



PREMIER DEVELOPMENT ACADEMY

THE DEVELOPER-ANALYST

COACH PROFILE REPORT

76
Advanced Level

NAME	Alex Patterson
CLUB	Thornbury FC
AGE GROUP	U14
QUALIFICATION	FA Level 2
EXPERIENCE	7 years
COMPLETED	3 July 2026

DOMAIN SCORES

Communication		87
Holistic Player Deve		87
Game Understanding		84
Continuing Professio		80
Reflective Practice		73
Player Wellbeing		73
Leadership		71
Coaching Philosophy		71
Session Design		69
Feedback and Questio		67

Laurie Griffin
Director of Coach Development, PDA

A Personal Note

Alex, you have taken the time to complete a thorough, honest assessment of your coaching across ten domains. That alone tells me something about who you are as a coach. The coaches who want to be better are almost always the ones who are already good.

Your overall score of 76 places you firmly at Advanced level, and that number is not a ceiling. It is a description of where you stand right now. What I see in your profile is a coach who builds genuine trust with players, understands the game at a level that creates clear and purposeful environments, and takes their own development seriously enough to sit down and measure it. These are not small things. They are the foundations of great coaching.

The challenge in front of you is specific and achievable: two domains, Session Design at 69 and Feedback and Questioning at 67, sit at Practitioner level in a profile that is otherwise Advanced or Expert. These are not weaknesses. They are the exact edges where a coach at your stage makes the transition from consistently good to genuinely expert. The twelve-month plan in this report targets those two areas first, in the order that produces the fastest compound improvement.

PDA's Q1 programme, community, and direct support exist precisely for this moment. You are not doing this alone, and the frameworks in this report are the same ones we use with Academy coaches, national federations, and elite player development programmes. They work when the coach is ready to use them. You are ready.

This report is yours. Read it now. Come back to it at the end of Q1. The plan was designed to reward that. I look forward to seeing your retake scores.



Laurie Griffin

Director of Coach Development, Premier Development Academy

Your Results

A full breakdown of your scores across all 10 coaching domains

01



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WHAT THIS SECTION CONTAINS

This section shows your current coaching profile across the ten domains that make up the PDA assessment. Each domain is scored from 0 to 100 and assigned a competency tier: Foundation, Developing, Practitioner, Advanced, or Expert. Your overall score of 76 places you in the Advanced tier, meaning you are consistently performing above the standard expected at FA Level 2.

WHAT TO LOOK FOR IN YOUR RESULTS

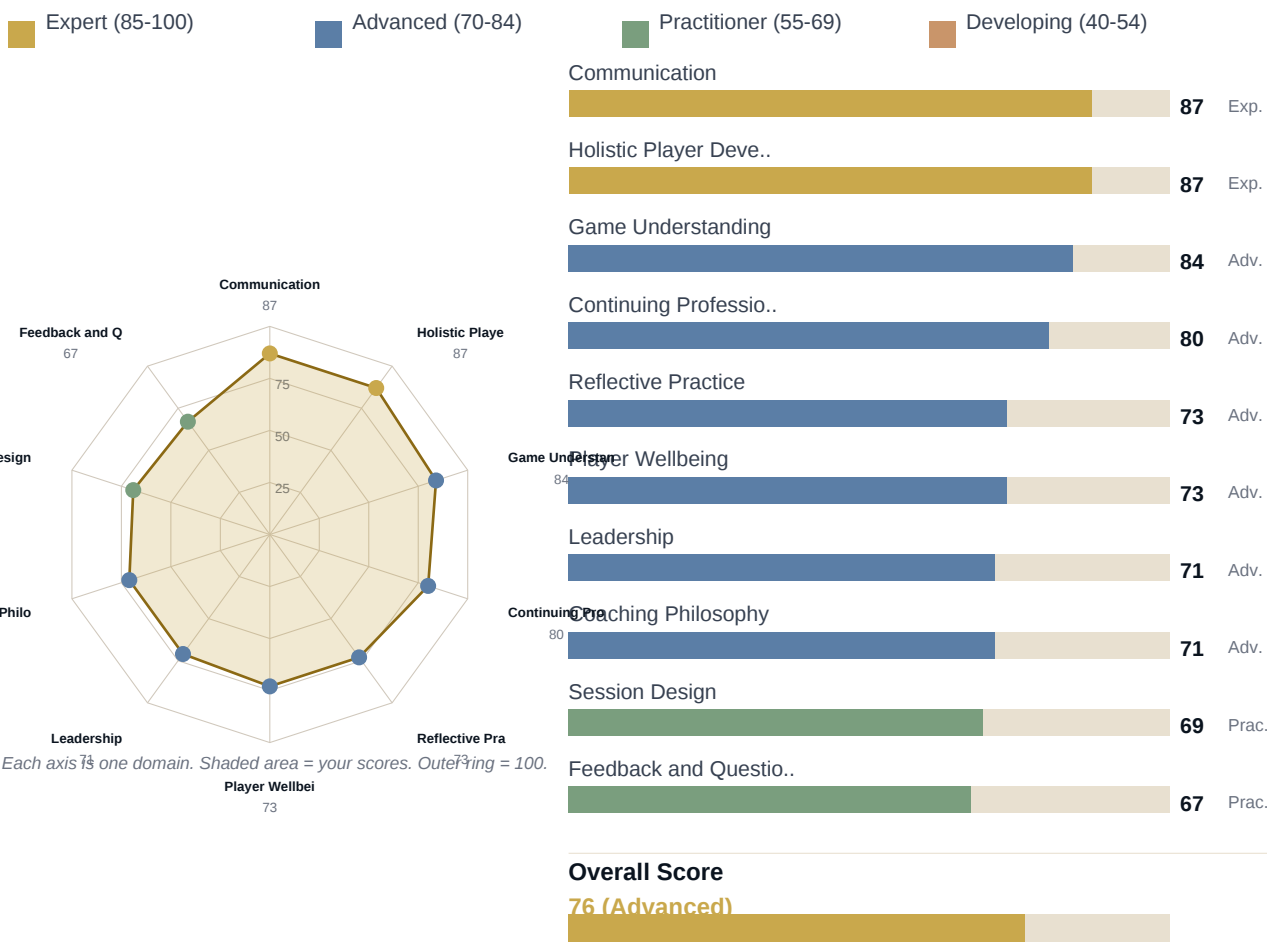
Look for the gap between your highest and lowest domains. A wide gap signals a clear, specific development priority. Alex, your 20-point gap between Communication (87) and Feedback and Questioning (67) is the most important number in this section: it means the relational infrastructure is there but the questioning habit is not yet matching it.

KEY THINGS TO LOOK FOR

- Your tier tells you the standard you are operating at: Expert means top 15% nationally
- Look at domains within 5 points of each other: these move together with one habit
- A domain below 70 is a bottleneck limiting domains above it
- Overall score of 76 = Advanced: consistently above FA Level 2 standard
- The gap between your top and bottom domain is more important than the average

Your Domain Scores

Communication at 87 and Holistic Player Development at 87 are your highest-scoring domains, and they are doing significant work beneath the surface of your coaching. Communication at Expert level means the relational trust between you and your players is already established; that is not a given, and it is the infrastructure every other improvement you make will build on. The two domains that will move your overall score fastest are Session Design at 69 and Feedback and Questioning at 67. They sit close enough to the Advanced threshold that deliberate, structured work over Q1 and Q2 will shift them. The plan in this report shows you exactly how.



Cluster Overview

How your domains group into the five coaching clusters

Advanced	Practitioner	Advanced	Advanced	Advanced
Relational Skills	Session Craft	Game Understanding	Player Development	Professional Growth
75	69	84	80	75

Cluster averages group your domain scores. Each cluster shows where your overall coaching profile is strongest and where to focus.

Your Strengths

Understanding what you already do at the highest level

02



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WHAT THIS SECTION CONTAINS

Your strength domains are the areas where your coaching is already operating at Expert or high Advanced level. These are not just things you do well: they are the coaching muscles that, when developed further, create the platform for your weaker domains to improve. Strengths are also your most powerful tool for influencing other coaches around you.

WHAT TO LOOK FOR IN YOUR RESULTS

Look at how your strengths interact. Alex, Communication (87) and Holistic Player Development (87) are connected: you build relationships that create development environments. The question this section asks is whether you are deploying those strengths deliberately, or whether they are working for you despite other habits rather than because of them.

KEY THINGS TO LOOK FOR

- Expert-tier domains are already functioning at the highest coaching level
- Strengths amplify adjacent domains when deployed deliberately
- Alex: Communication at 87 means your environment already encourages player voice
- Alex: HPD at 87 means you see the whole player, not just the footballer
- Use your strengths to mentor other coaches: teaching reinforces Expert-level habits

Your Strengths

You have four domains at Expert or Advanced level. The strengths below are not things to maintain passively. They are platforms. The most effective coaches at Advanced level use their highest-scoring areas to accelerate development in their lowest ones.

Communication: 87 (Expert)

Communication at Expert level means the environment you create is fundamentally safe. Players are willing to try things, fail, and try again because they trust what you do with their mistakes. That is rarer than coaches realise. At this tier, the development edge is about protecting this standard when sessions are under pressure: when you are running late, when a drill fails, when a player challenges you publicly. Expert-level communicators are consistent under pressure, not just when conditions are ideal.

How it shows up

Players in your environment ask questions in training that they would not ask in other coaches' sessions. That is a measure of your communication at 87.

Why it matters for your development

Your Communication at 87 means the relational infrastructure is already there. Building your Feedback and Questioning from 67 is not about building trust with players; that part is done. It is about redirecting that trust into questions rather than answers.

Holistic Player Development: 87 (Expert)

A score of 87 in Holistic Player Development tells me you see the person before you see the player. At Expert level, this shows up in the decisions you make that are not visible to observers: the player you pull aside before training, the session you redesign at the last minute because the group's energy needs something different. LTAD theory describes this as athlete-centred coaching; you are not just implementing it, you understand why it works.

How it shows up

Players in your environment carry themselves with a confidence that transfers outside of football. That is the downstream effect of a score of 87 in this domain.

Why it matters for your development

Your commitment to player development at 87 means your U14 players already have agency in your sessions. That agency makes introducing genuine questioning culture much easier; the players are prepared to think for themselves.

Game Understanding: 84 (Advanced)

Game Understanding at 84 means your tactical knowledge is solid and your ability to design sessions around game principles is already Advanced. TGfU and Ecological Dynamics theory both sit behind this score: the idea that the best learning happens in game-representative environments. What separates Advanced from Expert here is the ability to name, in the moment, exactly which tactical principle a session is building and why. That precision in intent is the Q3 focus.

How it shows up

Coaches who work alongside you describe your sessions as having a clear game logic; players know what they are preparing for.

Why it matters for your development

A Game Understanding score of 84 means your sessions already have structure and logic. Improving Session Design from 69 is about adding precision of outcome to that existing structural clarity.

Continuing Professional Development: 80 (Advanced)

CPD at 80 tells me you are already doing the things that make coaches better over time: reading, watching, seeking feedback, reflecting. Gilbert and Trudel's research on coach learning identifies that the coaches who develop fastest are those who treat experience as a subject for study, not just accumulation. You are doing that. The Advanced to Expert leap in CPD comes from systematising what is currently an informal habit: building a review structure that catches patterns across months, not just individual sessions.

How it shows up

Coaches who work alongside you notice that you bring references and frameworks into conversations naturally, without it feeling like showing off.

Why it matters for your development

Your CPD score of 80 means you already have the habit of reflection. Channelling that habit specifically into Reflective Practice frameworks (Gibbs in particular) will make your existing reflection significantly more structured and transferable.

Your Development Areas

The domains with the most room to grow and the clearest path forward

03



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WHAT THIS SECTION CONTAINS

Development areas are not weaknesses. They are the parts of your coaching profile where the most impact per hour of focused work is available. Coaches who improve their lowest domains first see the fastest overall profile growth, because those domains are often bottlenecks that limit the performance of stronger areas. Feedback and Questioning at 67 limits how well your Expert Communication score lands with players.

WHAT TO LOOK FOR IN YOUR RESULTS

Look at the +10 projection table: what tier does each domain reach with ten points of improvement? Alex, both Feedback and Questioning (67 to 77) and Session Design (69 to 79) reach Advanced with a focused quarter of work. That is a realistic 12-week target. Moving both domains in Q1 is achievable because they share the same root behaviour: planning for outcomes, not activities.

KEY THINGS TO LOOK FOR

- A +10 improvement in 12 weeks is realistic with one focused daily habit
- Alex: F&Q and Session Design share a root cause: fix the habit once, both improve
- Practitioner-tier domains are often the biggest drag on your overall score
- The bottleneck principle: a 67 limits a 87 more than the 87 elevates the 67
- Target your lowest domain first in Q1: it produces the most visible change

Areas of Development

Session Design at 69 and Feedback and Questioning at 67 are the two highest-leverage domains for your development right now. Not because they represent the most significant gaps on a profile where most domains are Advanced or Expert (these are the edges of an already strong foundation) but because at your overall level, targeted work here will compound. Q1 and Q2 address these directly.

Feedback and Questioning: 67 (Practitioner)

At Practitioner level in this domain, you are asking good questions but the habit is not yet systematic. Questions tend to emerge when the moment calls for them, rather than being built deliberately into session design. Bloom's Taxonomy describes a hierarchy of question quality: from recall at the bottom to evaluation and creation at the top. Coaches at 67 in this domain live in the middle of that hierarchy; competent, but not yet fully using the top end.

Your strength bridge

Your Communication score of 87 is a direct asset here. The trust is already established with your players. Introducing higher-order questions will not feel threatening to them; they are already prepared for challenge within a safe environment.

Common pattern at this tier

The most common pattern at this tier is that coaches plan their activities in detail but do not pre-plan their questions. If the question is not written on the session plan, it usually does not get asked.

First step: do this at your next session

Write one higher-order question on your session plan before your next U14 training session. One question, pre-planned, positioned after your main activity. Ask it and then be silent for ten seconds. That one change, repeated every session, is what moves 67 to 77.

Session Design: 69 (Practitioner)

Session Design at 69 means your sessions are well-organised and players are always active. The gap at this tier is between planning activities and designing outcomes. A coach at 69 knows a good drill; they have a toolkit of exercises that work. A coach at Advanced knows exactly which specific learning outcome each exercise is producing, and can adjust the exercise mid-session to create more of it. Ecological Dynamics theory calls this designing for constraints: shaping the environment so the learning is implicit in the task itself.

Your strength bridge

Your Game Understanding at 84 means the tactical context for each session is already clear in your head. The session design gap is about transferring that clarity from your thinking onto the session plan itself so the design serves the outcome, not just the activity.

Common pattern at this tier

The most common pattern at this tier is adding a third exercise because the first two felt too short, rather than extending or constraining the first two exercises to deepen the learning they were already producing.

First step: do this at your next session

Before your next U14 session, write the intended outcome for each exercise in one sentence: not what players will do, but what they will learn to do better. That single reframing changes how you design, adapt, and evaluate everything in the session.

Reflective Practice: 73 (Advanced)

Reflective Practice at 73 means you are already reflecting; you review your sessions, you notice what worked, and you adjust. The Advanced to Expert gap here is about structure. Gibbs' Reflective Cycle gives you a six-stage process that moves reflection from vague impression to specific action. Coaches who use it consistently report that their development accelerates significantly because each session produces a usable insight, not just a feeling.

Your strength bridge

Your CPD score of 80 means you already have the habit of seeking development. Adding Gibbs' structure to existing reflection habits takes three to four sessions to feel natural and then becomes the fastest learning tool in your kit.

Common pattern at this tier

At Advanced level, the most common pattern is reflection that produces insights but not action steps. 'That worked well' is not Reflective Practice. 'That worked well because the constraint changed the decision point; I will use a smaller grid next time' is.

First step: do this at your next session

After your next U14 session, spend ten minutes working through Gibbs' six stages: Description, Feelings, Evaluation, Analysis, Conclusion, Action Plan. Write bullet points, not paragraphs. The Action Plan stage is the one that moves your 73 to 80.

What a +10 Improvement Looks Like

Twelve months of structured habit work typically moves a domain by 10-12 points.

Domain	Current	Target	Current Tier	Target Tier	Tier Up?
Feedback and Questioning	67	77	Practitioner	Advanced	YES
Session Design	69	79	Practitioner	Advanced	YES
Reflective Practice	73	83	Advanced	Advanced	
Player Wellbeing	73	83	Advanced	Advanced	

WHAT THIS PROJECTION MEANS FOR YOUR COACHING

This projection assumes three structured habits practised consistently each quarter. Session Design and Feedback and Questioning both cross the Advanced threshold at +10, which is why they are targeted in Q1 and Q2.

Your Development Plan

A structured 12-month roadmap built around your specific profile

04



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WHAT THIS SECTION CONTAINS

Your development plan is built directly from your assessment results. It is not a generic coaching course or reading list. Every task, habit, and milestone is chosen because it targets the specific gap between where your profile is today and where it can realistically be in 12 months. The plan is structured in four quarters, each with a specific theme and set of measurable habits.

WHAT TO LOOK FOR IN YOUR RESULTS

Start with Q1 and Q2. These are your highest-leverage quarters. Alex, Q1 targets Feedback and Questioning and Session Design simultaneously because they share a root cause. Q2 consolidates those habits while introducing Advanced-tier behaviours in your stronger domains. If you complete only one quarter of this plan, Q1 produces the most visible change.

KEY THINGS TO LOOK FOR

- Each quarter has one primary domain target and one consolidation habit
- The habit listed is the minimum effective dose: it takes under 10 minutes daily
- Milestones are observable behaviours, not scores: you can see them without a test
- Q1 and Q2 target your lowest domains; Q3 and Q4 develop your Expert-tier ceiling
- The quarterly review at the end of each quarter resets your target for the next

Your 12-Month Development Plan

PROJECTION: 12 MONTHS OF STRUCTURED DEVELOPMENT

Current Overall

76 (Advanced)

Target Overall

81 (Expert)

4 Target Domains

+12 points each

What does a year look like?

October 2026	January 2027	April 2027	July 2027
Your 2 weakest domains have improved. You have a reflection habit and a clearer coaching philosophy.	Your breadth has expanded. Players notice a more intentional, varied coaching approach.	Your strengths are even stronger. Your coaching identity is more defined and consistent.	You are a measurably more complete coach. Ready to reassess and set your next year's targets.

Milestones are based on consistent application of the quarterly habits in this plan.

Why it matters

A single CPD session changes what you know. A twelve-month structured plan changes how you coach. Session Design at 69, Feedback and Questioning at 67, Reflective Practice at 73, and Player Wellbeing at 73 are the four domains this plan targets, in the order that produces the fastest compound improvement. The structure is quarterly: each quarter has a focus domain, three specific habits, and a review mechanism. The habits are small. The accumulation is significant.

It compounds

Q1 work on Feedback and Questioning directly feeds Q2 Session Design. When you build the habit of pre-planning questions, you start designing sessions around the questions, which is exactly the Session Design shift the plan targets in Q2. The quarters were sequenced specifically for Alex's profile.

It is measurable

Every habit in this plan ties to a specific domain score. After twelve months, the retake assessment will show you exactly which habits produced which changes. That precision is the difference between knowing you improved and knowing what improved it.

Built to revisit

The plan is designed to reward quarterly revisits. At the end of Q1, come back to your quarterly plan page and review your Q1 tasks. Mark what you did consistently, what you skipped, and what you replaced with something better. That review is part of the plan.

This week only

Before Q1 formally begins: write one higher-order question on your session plan before your next U14 training session.

Q1 | July 2026 to October 2026

Questioning First

TARGET: Feedback and Questioning (67)

Feedback and Questioning at 67 is the domain with the highest leverage for your overall score right now. Three structured habits across Q1, practised consistently at every U14 training session, will move this domain. Pre-season is the right time to embed new habits, as the pressure of match results has not yet arrived.

Pre-plan one higher-order question per session

Framework: Bloom's Taxonomy

Bloom's Taxonomy classifies questions on a hierarchy from simple recall to creation and evaluation. The level of question directly determines the level of player thinking.

When During session planning, before every training session throughout Q1.

Where Your session plan document, phone notes, or a dedicated coaching journal.

How to succeed

Write the question before you write the drill. The question should target evaluation or analysis: not 'what did you do?' but 'what would you change if you did that again, and why?' After your Q1 possession session goes badly, resist the instinct to stop and explain. Instead: 'What were you trying to do in that phase? Give me one thing.' Wait ten seconds before speaking. Example: after a U14 rondo collapses repeatedly, ask 'where is the space appearing and why is nobody moving into it?' One question. Full silence. That silence is thinking happening.

Introduce the Stop-Question-Go routine

Framework: GROW Model

The GROW Model (Goal, Reality, Options, Will) gives coaches a four-stage conversation framework that moves players from describing a problem to committing to a solution.

When At every coaching intervention during training: replace the stop-and-tell habit.

Where Pitchside, in the moment, with individual players or small groups.

How to succeed

When you are about to stop play and explain what went wrong, stop yourself first. Ask one question before you say anything else. The question does not need to be perfect. It needs to shift the cognitive work back to the player. Example: your U14 midfielder keeps giving the ball away under pressure. Instead of 'open your body before you receive it', ask 'what did you see before the ball arrived?' Build the habit through Q1, and by Q2 it will be automatic.

End each session with one group question

Framework: Gilbert and Trudel's Reflective Practice

Gilbert and Trudel found that the coaches who develop fastest treat every session as a source of structured learning: for themselves and their players.

When The final two minutes of every U14 training session in Q1.

Where Pitchside, group huddle, standing.

How to succeed

One question to the group, at the end of every session. Not 'what did you learn?' but something specific to the session: 'In the final rondo, what decision were you making before the ball arrived?' This habit has two effects: it closes the session with player thinking rather than coach telling, and it tells you immediately whether the session produced the learning you designed it to produce. Example: after a U14 session on pressing triggers, ask 'what was the trigger we said we were pressing on?' If they cannot answer, that is the most useful piece of information the session produced.

Q2 | October 2026 to January 2027

Designing for Outcomes

TARGET: Session Design (69)

Session Design at 69 is the natural follow-on from Q1. Having built the habit of pre-planned questions, you are now ready to build sessions around the questions; which is exactly what outcome-led session design means. Early season is ideal: you have match context to design against, and the players are ready to build.

Write the outcome before the activity

Framework: Ecological Dynamics

Ecological Dynamics is the theory that learning is most durable when it is embedded in game-representative environments. The constraints of the task do the teaching, not the coach's instructions.

When During every session plan throughout Q2.

Where Session plan document: write outcome in the first cell, not the last.

How to succeed

One sentence per activity: not 'rondo' but 'players will recognise and move into the third-man space before the ball arrives.' Write that sentence first. Then design the exercise that produces it. Example: you want U14s to recognise when to play forward. The outcome sentence is 'players will identify the trigger to play forward before the ball arrives.' The drill is the vehicle for that outcome, not the outcome itself.

Use constraint adjustment instead of stopping play

Framework: TGfU (Teaching Games for Understanding)

TGfU is a game-centred coaching approach that develops tactical understanding by placing players in simplified versions of the full game with modified constraints.

When During training activities in Q2, as an alternative to coaching interventions.

Where Pitch: adjust rules, pitch size, or player numbers during the activity.

How to succeed

When a session is not producing the learning you designed it for, change the constraint rather than stopping to explain. If your U14s are not exploiting width, narrow the pitch to two-thirds. That creates the problem without telling them the problem. Example: you want U14s to switch play. Instead of 'look for the switch', add a rule: a goal in the wide zone scores double. The constraint teaches the intention without a single instruction.

Review one session per week against its outcome

Framework: Gibbs' Reflective Cycle

Gibbs' Reflective Cycle is a six-stage framework (Description, Feelings, Evaluation, Analysis, Conclusion, Action Plan) that turns coaching experience into transferable learning.

When Within 24 hours of each training session, every week in Q2.

Where Coaching journal, phone notes, or a printed session review template.

How to succeed

After every session, spend five minutes comparing what happened to what you designed it to produce. Did the outcome sentence you wrote at the start actually describe what the players were learning by the end? If not, what constraint or question would have produced it? Example: you designed a Q2 session for U14s to build from the back under pressure. At the review, you notice they solved it by going long rather than building. That tells you the constraint (pressing team's trigger) needed adjustment. That note becomes your Q3 session design adjustment.

Q3 | January 2027 to April 2027

Deepening and Systematising

TARGET: Reflective Practice (73) and Player Wellbeing (73)

Q3 maintains Q1 and Q2 habits while adding structure to Reflective Practice and depth to Player Wellbeing, both at 73 and both within range of a significant step forward in twelve weeks. Mid-season provides the match context to reflect against, and the relationship context to deepen player wellbeing conversations.

Implement structured post-session reflection

Framework: Gibbs' Reflective Cycle

Gibbs' Reflective Cycle provides the six stages: Description, Feelings, Evaluation, Analysis, Conclusion, Action Plan. Each stage is a specific question to answer.

When Within 30 minutes of every training session and match in Q3.

Where A dedicated coaching journal or printed Gibbs template in your kit bag.

How to succeed

Work through all six stages in ten minutes. Bullet points, not paragraphs. The most important stage is Action Plan: one specific change for the next session. Example: after a U14 mid-season session where the pressing system broke down, your Gibbs notes might read: Description: pressing shape collapsed in third quarter. Feelings: frustrated, intervened too quickly. Evaluation: the trigger cue was not clear enough. Analysis: players did not know when to press or hold.

Conclusion: need a visual trigger, not a verbal one. Action Plan: introduce a colour-coded signal system next session.

Introduce individual check-ins with one player per session

Framework: Self-Determination Theory (SDT)

SDT identifies three core psychological needs (autonomy, competence, relatedness) that when met produce intrinsic motivation and player wellbeing.

When The first five minutes or last five minutes of every U14 session in Q3.

Where Pitchside, 1-to-1, informal.

How to succeed

One player per session. Two questions: how are you feeling generally this week, and is there anything in training that is frustrating you? These are not therapy conversations. They are two-minute pulse checks that take player wellbeing from a structural value you hold to an operational habit you practise. Example: your U14 striker is going through a dry patch of games. A two-minute check-in mid-Q3 reveals he is putting enormous pressure on himself. That knowledge changes how you design his training role for the next three sessions.

Track your questioning habit against Q1 targets

Framework: Situational Leadership

Situational Leadership identifies four coaching styles (Directing, Coaching, Supporting, Delegating) matched to the readiness level of each individual player.

When End of each week throughout Q3: ten minutes with your session plans from Q3.

Where Session review document or coaching journal.

How to succeed

At the end of each Q3 week, count: how many pre-planned questions appeared on your session plans this week? How many were actually asked? How many produced a useful player response? That ratio (planned to asked to useful) tells you more about your Feedback and Questioning development than any external measure. Example: if you planned four questions, asked two, and one produced a useful response, the focus for next week is the transition from planned to asked, not the quality of the questions themselves.

Q4 | April 2027 to July 2027

Consolidation and Assessment

TARGET: Coaching Philosophy (71) and Leadership (71)

Q4 consolidates Q1-Q3 habits while focusing on Coaching Philosophy and Leadership, both at 71, both at the Advanced level where the Expert edge is about consistency under pressure and the ability to articulate your coaching identity clearly. The retake assessment at the end of Q4 will show exactly which habits produced which changes.

Articulate your coaching philosophy in writing

Framework: Scott's Spectrum

Scott's Spectrum maps coaching approaches from coach-centred to athlete-centred. Understanding where you sit, and why, is the foundation of a coherent coaching philosophy.

When Once in Q4, at the start of the quarter: then revisit at the end.

Where Your coaching journal or a dedicated document.

How to succeed

Write four sentences: what you believe about how players learn, what you believe about the role of the coach, what you will never compromise on in your sessions, and what success looks like for your U14 players in five years. Keep it. Read it before the hardest sessions of the run-in. Example: a coach who writes 'I believe players learn through problem-solving, not instruction' will make different decisions under match pressure than one who has never articulated that belief. The writing is not the philosophy; it is the clarification of a philosophy you already hold.

Lead one peer observation in Q4

Framework: Emotional Intelligence (Goleman)

Goleman's Emotional Intelligence framework identifies self-awareness, self-regulation, motivation, empathy, and social skills as the five dimensions of effective leadership.

When Once in Q4: observe a peer coach or invite a peer to observe you.

Where A training session or match with another coach from your club or network.

How to succeed

Arrange a mutual observation: you watch them coach for 30 minutes, they watch you for 30 minutes. Feedback should be structured: one thing that showed strong player leadership, one moment where you noticed player motivation shift, and one question for them. Example: after observing a fellow U14 coach at Thornbury FC, you notice they stop play less frequently than you but players are still learning. That observation is more useful for your Session Design development than ten reflective journal entries.

Retake the Coach Profile assessment

Framework: Gilbert and Trudel's Coach Learning

Gilbert and Trudel's research on coach development identifies assessment and feedback as the single highest-leverage inputs for sustained coaching improvement.

When End of Q4: at least 10 months after this assessment was completed.

Where coach.pda-football.com: your dashboard, retake option.

How to succeed

Complete the assessment without referring to your Q1-Q3 session notes. Answer what is true now, not what you aspired to in July. The comparison between this report and your Q4 report will tell you exactly which of the twelve quarterly habits moved your scores and by how much. Example: if Session Design moves from 69 to 79, you know that Q2's outcome-before-activity habit was the lever. If it moves less than expected, the Q2 review notes will tell you why. The retake is not an evaluation; it is the most honest feedback on your own development you will get this year.

Your Checklists

These checklists run alongside your quarterly plan. The weekly habits keep the development momentum between sessions. The quarterly review ensures each quarter builds on the last.

Weekly Coach Checklist

Twelve boxes = one per week of the quarter. Tick each week completed.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	Plan each session with a written learning objective before you arrive
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	Reflect on one session this week: what worked and what you would change
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	Have a meaningful conversation with at least one player about their development
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	Complete one element of your quarterly development task
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	Ask players for one piece of feedback about your coaching this week

Quarterly Coach Review

Complete at the end of each quarter before moving to the next

☐ ☐ ☐ ☐	Review your quarterly development tasks: what did you complete?
☐ ☐ ☐ ☐	Re-read your coaching philosophy statement: does it still reflect your beliefs?
☐ ☐ ☐ ☐	Identify the 3 sessions this quarter that you are most proud of and why
☐ ☐ ☐ ☐	Ask one coaching colleague what they have noticed about your development
☐ ☐ ☐ ☐	Set 3 specific targets for the next quarter based on your reflections

12-Week Habit Tracker

Tick the box each week you complete the habit. Aim for 9/12 or more.

	1	2	3	4	5	6	7	8	9	10	11	12
Pre-plan one question per session	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Stop-Question-Go instead of telling	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Write outcome before every activity	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Run Gibbs reflection post-session	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Individual player check-in	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

HOW TO USE THIS TRACKER

Track each habit weekly across all 12 weeks of Q1. Consistency above 75% (9 out of 12 weeks) is the threshold that research shows converts a new behaviour into a durable habit. If a habit drops below 6 weeks, review what is getting in the way before Q2 begins.

Quarterly Goals Reflection

Use this page at the end of each quarter to reflect on your goals and plan the next quarter. Review what you committed to, apply your learning to next quarter's targets, and reflect on what changed in your coaching as a result.

Q1 July 2026 to October 2026

Foundation habits and daily questioning practice

☐ **Review**

Did I complete my quarterly target?

☐ **Apply**

Did I action my development plan?

☐ **Reflect**

What changed in my coaching?

Target achieved: _____

Key insight: _____

Next quarter target: _____

Notes: _____

Q2 October 2026 to January 2027

Session design and outcome-led planning

☐ **Review**

Did I complete my quarterly target?

☐ **Apply**

Did I action my development plan?

☐ **Reflect**

What changed in my coaching?

Target achieved: _____

Key insight: _____

Next quarter target: _____

Notes: _____

Q3 January 2027 to April 2027

Consolidation and peer observation

☐ **Review**

Did I complete my quarterly target?

☐ **Apply**

Did I action my development plan?

☐ **Reflect**

What changed in my coaching?

Target achieved: _____

Key insight: _____

Next quarter target: _____

Notes: _____

Q4 April 2027 to July 2027

Expert-tier practice and philosophy review

☐ **Review**

Did I complete my quarterly target?

☐ **Apply**

Did I action my development plan?

☐ **Reflect**

What changed in my coaching?

Target achieved: _____

Key insight: _____

Next quarter target: _____

Notes: _____

Your Framework Map

The coaching frameworks most relevant to your specific profile

06



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WHAT THIS SECTION CONTAINS

The framework map connects established coaching research and theory directly to your assessment results. Each framework is selected because it addresses one or more of your specific development areas or helps you build on an existing strength. The frameworks are ordered by relevance to your profile: the first two target your lowest-scoring domains.

WHAT TO LOOK FOR IN YOUR RESULTS

Start with TGfU and Ecological Dynamics. Both target Session Design at 69 from different angles: TGfU gives you game-centred language for activity design, Ecological Dynamics reframes your role from drill designer to constraint designer. Together they address the root cause of the Session Craft gap. The GROW model targets Feedback and Questioning directly.

KEY THINGS TO LOOK FOR

- TGfU and Ecological Dynamics both target Session Design: start with one of these
- GROW model: replace one stop-and-tell per session with a GROW question
- Gibbs Reflective Cycle: ten minutes post-session converts experience into insight
- SDT directly targets Player Wellbeing at 73: give it a practical structure
- Each framework card shows which of your domains it targets and the fastest first action

Your Framework Map

The frameworks below are ordered by relevance to your specific profile. The first two target your lowest-scoring domains directly. Each framework entry shows when to use it, the key benefit, and the single fastest win you can implement this week.

Gibbs' Reflective Cycle

Six-stage reflection that turns sessions into structured learning.

When to use

Within 30 minutes of every session.

Key benefit

Converts experience into replicable insight.

Fastest win this week

Run all six Gibbs stages in ten minutes after your next session. The Action Plan stage is the one that produces change.

YOUR PROFILE: Targets Reflective Practice at 73: gives structure to the reflection habit already present.

Self-Determination Theory

Players who feel autonomous, competent, and related perform and develop better.

When to use

Every session and check-in conversation.

Key benefit

Builds intrinsic motivation and sustained player development.

Fastest win this week

Ask one player 'how are you doing this week?' before training ends today.

YOUR PROFILE: Directly targets Player Wellbeing at 73: gives you a framework for the check-in habit.

GROW Model

Four-stage coaching conversation: Goal, Reality, Options, Will.

When to use

Every pitchside coaching intervention.

Key benefit

Moves players from describing a problem to committing to a solution.

Fastest win this week

Replace your next stop-and-tell with one GROW question: 'What were you trying to do?'

YOUR PROFILE: Supports Feedback and Questioning at 67: a practical structure for player conversations.

Bloom's Taxonomy

A hierarchy of question quality from recall to creation.

When to use

Session planning and every pitchside question.

Key benefit

Raises the cognitive demand on players systematically.

Fastest win this week

Write one question at evaluation level on your session plan tonight. Use it.

YOUR PROFILE: Directly targets Feedback and Questioning at 67: the framework gives you a practical question-writing tool.

TGfU

Game-centred coaching that develops tactical understanding through simplified games.

When to use

Session design and pitch-side constraint adjustment.

Key benefit

Teaches tactics through game context, not isolated drills.

Fastest win this week

Next session: instead of stopping to explain, adjust one rule to create the learning condition.

YOUR PROFILE: Supports Session Design at 69: gives you a language for designing activities around tactical decisions.

Ecological Dynamics

Learning is embedded in game-representative constraints, not instructions.

When to use

Every session design and constraint decision.

Key benefit

Produces durable learning without coach-centred instruction.

Fastest win this week

Write the outcome sentence for your next session before you write a single activity.

YOUR PROFILE: Targets Session Design at 69: reframes drill design as constraint design.

Framework x Domain Alignment

A tick shows where a framework directly develops a domain

Framework	Comm.	HPD	Game U.	CPD	Reflect.	Wellbeing	Lead.	Phil.	Session D.	F&Q
Gibbs' Reflective Cycle				✓	✓				✓	
Self-Determination Theor	✓	✓				✓				
GROW Model	✓						✓			✓
Bloom's Taxonomy								✓	✓	✓
TGfU		✓	✓						✓	
Ecological Dynamics			✓						✓	✓

Your Fastest Framework Wins: Ranked by Priority

- 1

Feedback and Questioning (67)
 Framework: GROW Model

Replace your next stop-and-tell with one GROW question: 'What were you trying to do?'
- 2

Session Design (69)
 Framework: Gibbs' Reflective Cycle

Run all six Gibbs stages in ten minutes after your next session. The Action Plan stage is the one that produces change.
- 3

Leadership (71)
 Framework: GROW Model

Replace your next stop-and-tell with one GROW question: 'What were you trying to do?'
- 4

Coaching Philosophy (71)
 Framework: Bloom's Taxonomy

Write one question at evaluation level on your session plan tonight. Use it.

Your Report at a Glance

Your Profile	Your 12-Month Plan	Your Next Step
Overall: 76 (Advanced)	Q1: Questioning First (Jul-Aug)	Write one higher-order question on your session plan before your next training session.
Archetype: THE DEVELOPER-ANALYST	Q2: Designing for Outcomes (Sep-Nov)	Retake the assessment in Q4 to measure exactly what changed.
Strengths: Communication 87, Holistic Player Development 87, Game Understanding 84, CPD 80	Q3: Deepening and Systematising (Dec-Feb)	
Develop: Session Design 69, Feedback and Questioning 67	Q4: Consolidation and Retake (Mar-May)	

Alex, your profile is not that of a coach who needs to start somewhere. It is the profile of a coach who has built something real, and who now knows exactly where the next level is. Session Design and Feedback and Questioning are not gaps; they are the two levers that, with twelve months of structured work, will move a 76 toward an 81. That is a significant shift for a coach at Advanced level, and it is exactly what this plan is designed to produce.

Your Next Three Steps

THIS WEEK	Write one higher-order question on your next U14 session plan. Ask it. Wait ten seconds after you ask it.
THIS MONTH	Complete the first Gibbs reflection after a session. Use all six stages. The Action Plan stage is the one that changes what you do next.
THIS QUARTER	Complete all three Q1 tasks. Review them at week twelve. Note which habit moved your sessions most visibly.

PDA Support: You are not doing this alone

Your PDA dashboard at coach.pda-football.com gives you access to Coach Style Reflections, Coach Trends tracking, and the Coach Delivery Assessment. The Q1 community is live. Connect, ask questions, and compare your development with coaches at the same stage.

Reassessment Reminder

Retake the Coach Profile at coach.pda-football.com at the end of Q4 (target: April-May 2027). The comparison with this report will show you exactly which habits moved which scores. Bookmark your dashboard now so the retake is one click away when Q4 arrives.

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