

14-WEEK APPLIED PROGRAM



MATCH DAY LEADERSHIP COURSE

Master the moments that decide match day

You can prepare tactics all week. But when the whistle blows, the game tests something else entirely: your leadership.

- Reading the match when momentum shifts
- Communicating clearly under pressure
- Keeping players composed when emotions rise
- Making decisive calls when seconds matter



Most coaching education teaches tactics. Almost none teaches match day leadership.
The Match Day Leadership course changes that.

Over 14 structured weeks, coaches gain professional insights in 7 x 90-minute interactive sessions, led by former Premier League manager Garry Monk, apply leadership frameworks in their own matches, and receive targeted feedback on their decisions and communication.

Built for the touchline – Not the classroom

EXPERT-LED

PROGRAM LEADERSHIP

The Match Day Leadership course is developed and delivered with insights from Garry Monk — former Premier League manager with over 30 years of experience in professional football.

"Match day isn't about tactics alone. It's about leadership in the moments that matter most." — Garry Monk

The frameworks in this program are drawn directly from experience managing at the highest level — not theory.

370+

Professional Player
Appearances

300+

Premier League & Championship
Games Managed

This is match day leadership, taught by someone who has lived it.



WHAT YOU WILL DEVELOP

This program focuses on six core match-day leadership competencies. By the end of the program, coaches develop a clear, repeatable approach to leading their team under pressure.

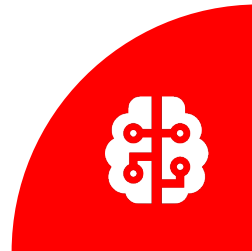
LEAD WITH AUTHORITY

Project a touchline presence so composed and commanding that players look to you for calm — not chaos — when the pressure peaks.



DECIDE FASTER & CLEARER

Make the call before doubt creeps in — reading the match clearly and acting decisively when every second counts.



COMMUNICATE WITH PRECISION

Deliver instructions players actually remember during the chaos of a match — clear, sharp, and impossible to ignore.



MANAGE EMOTIONAL PRESSURE

Stay composed when the game turns against you — so your body language and tone become an anchor for the entire team, not a source of anxiety.



BUILD PLAYER TRUST

Build the kind of trust that means players execute your decisions with conviction — even when the game plan is under pressure.



REPEATABLE PROCESS

Leave every match with a clear framework for what worked, what didn't, and exactly how to be sharper next time — so every game makes you better.



These competencies are essential because match day demands leadership, emotional intelligence, and real-time decision-making that goes far beyond tactical knowledge alone. It's about leading, not just planning.

PROGRAM STRUCTURE

The course runs for 14 weeks, structured into 7 core phases – two weeks per phase. Each phase develops a specific leadership competency and follows a consistent and proven learning cycle designed to bridge the gap between theory and real-world application. Every phase is built around a leadership challenge, not a tactical one. The learning doesn't stay in the session room; it travels with you to the dugout.



LEARN

90-minute live session introducing a leadership framework for match day scenarios



APPLY

Implement the leadership framework directly in a real match situation, under pressure



REFLECT

Submit footage, notes, and personal reflections for review of leadership actions



IMPROVE

Receive targeted feedback to sharpen leadership and composure in the next phase

This applied approach ensures the real learning happens through leading on the touchline – not just planning. Every phase builds on the last, creating cumulative growth across the full 14 weeks.

PROGRAM STRUCTURE

WEEKS 1-2

PRE-MATCH MEETING

- Structuring an effective pre-match briefing
- Mastering communication
- Aligning the game plan with a motivating emotional tone
- Delivering clear, actionable objectives

WEEKS 3-4

WARM-UP PLANNING & DELIVERY

- Psychological impact of warm-ups
- Leading the warm-up to reinforce team identity
- Managing team energy and intensity
- Communication techniques

WEEKS 5-6

FINAL MESSAGING BEFORE KICK-OFF

- Delivering a final powerful message
- Confidence under pressure
- Emotional priming techniques
- Instilling clarity and focus

WEEKS 7-8

FIRST-HALF MATCH MANAGEMENT

- Coaching observational frameworks
- Recognizing momentum shifts before problems arise
- Communicating with players effectively
- Developing your judgment as a coach

PROGRAM STRUCTURE

WEEKS 9-10

HALF-TIME MATCH MANAGEMENT

- Read the room first
- Reinforce belief
- Deliver corrections clearly
- Send them out right

WEEKS 11-12

SECOND-HALF MATCH MANAGEMENT

- Your judgment in timing substitutions
- Coaching presence to manage momentum shifts
- Communicating game management strategies
- Maintaining composure and leading

WEEKS 13-14

POST-MATCH & REFLECTION

- Post-match meeting structure
- Managing wins vs losses
- Maintaining squad trust
- Structured leadership reflection

WHAT COACHES ARE ABLE TO DO BY WEEK 14

By the end of the program, coaches leave with a clear framework for leading match day with confidence and control.

You will be able to:

DELIVER FOCUSED PRE-MATCH BRIEFINGS

Prepare players both mentally and tactically for the challenges ahead.



STRUCTURE EFFECTIVE WARM-UPS

Build confidence and team readiness well before kick-off.



DRIVE POST-MATCH LEARNING

Conduct reviews that turn every game into a catalyst for improvement.



COMMUNICATE WITH PRECISION

Deliver touchline instructions that are clear and impossible to miss.



MANAGE HALF-TIME DISCUSSIONS

Lead critical conversations with clarity and composure.



EXECUTE TACTICAL ADJUSTMENTS

Make substitutions and mid-game changes with greater confidence.



MAINTAIN LEADERSHIP PRESENCE

Stay grounded and lead effectively during high-pressure moments.



DELIVERY FORMAT



This is not a passive online course. It is a hands-on leadership development program built around your real matches. The Match Day Leadership course combines live expert instruction, applied practice in real matches, and individualized feedback — creating a learning experience that is both rigorous and immediately practical. This isn't a tactics course. It's a leadership development program built for the realities of match day. Every element of the delivery format is designed to maximize transfer to the touchline.



LIVE LEARNING SESSIONS - 7 x 90-minute interactive sessions with a lead facilitator. Each session introduces frameworks for effective leadership, communication strategies, and maintaining composure, preparing coaches for immediate application in their next match.



APPLIED COACHING PRACTICE - Leadership frameworks, communication skills, and emotional composure are implemented directly in your own matches. This is where the real learning happens — honing your leadership under match day pressure, with real players and real stakes.



FEEDBACK & ANALYSIS - Individualized feedback on recorded coaching moments, submitted after each phase. Targeted, specific, and actionable insights focus on your leadership presence, communication effectiveness, and decision-making under pressure.



PEER LEARNING - Group discussions with coaches facing similar match-day leadership challenges. The cohort model means you learn not just from the program content, but from the shared experiences and best practices of peers at every level of the game.

Participants should expect 2–3 hours per week, including the live session, match application, and reflection and feedback review.

WHO THIS PROGRAM IS FOR



The Match Day Leadership course is designed for coaches who already understand tactics but want to improve how they lead on match day. If you want to communicate with greater authority, remain composed under pressure, and make clearer decisions from the touchline, this program is for you. Because the program is built around real match application, participants must be actively coaching to benefit fully from the experience. Whether you are leading a grassroots under-12 team or managing a semi-professional first team, the fundamentals of match day leadership remain the same. The frameworks taught in this program help coaches develop stronger presence, clearer communication, and better decision-making when it matters most.

GRASSROOTS COACHES

Coaches at community and recreational level looking to sharpen their match-day leadership presence and player communication, beyond their tactical knowledge.

ACADEMY COACHES

Youth development coaches working within academy structures who seek stronger match day leadership skills to complement their existing technical expertise.

SEMI-PROFESSIONAL COACHES

Coaches operating at semi-professional level where match-day pressure is significant, and enhancing leadership quality directly affects results and team performance.

PROFESSIONAL COACHES

Assistant or head coaches in professional environments seeking a structured, evidence-informed approach to developing their match day leadership, not just their tactical execution.

THIS PROGRAMME IS NOT FOR...

- Coaches looking for tactical systems, formations, or playing styles.
- Coaches who are not currently working with a team (as the program requires real match application). Coaches seeking a passive, self-paced online course with no accountability.
- Coaches who believe tactics alone are enough to win matches.

PROGRAM RESULTS



Coaches who embrace the Match Day Leadership journey don't just gain insights; they achieve profound leadership transformations. This 14-week program delivers real outcomes, translating directly into measurable improvements in communication, composure, and critical decision-making on match day. Our unique applied format, blending live learning, practical application in real matches, and personalized feedback, accelerates development far beyond conventional coaching education, empowering coaches to lead with unmatched authority and clarity.

250+

Coaches Trained

From grassroots to semi-professional level across multiple countries

4.9

Average Rating

Consistently rated by coaches who complete the full 14-week program

98%

Would Recommend

Coaches who say they would recommend the program to a fellow coach

6

Weeks to Visible Impact

Many participants report measurable improvement within the first six weeks

Coaches completing the program typically report: improved touchline composure, clearer communication with players, stronger leadership authority, better match day decision-making, increased player trust and engagement, and improved match outcomes. The structured reflection process also builds a habit of continuous improvement that continues to deliver returns long after the program ends.

INVESTMENT & CERTIFICATION



Coaches often invest heavily in tactical courses and technical qualifications, yet very few receive structured development in the match day leadership skills that truly shape performance on the touchline. The Match Day Leadership course focuses on those critical moments. Over 14 weeks, coaches develop the leadership frameworks, communication habits, and decision-making processes that many only learn through years of trial and error.

YOUR INVESTMENT

\$999

Standard Price

\$749

Early-Bird Price

Just \$71.35 per week | \$53.50 per week on early-bird price

Payments made over 14 weeks | Payment plans available

WHAT'S INCLUDED

- 7 × 90-minute interactive sessions
- 7 practical assignments with feedback individualized video analysis feedback peer learning group access
- All course frameworks and resources Certificate upon completion

At just \$71.35 per week, the program offers a focused investment in your development as a match day leader. Early-bird pricing and flexible payment options are available to ensure accessibility for committed coaches at all levels.

CERTIFICATION

Participants who complete all seven phases and submit all practical assignments receive the:

Certificate in Match Day Leadership

This certificate recognises the completion of an applied, evidence-informed leadership program and demonstrates a structured, professional approach to match-day coaching — valuable for career progression at every level of the game.

READY TO ENROL?

Master the moments that decide match day. Most coaches spend years — and far more money — learning these lessons through trial and error on the touchline. This program gives you the shortcut.



Only 30 places available per cohort



Early-bird pricing available for a limited time

Don't risk another season watching crucial match day moments slip away. Apply now to secure your place and begin building the match-day leadership your players truly deserve.

To enrol or for more information please visit www.soccer-profile.com

