



After an extensive tendering process FA Learning appointed Alite Ltd as our educational consultants. The founder of Alite, Alistair Smith, has been able to devise a Learning philosophy and subsequent Generic Tutor Training programme to meet the needs of all tutors and students on FA courses.

Alistair is held in high regard by Educational authorities and institutions in the UK. He has provided presentations for the FA's UEFA Pro Licence course as well as the FA's Football Development Conference. Alistair will be providing FA Learning News with new learning hints and tips every month.

WHAT DO YOU VALUE?

Before the team at FA Learning ever began to talk about learning methods or about their practical application, they sat down and worked out what doing the right thing might look like for any coach or trainer. The result was a set of values. It was their hope that anyone who delivered any programme on behalf of the FA would live those values. The coach would be: **challenging, inclusive, coherent, creative and passionate**. Here's a little checklist I've put together for you.

Challenging

- o When you coach, what behaviours do your players see you modelling?
- o Do you explain to your players why they are doing what you are asking of them?
- o Do you get them involved in decision-making?
- o Will they be able to understand your key messages when they leave?
- o Do you change your plans if things aren't working?

Inclusive

- o Do you get everyone involved? Are you 100% sure? Have you got favourites?
- o Do you vary your coaching methods depending on who's there?
- o Are they keen to come back the next day?
- o Can everyone get the most out of your sessions?

Coherent

- o If you are running a coaching course do the participants know what's possible next?
- o Do you 'teach' to needs of the course or to the needs of the learner? Can you do both?
- o Do you sell the long term benefits of what you are doing?
- o Can you direct participants where to go next and do so honestly?

Creative

- o Are you up to date? How do you know you are up to date?
- o Do you apply your up to date knowledge in your coaching?
- o Can you read trends in the game and introduce them into your coaching?
- o Do you ever construct a session that is entirely original? Is it possible? Is it desirable?

Passionate

- o Do you go off on your own and find out more?

- o Do you review your own performance and get the opinions of others to help you?
- o Are you actively trying to improve?
- o How do your players know you are genuinely enthusiastic about the game?

Notice the omission of words like experienced, knowledgeable, authoritative, skilled and qualified. They are important but sometimes can get in the way of 'doing the right thing.'

Good coaching!

Alistair Smith
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