CONTENT

• Purpose
• Process
• DNA 5 Core Elements
• Time Scales
• Playing Your Part
• Take Away Messages
PURPOSE
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
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
- THE FUTURE ENGLAND PLAYER
- HOW WE COACH
- HOW WE SUPPORT
ENGLAND DNA CORE ELEMENTS

- WHO WE ARE
- HOW WE PLAY
- THE FUTURE ENGLAND PLAYER
- 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
HOW WE PLAY
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.
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

OUT OF POSSESSION MODEL

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
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
- DEVELOPING
- HOW WE COACH
- WINNING
- HOW WE SUPPORT
- THE FUTURE ENGLAND PLAYER

ENGLAND DNA
THE FUTURE ENGLAND PLAYER
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.
ENGLAND DNA COACHING FUNDAMENTALS

- Use a positive and enthusiastic manner with players at all times.
- Deliver realistic game-related practices.
- Use games whenever possible in training giving them time to practice and extend learning.
- Develop practices that enable the players to make lots of decisions.
- Connect with the players before the session outlining the aims, objectives and specific targets.
- Connect, activate, demonstrate and consolidate in every session.
- Value and work equally across the FA Four Corner Model.
- Spend equal time delivering, planning and reviewing.
- Include elements of transition in all practices and sessions where possible.
- Use a carousel approach to practice design maximising playing time.
- Use varied coaching styles based on the needs of the individuals and the group.
- Aim for a minimum of 70% ball rolling time in all sessions.
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
ENGLAND DNA CORE ELEMENTS

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

- EVOLVING
- WINNING
- DEVELOPING
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
ENGLAND DNA
THE FUTURE
Evolving, Developing, Winning.