

TECHNICAL POLICY



SPORTS DIRECTOR

ELITE PERFORMANCE PLAN

CHEZASPORTS ACADEMY
SOUTH B, NAIROBI COUNTY,
KENYA

+254796329200

www.chezasports.co.ke

10/10/2020

FOOTBALL VISION

It is the Club's membership intention and determination to maintain *a professional football club* within Nairobi County, Kenya, with our status as an *affiliate member club of the Kenya Football Federation (FKF)*

The club currently having *a relatively small, yet growing, official fan-base of 1000*. In order to make a valued contribution to the local sports industry market *the playing philosophy will be to play open and attractive football; thereby attracting and encouraging spectators to attend matches* at our RTI training facility.

The Football club's overall long-term vision is to continue building a local football club that is both successful and sustainable on and of the football pitch. To *compete on level terms with teams in the top tier Kenyan Football Leagues, the financial planning* will need to be effective and economically viable in order to sustain *the infrastructure of a professional football club*.

On football, the Academy section of the club, has and will continue *to invest in the identifying, recruitment and development of Elite players*.

The club has is slowly gaining a reputation of progressing good players through its *youth phase development structure*. We feel that as a relatively small club we are ideally suited to developing talent. Unlike larger clubs the opportunities for players to develop are more readily available, and players *can in fact be fast tracked to the 1st team squad*.

The Club's FKF League team will *continue to aim for the recruitment of young talented players (under 23) from non-league football*, so giving them the same chance *to progress to the local and even international professional leagues as players from within the ranks of our own Academy set up*.

The anticipated outcome of the football Vision is *to gain the Football Club transfer revenue to reinvest in strengthening the structure of the Club*.

TABLE 1. CATEGORY 1 COMPENSATION SYSTEM

Academy Class	Definition	Performance Pathway	Compensation /Yr.
CAT 1	<p>This is the highest category awarded to an academy.</p> <p>A category 1 academy will;</p> <p>Provide players with <i>a formal education from age 13</i> in addition to their football education.</p> <p>Category 1 academies <i>can recruit nationally provided that the player is guaranteed a full education.</i></p> <p><i>Head Academy Coach qualification: CAF Level C or Equivalent and Above.</i></p> <p>Mandatory Conditions:</p> <ul style="list-style-type: none"> -Dedicated Youth <i>Strength & Conditioning Coach and physiotherapist</i> -Dedicated -Club provided <i>boarding facilities or home living arrangements</i> -<i>Academy teams have to participate in FKF leagues at whatever level.</i> -High level of club facilities including playing pitches, gym, Nutrition and medical facilities -<i>Senior team is playing in KPL or NSL level or academy has an arrangement with clubs playing at KPL or NSL level for player development purposes.</i> 	U13-U21	30,000

SOURCE: FKF RULES AND GUIDELINES 2017

SHORT TERM VISION GOALS (12 Months (2020-21))

To build on our academy Category 1 status by;

Standardize CORE components of the Academy Program, including;

Football targets, Playing philosophy, Coaching philosophy, Training Evaluation Criteria

Friendly and competitive match scheduling, Match performance analysis, Progress reporting

Player Profiling across all the age groups, Coach competence and ethical standards.

Teams at all age groups, (Under 9 – Under 18), *understand and play to the Chezasports Football Club playing philosophy.*

To attain optimal transition rates of all our Elite Academy teams players *through the phases*

Increase the number of suitably experienced and qualified full-time staff to appropriately meet the demands of *age group coaching requirements and Academy administration.*

Hiring of a *full time club physiotherapist and fitness coaching* to improve overall fitness and recovery times of injured elite academy players as a result of immediate injury assessment.

Establish a *talent development partnership with secondary school boarding school facilities to accommodate majority of our U15 and U17 Elite teams' players*

Improve on our performance in the FKF elite U13 and U15 league



UNDER 13 STANDINGS AS AT 5TH AUGUST 2019

Pos	Team	P	W	D	L	F	A	GD	Pts
1	KARIOBANGI SHARKS	10	10	0	0	32	3	29	30
2	MYSA TALENT	10	9	1	0	26	3	23	28
3	LIGI NDOGO	10	8	0	2	23	10	13	24
4	SOKA TALENT ACADEMY	10	6	1	3	18	10	8	19
5	ACAKORO	10	4	3	3	13	11	2	15
6	VAPOR SPORTS	10	5	0	5	15	14	1	15
7	CHEZA SPORTS	10	3	3	4	12	14	-2	12
8	JUVE	10	3	0	7	13	16	-3	9
9	UWEZA	10	2	1	7	8	22	-14	7
10	KICK IT KENYA	10	2	1	7	6	22	-16	7
11	KAMUKUNJI ALLSTARS	10	1	1	8	5	24	-19	4
12	MUKURU TALENT	10	1	1	8	5	27	-22	4

LONG TERM TECHNICAL POLICY GOALS (5 Years (2020-25))

To establish our academy Category 1 status by;

Establish *a national network of registered and appropriately qualified scouts*

Establish *a fully sponsored Elite Player Scholarship program* with at least 100 athletes in Under 11 (25), 13(25), 15(25) and U17 (25)

Establish a *talent development partnership with primary and secondary school boarding school facilities to accommodate majority of our U11, U13, U15 and U17 Elite team's players*

Establish a *sponsored coach development program*

To attain optimal transition rates of all our Elite Academy teams into our first team squad and/or any other professional soccer club.

Acquire permanent club facilities including playing pitches, gym, Nutrition and medical facilities

Secure promotion to the 2nd Tier National Super League (NSL)

TECHNICAL BOARD

The aim of the Academy Technical Board is to provide technical advice and support in the development of the Club's Football Philosophy and in the development, implementation and monitoring of this Elite Performance Plan.

Technical Board meet quarterly – January, April July & October.

The following staff and officials of ChezaSports FC comprise the Academy Technical Board:

Sports Director	Ricky Kisaka
Head of Coaching)	Edward Luseno
Head of Youth/Academy Manager	Dennis Mutuku
Head of Coaching	Edward Luseno
Lead Phase Coach (foundation)	Dennis Mutuku
Lead Phase Coach (intermediate)	Collins Olimba
Lead Phase Coach (advanced)	Mikel
Academy Physiotherapist	Wilfred Omari
Head of Sports Science	Brian
Head of Scouting and recruiting	Brian Aswani
Liaison Coaching	Emmanuel Juma

TECHNICAL BOARD SPECIFIC ROLES

Sports Director - Responsible for the setting and monitoring the technical policy of the club.

Head Of coaching – Provides updates on progress of players in the under 19-21 age group who are in the first team squad as well as any Under 18, (Professional Youth Development Phase players), who have progressed to the squad. First Team Coaching staff will also provide information on concerns regarding the same age groups as well as any development needs for example ‘loans’ and ‘work experience’ need

Head of Youth/Academy Manager - Sets the agenda and chairs each meeting. Ensures that all staff present are kept up to date with Academy players’ progress and provides updates on the development of the players in the Pro-Youth Development Phase (U17- U18) age group primarily and all age academy age groups.

Foundation Phase Development Coach – Provides updates on the progress of individual players, (weekly reviews), identifying particular player concerns, progress or improvement.

Youth Development Phase Coach – Provides updates on the progress of individual players, (weekly reviews), identifying particular player concerns, progress or improvement.

Professional Youth Development Coach – Provides updates on the progress of individual players, (weekly reviews), identifying particular player concerns, progress or improvement.

Sports Science & Medicine Department – Provide updates player injuries, rehabilitation programmes and general progress of Academy and Professional Development Phase age group players. They also inform the meeting of developments in Sports Science and Medical fields that would benefit the Academy.

Liaison Coach – Provides updates on the development of the players between Under 19 and Under 21s and monitor the playing opportunities of Academy players at first team level.

Academy Head of Recruitment – Advises the Technical Board of any potential Academy players, trials and games for trialists. The Head of Recruitment provides

specific details regarding travel, accommodation and educational needs of potential players.

FOOTBALL TARGETS:

These targets are based *around player and team performance figures* within each phase and/or age group. Elite team

The targets will be set following consultation with the Lead Phase Coaches and based on the retention of player's within their phase. Part time coaches will have involvement in this process through the Coaching Team Meetings (phase specific).

The football data will be collected for analysis using tailored forms designed by the head of coaching

At the end of the season the technical board will sit down to discuss the outcomes.

Targets set MUST include but not limited to these football performance criteria;

Number of goals

Number of wins

Shots on target

Number of saves

Number of tackles

Number of assists

Number of headed/volleyed goals

AGE CATEGORY TEAM PLAYING STYLE POLICY

A team's playing style is the manner in which it plays on the field. In some ways, it can be viewed as that team's "trademark". We can even speak of a certain state of mind being imposed by the coach on the basis of his own experience or his particular footballing culture and also by virtue of the players that he has available to him.

But this playing style may result as well *from a policy of continuity that a club is seeking to pursue* (e.g. in the case of AFC Ajax Amsterdam, AJ Auxerre, FC Nantes Atlantique or AC Milan), or it might result from the footballing culture of a given country (e.g. Brazil, Germany, England, Sweden or Cameroon).

This playing style derives from a **playing system** and from specific team organisation; in other words, the **movements of the players** depend on the playing style adopted. In top-level football, the style of play and the **tactical movement** may vary from one game to another, or even during the same match.

The clubs allows you as the coach of your age category team to define its playing philosophy statement guided by the club's playing philosophy statement

The choice and implementation of a playing style largely depend on the quality of the players, their level of footballing intelligence, their technical mastery and their ability to adapt. The conviction of the coach, the diligence shown by the players in training sessions as well as their motivation to want to learn and make progress are also key factors in the tactical development of players.

On choosing the playing philosophy this shall be communicated to the Sports director at the season's first coach meeting. The sports director to formally endorse and record your submitted playing philosophy and also reserves the right to ask you to review it if it falls short of set criteria.

PLAYING PHILOSOPHY

ChezaSports Football Club is committed to adopting a playing style, strategy and system *that gives each individual player the opportunity to succeed* at every stage of the developmental process and program.

Chezasports Football Club will play an offensive proactive style characterized by adopting a formation which positions players to stretch our opponents wide and deep in all phases of the forward play;

ATTACKING STRATEGY

The attacking strategy will generate from regained possession and include 'quick play', combination play, and patterns of play in relation to the area of the pitch, and 'counter attacking' as well as considering 'risk'.

On gaining and regaining possession players will be developed and encouraged to counter-attack with pace down the flanks and through central areas of the pitch in order to create goal-scoring opportunities whilst ensuring security at the back.

If counter attacking opportunities blocked emphasis will be on quality possession and appropriate movement of players to retain the possession in order to develop an end product in the attacking third of the field.

Highly depends on wingbacks and midfielders for penetrating opposition lines by to creating overloads in wide areas also encourages all players to run to space behind opposition lines when opportunities arise (TOTAL FOOTBALL)

Encourages positional interchange in attacking third to evade markers. Encourages shots from outside box from inverted wingers. Focus on the quality cross plays from all angles and finishing using headers

We will generally 'play out from the back' utilising a 4:2:3:1 or 4:3:3 formation. Players will be encouraged to demonstrate variety, cleverness, audacity and calculated risk taking, having taken into consideration the area of the pitch when in possession of the ball. When in our own defending areas, risk taking needs to be considered quickly with decisiveness, and players demonstrating their understanding and assertiveness.

Transition – (When possession is lost players will be developed and encouraged to 'switch on' and revert to the defensive strategy in order to attempt to gain or regain possession.

All players will be educated over the period of the season with reference to specific opposition formations and strategy, The Club will defend effectively and efficiently using a controlled, calculated and concentrated approach, which will demonstrate assertiveness in the defending units of players.

The contribution from defending players will demonstrate their understanding and tactical awareness of the teams defending strategy and objectives in order to regain possession, including; Roles and Responsibilities (nearest defending player to the ball), Concentration (switch-on), Compactness (team shape) and Communication (awareness and information).

DEFENDING STRATEGY

The defending strategy will combine the player understanding of when to 'Press High', when to 'Drop Off' and when to 'Defend Deep'. Players will be coached the various defending strategies to meet the demands of the game and the opposition (playing information) e.g. If the opposition generally plays out from the back. Chezasports FC players will understand why and when to engage the player in possession, considering the opposition system of play and personnel.

In the 4:4:2 formation playing against sides who are recognised for 'playing out from the back' the team will adopt a high pressing strategy and attempt to regain possession in the opponents defending third of the pitch. The requirement is to defend as a team and regain possession as high up the pitch as possible ensuring security at the back.

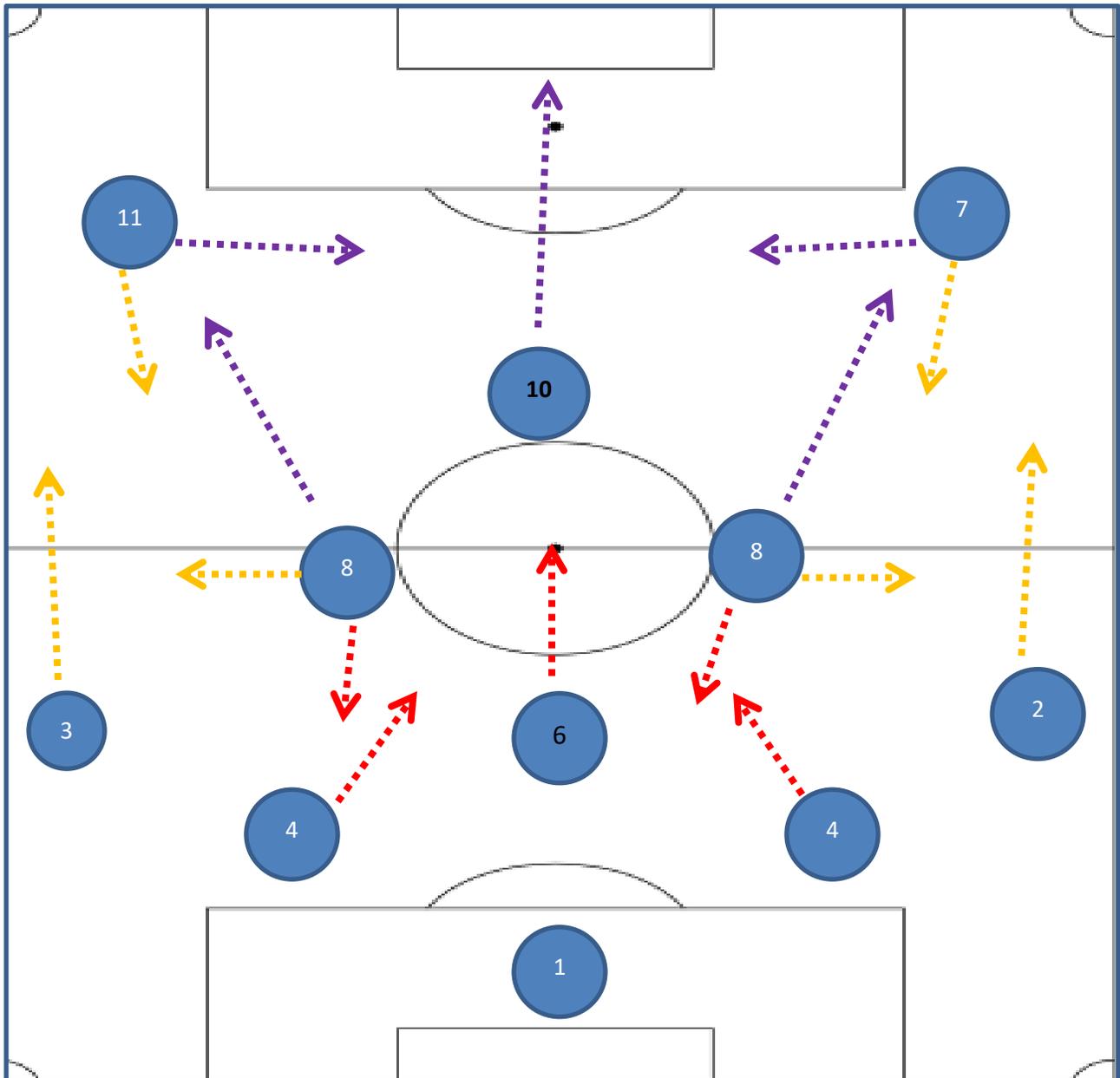
Playing against teams who play a more 'direct' style of football the formation and strategy will be adjusted to ensure the players understand their roles and responsibilities of when, where and how to 'drop off' and create an 'overload' of players in defensive areas.

Teams that play 'down the flanks' will be countered by ensuring the formation and strategy (possibly 4:5:1 or 4:2:3:1) allows for the 'wide' midfield players to track, recover and support the fullbacks.

Teams that play through central areas will be countered through 4:3:3 in order to create a balance in the middle third of the pitch with wide players expected to 'tuck-in' and create a defensive block and screening strategy. Players will be required to ensure Concentration, Compactness and Communication.

Transition - (When possession is gained or regained players will be developed and encouraged to ensure possession is maintained with quality).

The general pattern of play is a combination of playing 4:4:2 diamond with adaptation to 4:3:3, 4:2:3:1 and 4:1:3:2 going forward



Players educated in adapting the team formation to suit the playing strategy in order to compete against other teams. Team Formations and Systems of Play will include adaptation to 4:4:1:1; 4:5:1; 4:3:3; 4:1:3:2; 4:2:3:1;

POSITIONAL ROLES

Chezasports Football Club will demand that ALL players contribute to the attacking strategy of play

	IN BP	IN BPO	BPO-BP	BP-BPO
SWEEPER KEEPER	Play ball to zone with 3v2, 2v1 overload	Slide in relation to ball to narrow post angle direct back four	Play ball to most forward zone with overload or 1v1 take on chances	Push to reduce space behind back four when necessary to act as sweeper
CENTER BACKS	Play Touch and go with midfielders going forward	Move inward to isolate most offensive player 2v1 pressure cover pivot	Play ball to areas with 1v1 or overload	Block diagonal ball to most offensive player
WINGBACKS	To receive ball from GK ;Isolate overloads in mid flanks; 1v1 take on in final third	Retreat to create 2v1 defensive overload in wide areas with relevant midfielder	Play ball to areas with 1v1 or overload	Block diagonal ball to most offensive player
DEFENSIVE MIDFIELDER	Play touch and go with advancing center backs and wing backs and cover advancing player	Retreat to create 2v1 defensive overload in area with ball	Play ball to areas with 1v1 or overload	Over cover for any advanced players prevent long ball entering danger zone

WIDE MIDFIELDERS	Create overload 3v2, 2v1 with wide midfielders and inverted wingers	Tracking back to form 2 nd line of defense	Collect balls in wide areas to quickly set up counter with a long ball	Form 3 man counter press with wing backs and inverted wingers
INVERTED WINGERS	Switch position with advancing teammate to create space behind them and draw marker off position	Tracking back to form 2 nd line of defense ;One remains up field when ball is in our defensive third in anticipation of counter	Play one two with striker in advanced areas or turn for 1 v1 take ons	Form 3 man counter press with wing backs and wide midfielders
OUT AND OUT STRIKER	1v1 take ons towards goal on the turn	remains up field when ball is in our defensive third in anticipation of counter	Play one two with inverted winger in advanced areas or turn for 1 v1 take ons	Tracking blocking quick balls upfront

PHASES OF DEVELOPMENT

BEGINNERS PHASE AGE GROUP (6-8YRS):

The Coaching curriculum for the Pre-Academy aims to support the holistic development of players throughout the four corners of a player's development, whilst aiming to ignite a love & passion for the game through positive early year experiences.

From a technical & tactical perceptive the programme aims to develop players who are able to compete in 1v1 situations both with & without the ball, with ball mastery & loving the ball being the foundations to achieve this.

The Pre-academy offers two pathways for players to ensure each individual is in an environment which will provide appropriate challenge for their long-term development:

- 1) Into the Clubs Academy Elite u9's team
- 2) Into the Clubs development u9's team

FOUNDATION PHASE AGE GROUP (9-12YRS):

During this phase of development, whether attending the pre-academy or academy, players will be encouraged to practice their technical skills, especially the ability to master the ball with and without pressure (1v1).

The Games Programme will involve indoor games 6v6, (using different footballs i.e. futsal to encourage ball manipulation) and outdoor games 7v7 9v9. *The game calendar will be prepared the technical board at every quarterly meeting.* Players will be encouraged to express themselves in both training and games, *with little emphasis placed on the outcome of the games.*

This learning environment will hopefully lay the foundation for players who are confident, technically strong and self-motivated to succeed.

YOUTH DEVELOPMENT PHASE AGE GROUP (9-12YRS):

During the youth development phase players will experience 9v9 and 11v11 game formats. We are looking for players to transfer their technical skills developed in the foundation phase, into the bigger game. With less touches on the ball, more emphasis will be around what players do away from the ball to affect the game, both in attack, defence and transition.

Decision making will become more complex but we still want players to express themselves without fear of failure and the pressure of winning or losing. Players will need different levels of understanding of some positions but begin to specialise in a specific role within the team.

Having experienced this phase of development players will hopefully be confident to make decisions and solve problems, understand the importance of their role in the team and that success can only be achieved through working together.

The following topics will be used to develop players attacking skills in the different thirds of the pitch based on the playing philosophy of the Academy:

Defending Third – To play safe possession football if and when quick attacking play is denied by the opposition, always looking to create opportunities for penetration of the opposition in to the midfield and attacking thirds of the pitch.

Midfield Third – To maintain possession of the ball if counter attacking opportunities are denied. Possession must be intelligent with support and movement off the ball, to create opportunities to penetrate the opposition defence, creating goal scoring opportunities.

Attacking Third – To create goal scoring opportunities through individual and combined movements with the ball. Players will be encouraged to be clever and take risks in the appropriate areas of the pitch in order to create such goal-scoring opportunities.

Team Formations/Structures: The strategy to develop player understanding of team formations will include playing in a rigid 4:4:2 formation with players educated in adapting the team formation to suit the playing strategy in order to compete against other teams. Team Formations and Systems of Play will include adaptation to 4:4:1:1; 4:5:1; 4:3:3; 4:1:3:2; 4:2:3:1;

All players will be educated over the period of the season with reference to specific opposition formations and strategy, scouting information with the emphasis on playing 'out from the back' when the opportunity presents itself

PROFESSIONAL DEVELOPMENT PHASE (17-21S):

During the professional development phase players will experience league positions in the 11v11 format.

Learning to win will become a key element of their development as they could potentially be called up into the first team at any time.

We are looking for players to demand excellence of themselves in their personal development, *specializing in a particular position*, within the frame work of the team.

Having experienced this phase of development players will have the rounded skills to play the adult game at a professional and semi-professional level.