ENGLAND DNA
PLAYING YOUR PART.

EVOLVING. DEVELOPING. WINNING.
CONTENT

- Purpose
- Process
- DNA 5 Core Elements
- Time Scales
- Playing Your Part
- Take Away Messages
GAME STRATEGY.  IN/OUT OF POSSESSION.  TRANSITION.

TRAINING.  GOALKEEPING.  DNA. (GRASSROOTS IMPLICATIONS).
PURPOSE

- Define The England Identity for the Future
- Share what we do and why we do it
- Increase contacts
- Share the journey - Part of something special
- Define clear ‘Development Plans’ for players
- Consistency across teams
- Golden Thread
PROCESS

The journey so far.....

The importance of consultation:
Internal – External – Whole Game

Evolving – Developing – Winning
Consistent core elements

The size of the challenge

THE VALUES WILL BECOME OUR DAILY HABIT AND IN TURN OUR CULTURE.
AUDIENCE

- Players
- National coaches
- Clubs
  - Grass roots
  - Professional clubs
- Coach education
- Wider game
ENGLAND DNA CORE ELEMENTS

WHO WE ARE

HOW WE PLAY

Evolving

WINNING

DEVELOPING

HOW WE COACH

THE FUTURE ENGLAND PLAYER

HOW WE SUPPORT
ENGLAND DNA CORE ELEMENTS

WHO WE ARE

HOW WE PLAY

THE FUTURE ENGLAND PLAYER

Evolving

Winning

DEVELOPING

HOW WE COACH

HOW WE SUPPORT
WHO WE ARE

- Recognition of the PAST
- Using the DNA to inform about the PRESENT
- With a clear focus on the FUTURE
- Our focus is on creating NEW HISTORY
ENGLAND DNA CORE ELEMENTS

- WHO WE ARE
- HOW WE PLAY
- THE FUTURE ENGLAND PLAYER
- HOW WE COACH
- HOW WE SUPPORT

Keywords: ENGLAND DNA, DNA CORE ELEMENTS, WHO WE ARE, HOW WE PLAY, THE FUTURE ENGLAND PLAYER, HOW WE COACH, HOW WE SUPPORT.
HOW WE PLAY

Clear Playing philosophy statements:

• In Possession
• Out of Possession
• Transition
• Formation

Goalkeepers are included in all elements of the process above
IN POSSESSION PHILOSOPHY STATEMENT

ENGLAND TEAMS AIM TO INTELLIGENTLY DOMINATE POSSESSION SELECTING THE RIGHT MOMENTS TO PROGRESS THE PLAY AND PENETRATE THE OPPOSITION.
IN POSSESSION MODEL

The fluid nature of the game means each aspect of possession is closely linked. Similarly, possession may be lost at any stage prompting a transition to the defensive philosophy.

Importantly, the goalkeeper is included in all aspects of the playing philosophy both in and out of possession. England goalkeepers are viewed as part of the team, and not apart from the outfield players.
OUT OF POSSESSION PHILOSOPHY STATEMENT

The fluid nature of the game means each aspect of out of possession is closely linked. Similarly, possession may be won at any stage prompting a transition to the attacking philosophy.

Importantly, the goalkeeper is included in all aspects of the playing philosophy both in and out of possession. England goalkeepers are viewed as part of the team, and not apart from the outfield players.
TRANSITION PHILOSOPHY STATEMENT

ENGLAND TEAMS SENSE CHANGING MOMENTS IN THE GAME BOTH IN AND OUT OF POSSESSION REACTING INSTINCTIVELY AND INTELLIGENTLY
TRANSITION MODEL

The fluid nature of the game means each aspect of possession is closely linked. Possession may be lost or won at any stage prompting transition.

Importantly, the goalkeeper is included in all aspects of the playing philosophy.
FORMATION STATEMENT

ENGLAND TEAMS WILL PLAY WITH TACTICAL FLEXIBILITY, INFLUENCED BY THE PROFILE OF THE PLAYERS AND THE REQUIREMENTS OF THE MATCH OR COMPETITION.
ENGLAND DNA CORE ELEMENTS

WHO WE ARE

HOW WE PLAY

THE FUTURE ENGLAND PLAYER

EVolving

WINNING

DEVELOPING

HOW WE COACH

HOW WE SUPPORT
THE FUTURE ENGLAND PLAYER

- A joined up process
- Male and Female
- General to Specific
- Internal and External
ENGLAND DNA CORE ELEMENTS

- WHO WE ARE
- HOW WE PLAY
- THE FUTURE ENGLAND PLAYER
- HOW WE COACH
- HOW WE SUPPORT
COACHING/TRAINING STRATEGY

PHILOSOPHY STATEMENT

WE AIM TO CREATE THE BEST PRACTICE ENVIRONMENT POSSIBLE IN ALL AREAS TO PREPARE OUR PLAYERS AND TEAMS FOR SUCCESS
All England training sessions are meticulously planned for and delivered using the England DNA Coaching Fundamentals. Crucially, every training activity will be reviewed in order to plan the next session.
<table>
<thead>
<tr>
<th>Principle</th>
<th>Description</th>
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<td>Use a positive and enthusiastic manner with players at all times</td>
<td>Connect with the players before the session outlining the aims, objectives and specific targets.</td>
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<tr>
<td>Deliver realistic game-related practices</td>
<td>Connect, activate, demonstrate and consolidate in every session.</td>
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<td>Use games whenever possible in training giving them time to practice and extend learning</td>
<td>Value and work equally across the FA Four Corner Model.</td>
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<tr>
<td>Develop practices that enable the players to make lots of decisions</td>
<td>Spend equal time delivering, planning and reviewing.</td>
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<td>Include elements of transition in all practices and sessions where possible</td>
<td>Use a carousel approach to practice design maximising playing time.</td>
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<td>Use varied coaching styles based on the needs of the individuals and the group</td>
<td>Aim for a minimum of 70% ball rolling time in all sessions.</td>
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GAME STRATEGY PHILOSOPHY STATEMENT

WE AIM TO PLAN FOR EVERY EVENT AND MATCH METICULOUSLY TO GIVE OUR PLAYERS EVERY CHANCE TO SUCCEED INDIVIDUALLY AND AS A TEAM
The England Game strategy is based on the model of: Plan, Deliver, Review
PRACTICAL
NEXT.
TRANSITION.
“Counter-attacking was crucial in the tournament although the physical and high-intensity brand of combination football of recent years is still prominent.”


“In the group stages of the competition, there were 25 goals scored through fast counter-attacks following a transition. Teams from South America (especially Chile and Colombia) and Africa (Nigeria, Ghana, Algeria) employed fast-paced counter-attacking play particularly often.”

Transitions – Keys to Success

1. Attacking quickly on gaining possession. (Quick support).
2. A player running/dribbling into opponents defensive area.
3. 2/3 quick forward passes.
4. Long ball to players up front behind the opponents defence.

Runners (Messi, Robben, Neymar, Muller, Sanchez, Rodriguez)

*Forward Thinking!!!!!*
“The quick transition is the most important aspect – quickly restructuring to defend, or exploiting the opponent with speed when the ball is regained”

Jose Mourinho
THERE IS A NEW ERA OF GOALKEEPING IN MODERN FOOTBALL. DENYING OPPONENTS SCORING OPPORTUNITIES IS NO LONGER ENOUGH. THE KEEPER HAS TO HAVE SOME OF THE SKILLS OF AN OUTFIELD PLAYER IN ORDER TO CONTRIBUTE TO THE BUILD UP OF THE GAME, TO CONTROL PASSES FROM TEAM MATES WHEN THEY ARE UNDER PRESSURE OR TO INTERCEPT LONG BALLS OUTSIDE OF HIS PENALTY BOX. GOALKEEPING TRAINING HAS CHANGED DRastically IN RECENT YEARS & NOW HAS TO BE COMPLETELY INTEGRATED INTO THE TRAINING OF THE TEAM. IN THIS RESPECT, SPECIAL CONSIDERATION HAS TO BE GIVEN TO THE EDUCATION & TRAINING OF SPECIALISED GOALKEEPING COACHES IN THE MEMBER ASSOCIATIONS.
TRANSITIONS: Defence to Attack/Attack to Defence

GAME RELATED PRACTICE
TRANSITION: Attack to Defence/Defence to Attack
Game Related Practice

• Pitch of appropriate size (offside rule applies if applicable).
• Random numbers to represent different overloads/underloads that happen in the game.
• Start in tag game to get used to switching pitches. Game of Tag on each pitch, if you get tagged join the other game. If you tag 3 people switch positions with them.

• Progress: If you score you switch pitches. When you score tally down on the whiteboard a goal for your team.
• Last player on the pitch CANNOT move.
• If ball goes out of play restart with a pass or dribble in.
• Teams can discuss how they will play when they have More Players/Less Players (Try to implement tactics)
• Challenge: Try to go from attacking to defending (or defending to attacking) as quickly as you can?
• Question: What is the benefit of doing this quickly?
• Question: Is there anywhere in this game where the transition might be from attack to attack or defence to defence?
• Progress: You can now switch pitches whenever you like!
• Challenge: Try to win both games Question: What will help you do this?
• Self Assessment: Ask players to place themselves on a continuum of how quickly they transitioned from Attack to Defence (or vice versa)
TRANSITIONS. (COUNTER ATTACKING). GAME RELATED PRACTICE. 9 v 7 (plus 2).
TRANSITION/COUNTER ATTACKING. 9 V 7 (plus 2). Game related practice. (Numbers may vary to suit).

- Pitch of appropriate size (offside rule applies if applicable).
- 9 v 7 plus 2. (or similar) Including Goalkeepers.
- Game starts from blue GK.
- Blues attempt to score.
- Reds defend appropriately. If ball is won, counter attack the blue goal utilising outside players.
- If ball goes out of play. Restart from blue GK.
- If blues regain possession, Counter the Counter Attack!
- Development. Start game from Red GK.
- Condition. Get the players to keep the ball in play as much as possible.
- Develop into a SSG 9 v 9.. (Widen pitch if required).
Defending Deep to Counter Attack; Transition
5 vs. 5 (or any numbers you have) plus GK’s
**Organisation**
Two teams and GK’s
Pitch separated into two halves with one half separated (using mats/markers) into 9 equal squares
Play a game

**Progression**
a. Counter attacking team try to score within 3 passes of regaining possession (this ensure ball returns quickly to attacking team)
b. Scenario – defending team are protecting a 2-0 advantage in an away from home 2\(^{nd}\) leg tie – try to protect your lead and, if possible, snatch a valuable away goal

**Information**
1. Try to use halfway line as first point of pressure
2. Try to protect the area in front of the defenders and behind the defenders
3. Try to recognise when and when not to seek to win the ball back
4. Try to recognise which areas/players to mark and which areas/players to leave
5. Try to attack quickly on regaining the ball
TRAINING STRATEGY PHILOSOPHY STATEMENT

WE AIM TO CREATE THE **BEST PRACTICE ENVIRONMENT** POSSIBLE IN ALL AREAS TO PREPARE OUR PLAYERS AND TEAMS FOR SUCCESS
HOW WE SUPPORT

THROUGH PERFORMANCE SERVICES WE AIM TO PROVIDE EXCELLENT CONSISTENT SUPPORT SERVICES ACROSS ALL ENGLAND TEAMS TO ENSURE INDIVIDUAL AND TEAM POTENTIAL IS MAXIMISED
HOW WE SUPPORT

Performance Services:
A range of specialist disciplines across the teams:

• Medical
• Scientific
• Analytical
• Psychological

The aim of Performances Services:
Enhance the coaching process and player and team performance
TIME SCALES

DNA DEVELOPMENT

- Live it
- Breathe it
- Develop it

- Whole game
- Leadership groups
- Vision & Framework

Year 1
Year 2
Year 3
Year 4
Year 5
Ongoing
PLAYING YOUR PART

CREATE YOUR OWN DNA
PLAYING YOUR PART

WHO WE ARE

HOW WE PLAY

THE PLAYER

HOW WE COACH

HOW WE SUPPORT

ENGLAND DNA
TAKE HOME MESSAGES

• England DNA is an Evolving Journey
• We will only achieve success if the process is joined up across the game
• We will all need to play our part
• This is only a vision for the future
• Achieving the reality will be hard
‘Keep it Simple’!
But not that Simple!
Albert Einstein

ANY QUESTIONS?
ENGLAND DNA
THE FUTURE.
EVOLVING, DEVELOPING, WINNING!
ENGLAND DNA:
PLAYING YOUR PART

THE FA LICENSED COACHES’ CLUB
SOUTH EAST REGIONAL CONFERENCE 2015

Sunday 17 May 2015
Reading FC
MANY THANKS FOR YOUR ATTENDANCE & VALUED INPUT.

FEEDBACK.

With chance to win tickets for an England game.