

10 LESSONS LEARNED FROM LOUIS VAN GAAL

1-DAY COURSE



**WEDNESDAY
15 JANUARY 2020
BALTIMORE**

PLAYERS DESERVE BETTER COACHES

“ LOUIS VAN GAAL WANTS TO LEAVE A LEGACY FOR THE NEXT GENERATIONS OF COACHES

Dutch top coach Louis van Gaal has won many (inter)national trophies with Ajax, FC Barcelona, Bayern Munich and Manchester United. In 2014 he reached the World Cup semi final in Brazil with the Dutch national team. As coach Van Gaal has reached the last phase of his career he is now thinking about how to leave a legacy for the next generations of coaches.

Top coaches often share their expertise with other coaches based on subjective opinions and experiences. As a result, coaches often struggle to apply this subjective information of top coaches in their own environment. Therefore, coach Van Gaal decided to try to translate his coaching knowledge and experience in more objective and reliable coaching references with the help of Raymond Verheijen.

Over the past 18 months, Van Gaal and Verheijen had ten 3-hour sessions discussing and analyzing Van Gaal's coaching of his ten teams. The role of Raymond Verheijen was to theorize the countless coaching situations into





general and objective coaching references. Theorising means the analysis of multiple similar situations to try to identify what all these situations have in common. One extrapolates the objective characteristics and leave out all subjective elements like the personality and opinion of the coach as well as the specific context resulting in objective coaching references.

An objective coaching reference is a coaching principle that is always true and does not depend on the context or external factors. So, a coach can trust this information much more than the subjective experiences and anecdotes which are normally shared between coaches.

During the 1-day course in Baltimore the objective coaching references of Louis van Gaal will be presented for the first time by Raymond Verheijen. During the four 1-hour presentations Raymond will use many coaching situations in Van Gaal's career to make the objective coaching principles come alive. In small subgroups the delegates will also get the opportunity to immediately discuss the practical application of the coaching principles in the context of the youth and college system in the US.

An exclusive group of US coaches will be the first to learn in an objective way from one of the best coaches in the history of the game.



“ **RAYMOND IS AN EARLY PIONEER AND WILL ALWAYS STAY AHEAD OF THE FIELD** ”

Raymond Verheijen is one of the early pioneers in his discipline. He developed an approach based on a combination of research, a theoretical background, a philosophy and proven practical results. This way of thinking is now used by many top coaches and can be applied at all levels in football.

Due to his unique combination of practical experience at the highest level and clear theoretical thinking, he has a head start on many of his colleagues. I am certain that football will continue to evolve in the coming years. As an early pioneer, Raymond will always stay ahead of the field and continue to develop. There is a lot more to come from him in the coming decades.

I will be one of the many coaches who will continue to track his unique approach with a lot of interest.

Louis van Gaal



PROGRAM

09:00 – 10:00AM “OBJECTIVE PRINCIPLES TO DEVELOP A TEAM CULTURE”

10:00 – 10:30AM SUBGROUP REFLECTIONS

10:30 – 11:00AM MID-MORNING COFFEE BREAK

11:00 – 12:00PM “OBJECTIVE PRINCIPLES TO COACH AT TEAM LEVEL”

12:00 – 12:30PM SUBGROUP REFLECTIONS

12:30 – 01:30PM LUNCH

01:30 – 02:30PM “OBJECTIVE PRINCIPLES TO COACH AT INDIVIDUAL LEVEL”

02:30 – 03:00PM SUBGROUP REFLECTIONS

03:00 – 03:30PM MID-AFTERNOON COFFEE BREAK

03:30 – 04:30PM “OBJECTIVE PRINCIPLES TO MANAGE EXTERNAL FACTORS”

04:30 – 05:00PM SUBGROUP REFLECTIONS



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JANUARY 2020

REGISTRATION DETAILS

DELEGATE FEE

Delegate fee: **\$279**

Fee includes: course, certificate and coffee breaks.

Coaches who attended the July 2019 1-day courses are eligible for a \$50 discount.
If you have not received your discount coupon, contact info@fcevolution.com.

REGISTRATION

Coaches can register by sending an email to info@fcevolution.com

LOCATION

Hyatt Regency Baltimore Inner Harbor
300 Light Street, Baltimore
Md 21202, Usa



INTERNATIONAL PATHWAY



TERMS & CONDITIONS 1-DAY COURSE

PRACTICE WHAT YOU PREACH

By registering for this course the delegate confirms he or she will arrive in time before the start of the course and will not depart any earlier than the closure of the course on the final course day. During the course delegates will have the same professional behavior just like they expect from their players on a daily basis.

DRESSING ROOM LEARNING ENVIRONMENT

As a coach you take your players outside their comfort zone to allow them to improve. You create uncomfortable and challenging situations for your players and you expect them to deal with it. This is what we call overload. Raymond Verheijen is well-known for applying this exact same principle when educating coaches. So, this course will not be your normal comfortable coaching course. Raymond will create his famous challenging and uncomfortable 'dressing room' environment to help you accelerate your development as a coach. Please only register if you are ready to challenge yourself.

CANCELLATION AND REFUND

The course fee is non-refundable after registration and payment.

LIMITATIONS OF LIABILITY

On behalf of yourself, you hereby acknowledge and accept that neither Football Coach Evolution nor its Affiliates shall be liable or responsible to you (or anyone claiming through you) for any indirect, incidental, consequential, special, exemplary, punitive or other damages under any legal or equitable theory (including without limitation, contract, tort negligence, strict liability, statute, regulation, rule or other theory) arising out of or relating in any way to the Course or any Service and/or any recommendation, news, information or other content, product or service received or obtained through the Course or any Service, including without limitation any service, product or content from any third party service provided. Your sole remedy for dissatisfaction with the Course or any Service is to stop using it.

