



The Coach Profile framework

Transform how you coach, not just what you coach. Ten domains and five clusters: what each measures, what a coach strong in it looks like, and what they tend to avoid. This is a description, not a scorecard: nobody is graded against it.

The ten domains

01 · Tactical Intelligence

WHAT IT IS

The ability to understand game structure, formations, patterns of play, and to solve tactical problems both in preparation and in real time during competition.

WHAT IT LOOKS LIKE

Coaches high in this domain think several moves ahead. They invest heavily in pre-match preparation, create structured game plans, and quickly diagnose and correct tactical issues mid-match.

STRENGTHS

Analytical & methodical · Meticulous with preparation · Clear communicator of structure · Decisive under tactical pressure

TENDS TO AVOID

Improvised, unstructured sessions · Relying on instinct alone · Ambiguous game plans

02 · Physical Development

WHAT IT IS

A deep understanding of athletic conditioning, load management, physical periodisation, and the relationship between physical readiness and performance output.

WHAT IT LOOKS LIKE

These coaches treat physical development as a pillar of performance, not a support function. Training design, recovery, and load monitoring are central to their planning philosophy.

STRENGTHS

Disciplined & evidence-based · Systematic in training design · Long-term performance thinker · Data-led in load management

TENDS TO AVOID

Ad hoc training approaches · Dismissing physical data · Short-term conditioning thinking

03 · Psychological Development

WHAT IT IS

Understanding and application of sport psychology principles, including confidence building, resilience, mental toughness, focus, and emotional regulation under competitive pressure.

WHAT IT LOOKS LIKE

These coaches create environments where mental performance is treated with the same seriousness as physical. They are attentive to the psychological state of individuals and adapt accordingly.

STRENGTHS

Empathetic & emotionally aware · Psychologically attuned · Reflective & patient · Safe, non-judgemental environment

TENDS TO AVOID

Dismissing emotional responses · Purely results-focused environments · One-size-fits-all mental approach

04 · Communication & Relationship Building

WHAT IT IS

The capacity to connect authentically with players, staff, and stakeholders through clear, honest, and empathetic communication: building the trust that underpins performance.

WHAT IT LOOKS LIKE

High scorers build trust rapidly and manage difficult conversations with skill. They create cohesive dressing rooms, maintain strong stakeholder relationships, and communicate with clarity and care.

STRENGTHS

Warm & socially perceptive · Articulate & honest · Trusted confidant · Skilled in difficult conversations

TENDS TO AVOID

Communication avoidance · Transactional relationships · Impersonal management styles

05 · Leadership & Culture

WHAT IT IS

The capacity to set vision, establish values, and create a performance culture that shapes how a squad or organisation thinks, behaves, and ultimately performs.

WHAT IT LOOKS LIKE

These coaches influence environments, not just tactics. They are architects of culture, defining standards, unifying squads around a shared identity, and building something that outlasts any individual.

STRENGTHS

Visionary & commanding · Values-driven decision maker · Culture builder & guardian · Inspires collective commitment

TENDS TO AVOID

Ambiguous environments without direction · Micromanagement by others · Short-term, result-only cultures

06 · Learning & Development

WHAT IT IS

A commitment to continuous professional and personal growth: both in themselves and in the players they develop: viewing every session as a learning opportunity.

WHAT IT LOOKS LIKE

These coaches stay ahead of the game. They pursue CPD, reflect critically on their practice, and transfer this hunger for learning to the players in their care, creating curious, coachable athletes.

STRENGTHS

Reflective & growth-oriented · Curious & forward-thinking · Open to challenge & feedback · Methodologically current

TENDS TO AVOID

Fixed methods that resist evolution · Environments that devalue development · Coachless cultures

07 · Game Management

WHAT IT IS

The ability to read and influence a match in real time: making effective substitutions, tactical adjustments, and leadership decisions when the game demands immediate responses.

WHAT IT LOOKS LIKE

High scorers are at their best on matchday. They remain calm under pressure, trust their instincts, and make decisive interventions that shift the momentum of a game. The technical area is their domain.

STRENGTHS

Composed under live pressure · Instinctive & decisive · Reads the game fluidly · Commanding matchday presence

TENDS TO AVOID

Over-analysis paralysis in live moments · t flex · Hesitation at critical junctures

08 · Player-Centred Coaching

WHAT IT IS

A philosophy that places the individual player's growth, needs, and experience at the centre of every coaching decision: seeing the person before the performance.

WHAT IT LOOKS LIKE

These coaches tailor their approach to the individual. Feedback, session design, and development pathways are built around each player's needs, building deeper trust and accelerating individual growth.

STRENGTHS

Individually tailored approach · Deeply empathetic · Patient & relationship-driven · Sees long-term person development

TENDS TO AVOID

One-size-fits-all methods · Performance-only environments · Dehumanised, metrics-driven cultures

09 · Analytical Thinking

WHAT IT IS

The capacity to use data, statistics, and objective evidence to understand performance patterns and inform both strategic and session-level coaching decisions.

WHAT IT LOOKS LIKE

These coaches embrace the analytical revolution in sport. They interrogate the data, question assumptions, and want to understand the 'why' behind performance, not just the 'what'.

STRENGTHS

Evidence-based & objective · Technologically curious · Systematic problem-solver · Pattern recognition in data

TENDS TO AVOID

Gut-feeling-only cultures · Environments without data infrastructure · Decisions made without evidence

10 · Holistic Player Development

WHAT IT IS

A whole-person approach to development: integrating education, welfare, life skills, and long-term athletic development alongside football performance outcomes.

WHAT IT LOOKS LIKE

These coaches invest in who the player becomes as a human being. They think beyond the pitch, support welfare, build life skills, and take a genuine long-term view of development that transcends football outcomes.

STRENGTHS

Welfare-conscious & caring · Mentorship-oriented · Long-term development thinker · Partnership-builder (parents/educators)

TENDS TO AVOID

Short-term, result-only thinking · Dehumanising performance environments · Neglecting welfare for wins

The five clusters

The ten domains group into five clusters. A coach is rarely strong in one domain alone: the cluster is usually the more useful unit for deciding what to work on.

The Strategic Architect

Plans with precision, executes with clarity. Thrives on structure, data, and decisive matchday decisions. The chess master of coaching.

The Human Developer

Builds people before building teams. Creates safe, trusting environments where individuals flourish. Long-term relationships over short-term results.

The Technical Expert

Evidence-based, methodologically current, and committed to development across the lifespan. The coach's coach, always learning, always improving.

The Inspiring Leader

Sets the vision, builds the culture, commands the room. A magnetic presence that unifies squads and elevates performance through identity.

The Adaptive Coach

No dominant domain: context-driven and flexible. Reads each situation and applies the right approach. The most versatile coaching profile.

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