



Stuart Burt

ICELAND-AUGUST 2010





THE INFORMATION AND THE DELIVERY.





U.E.F.A. REPORT.



2008

■ GOALS FROM FAST TRANSITIONS.46%.

■ GOALS FROM SET PLAYS.23%.

■ GOALS FROM POSSESSION.31%.

■ AREAS OF DANGER.

• -FLANKS. 58% (pocket + wings

• -CENTRAL. 33%.





WORLD CUP 2010.

- TRANSITIONS.
- NEGATIVE TRANSITIONS.
- PROTECTING CENTRAL AREAS.
- OPENING THE FIELD TO PLAY THROUGH.
- ALTITUDE AND THE BALL !





PERSONALITIES



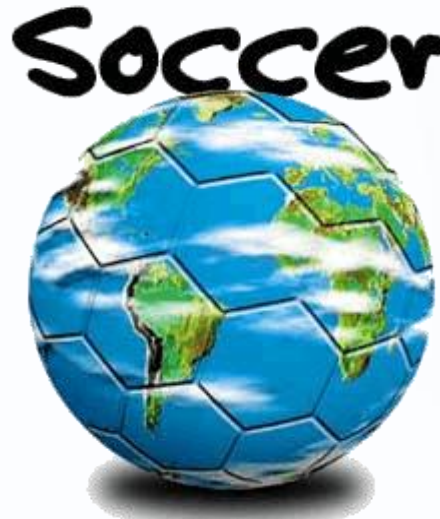
MOTIVATOR.



PASSION V TACTICS.



LETS DO IT MY WAY. *The Greatest Game on Earth*



PERFECTIONIST.



SIR ALEX



“THE BIG CHALLENGE IS THE BIGGEST STAGE. TO PLAY FOR ME YOU MUST WANT TO SHINE ON THE BIGGEST OCCASION POSSIBLE. THAT IS WHEN YOU SHOW ME YOUR QUALITY. EUROPEAN NIGHTS AT OLD TRAFFORD SON, THE THEATRE OF DREAMS.”





A FRENCH ANGLE....

Young players need freedom of expression to develop as creative players... they should be encouraged to try skills without fear of failure.

Arsene Wenger

At a young age winning is not the most important thing... the important thing is to develop creative and skilled players with good confidence.

Arsene Wenger

I think in England you eat too much sugar, not enough vegetables and drink the wrong liquids.

Arsene Wenger



LIFE AT THE TOP..

THERE IS NO PRESSURE AT THE TOP , ASK THE COACH AT THE BOTTOM OF THE LEAGUE. ASK HIM IN THIRD PLACE.



WE ARE NOT AT THE TOP BECAUSE OF MONEY. EVERY DAY WE WORK AND PREPARE 100% AND THAT IS WHY WE WILL ALWAYS HAVE A CHANCE TO WIN TROPHIES.



THE BOSS....

Some people believe football is a matter of life and death. I'm very disappointed with that attitude. I can assure you it is much, much more important than that."

Liverpool manager Bill Shankly



OLD MODEL.



- Instructor
- Total control.
- Left brain...logical.
- Development ?
- Self confidence.
- Self image.
- Self esteem.



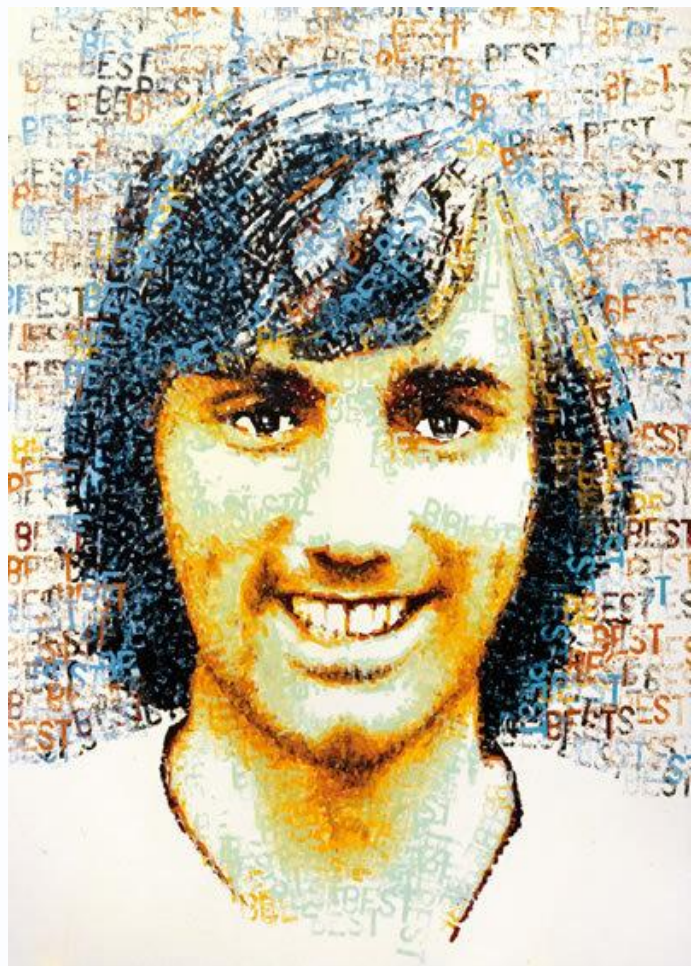
NEW MODEL.

- Creative-right brain
- Conversation.
- Empowering.
- Self.
- Problem solving.
- Coaches security?
- Wenger.





PAINTING THE PICTURE.



**MAKE IT LIVE.DELIVERY.
SPEAK THEIR LANGUAGE.
*NEEDS OF THE PLAYER.
SELF CONFIDENCE.ABILITY.
SELF IMAGE. THEIR MOVIE.
SELF ESTEEM.FEELING.***

**TIMING.
*CHANGE HATS.***

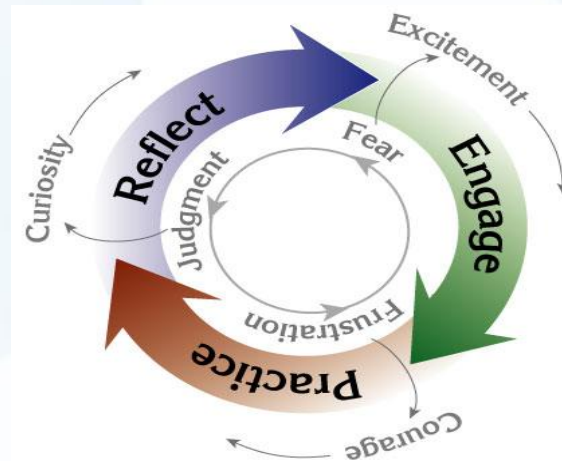
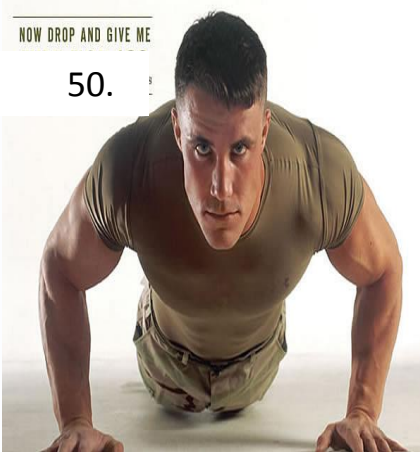
**SOMEONE HAS TO LEAD THE
PROCESS.**



THE COACH AND HIS WAY !

• SELF ASSESSMENT

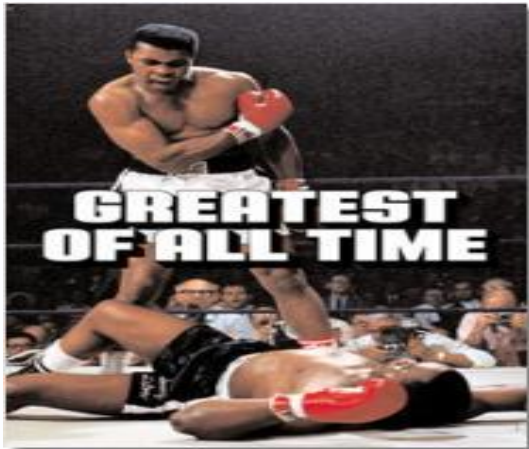
WHERE DO I STAND ?
WHERE DO I WANT TO
BE ?





THE WINNER WITHIN:

- VISUAL!
- VERBAL!
- ACTIVE!



WINNERS ALSO FAIL.....BUT HOW DO THEY RESPOND?



THE REAL TRUTH..

People often say that results are paramount, that, ten years down the line, the only thing which will be remembered is the score, but that's not true. What remains in people's memories is the search for greatness and the feelings that engenders. We remember Arrigo Sacchi's AC Milan more than we remember Fabio Capello's AC Milan even though Capello's Milan was more successful and more recent. Equally, the Dutch Total Football teams of the 1970s are legendary, far more than West Germany, who beat them in the World Cup Final in 1974, or Argentina, who defeated them in the 1978 final. It's about the search for perfection. We know it doesn't exist, but it's our obligation towards football, and maybe towards humanity, to strive towards it. That's what we remember.

JORGE VALDANO.



ALL THE BEST.