

| Training Expectations | Game Day Expectations | Communication/Messaging Expectations |
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| Fun, Engaging, Challenging Sessions | Consistent coaching (all coaches follow the Academy philosophy and structure) | No more than 3 key messages/focus areas for the team |
| Ask questions, allow the players to think to promote problem solving and thinking footballers. | Give all players an opportunity to succeed | Discuss with each player a goal related to an element of their game |
| Strong focus on Contest Method, Offense, Defense, Ball Movement, Shape and Spread (Game related). Replicate game like situations/challenges/skills | Players to experience different positions of the game throughout the matches to provide opportunity to develop | Listen to the players opinions and suggestions |
| Maximise engagement for the whole session e.g. touch the footballs as much as possible, individual work, small groups, multiple balls | Consistent messaging throughout pre game and quarter breaks | Calm and stable emotions |
| Be planned, utilise the time you have. Use the Academy sessions | Be a positive role model for the players (fun, integrity, inclusive, professional, resilient, leadership) | Communicate positively towards each player and opposition and promote positive talk and sportsmanship for your players |
| Progress your session <ol style="list-style-type: none"> 1. Pre-training touch 2. Activation 3. Skill drill 4. Game sense 5. Match simulation | Develop and educate the players on their goal (as individuals and as a team) and help them become better people (resilient, respectful, inclusive people) | Have a development philosophy (Not a win at all cost mentality that leads to players missing out or not developing all areas of football) |
| Players should learn something from a training session Important to have a vision (review/reflect on previous weeks) and plan for each session and a direction you are heading your team towards | Be approachable (anyone should be able to come and talk to you) and make you communication personal | Provide very specific instruction at training (allow more time for players to do the drills then listening to the coach) |

