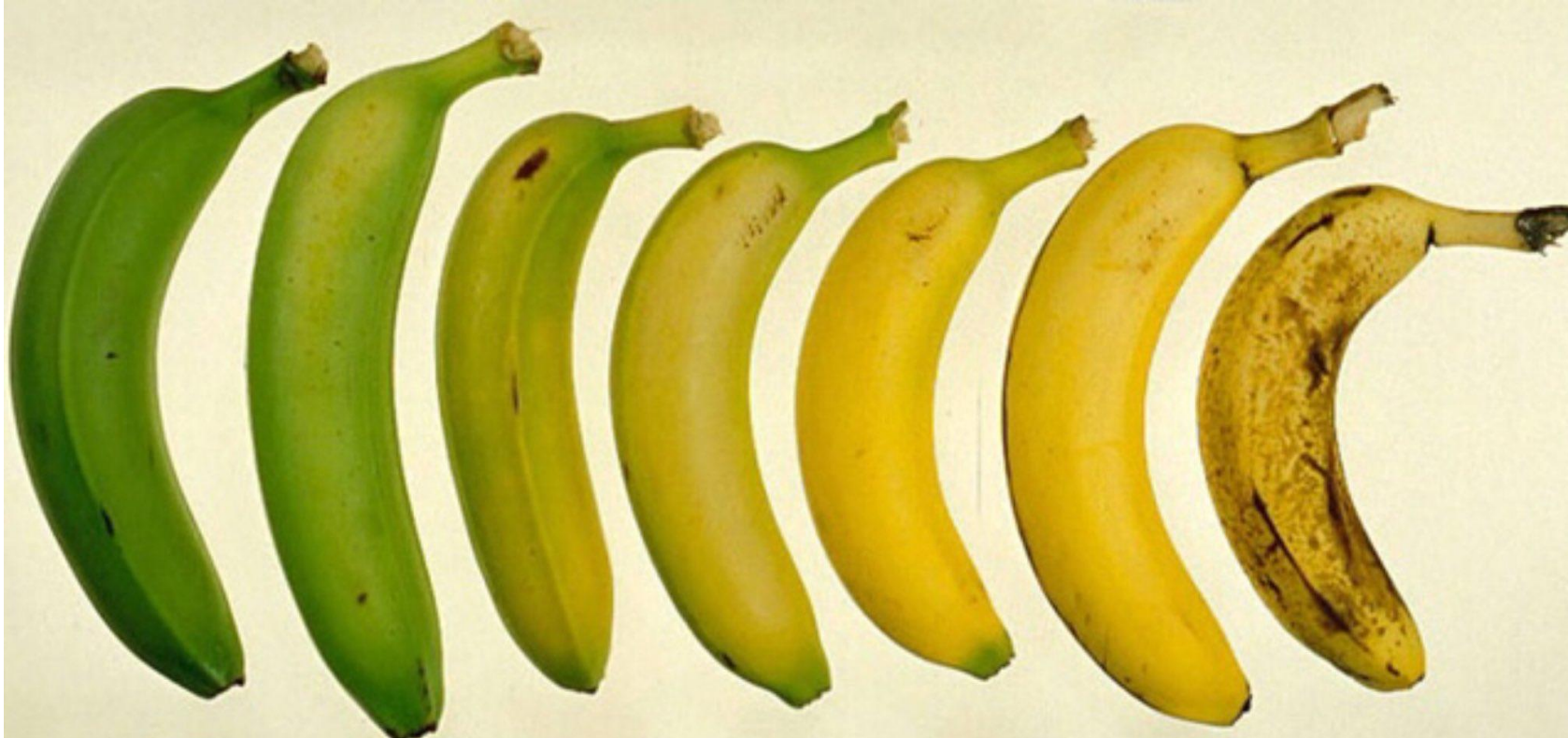


POTENTIAL

BIOLOGICAL VS
CHRONOLOGICAL
AGE

The “futurs” project - Biological maturity

Some coaches want only the ripe bananas...



Do you throw the green ones away...?

Do you throw the green ones away...?



Carasco, De Bruyne, Chadli, Mertens , Meunier...

The “futurs” project - Biological maturity

Unequal battle between early and late mature players !

U16 Futurs Belgium (1993)
(late mature players)



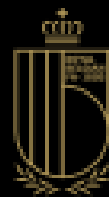
Yannick Ferreira Carrasco
(A-team Belgium, Atletico Madrid)



Performance

Potential





The player is the norm



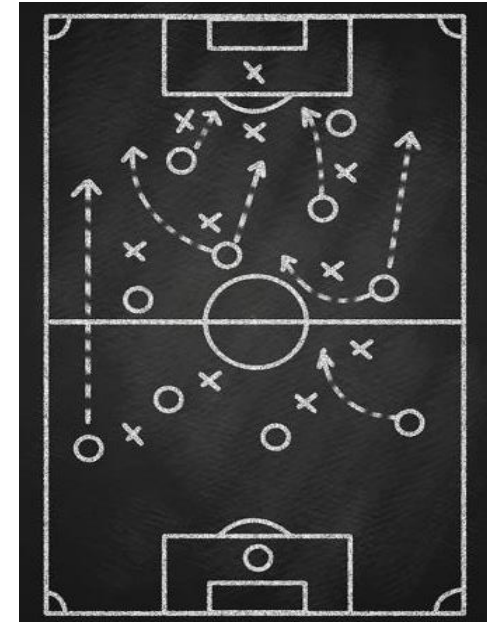
The coach is NOT the norm
The PLAYER is the norm !

It is all about the athletes...



The player is the norm... Efficiency in coaching/learning

- “Too many coaches think that football performance is all about X’s and O’s, but it’s much more than that.”
- Many coaches think that coaching is an X’s and O’s **business**, but in reality, it is **a relationship business**. The secret to great coaching (and a successful performance) isn’t simply technique, or tactics, or fitness.
- **Without relationship , there is no learning (development) possible...**



The player is the norm...

Efficiency in coaching/learning



Look at this video clip and try to find out what's the link with (football) coaches



and for the past 40 years I've done the same thing.



Coaching efficiency?

How do you measure the success of your sessions?

- Success criteria?
- Do you see the obstacles for the players?
- Specificity of your sessions? Targets?
- How to improve?
- Who gives feedback ?

Visible learning (John Hattie, 2009)

*...the greatest effects on student **LEARN**ing occur when the **TEACH**ers become **LEARN**ers of their own **TEACH**ing and...*



*...when students become their **own TEACH**ers.*

John Hattie
– *Visible Learning* (2009, p. 22)

How do you measure the success of your sessions?

**A coach needs
to see learning
through the
eyes of the
player...**

**...so players
can see
themselves
as their own
coach.**

MODIFIED FROM
Visible Teaching - Visible Learning by John Hattie

How do you measure the IMPACT of your sessions?

A coach needs to see learning through the eyes of the player...

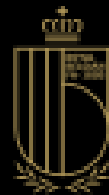


So players can see themselves as their own coach/teacher



Evidence shows that **the greatest effects on student learning** come when not only the **students become their own teachers** (through self-monitoring, and self-assessment), but the **teachers become learners of their own teaching** .

In successful learning environments, both the **teaching** and **learning** are visible.



OUR BEST COACH ?

How did these individuals learn?



WHO AND HOW WAS THEIR BEST COACH?

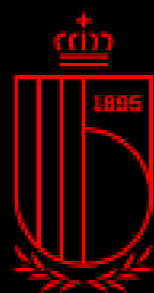


THANK YOU FOR LISTENING

QUESTIONS?



kvdh@rbfa.be



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LADY GAA FEDERATION



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