



FOOTBALL BRAINING EXPERIENCE 2020

9-13 JANUARY • WASHINGTON D.C. • USA

PLAYERS DESERVE BETTER COACHES

“**FOOTBALL BRAINING EXPERIENCE 2020: A BRAND NEW MODEL TO COACH PLAYERS!**”

The mission of the World Football Academy is to bring objective football knowledge to the doorsteps of all coaches around the world. Based on the universal football reference (Football Theory) the latest developments in the different scientific areas are translated to the football context. One of these areas is human evolution. In the last 2-3 years Raymond Verheijen has studied the many evolutionary principles. This knowledge about how human beings have developed in general has been translated to the football context which resulted in the Football Coach Evolution Model.

This new coaching tool allows coaches to develop their players in a way that is more aligned with how the players' brain works. Do not tell your players what to do but design specific situations that will implicitly trigger the desired behavior. The ultimate goal of the Football Coach Evolution Model is to develop self-regulating players and teams.





During the Football Braining Experience 2020 in Washington D.C. Raymond Verheijen will present the latest development within the new Football Coach Evolution Model.

What will make this 5-day course unique is the fact that after each presentation the delegates will reflect on their coaching ability and environment. These reflections will take place both individually and in a subgroup context. After each reflection break the delegates will get the opportunity to present their new insights to their colleagues.

Raymond Verheijen will deliver the course based on the Football Coach Evolution Model. This means that the delegates will study the model by experiencing it themselves. These experiences will offer the delegates the opportunity to also work on their personal development. They will become more conscious of their unconscious brain. This higher self-awareness will allow delegates to be more effective in their coaching but most of all to be a better role model for their players.

THURSDAY

FOOTBALL COACH EVOLUTION MODEL: 'FOOTBALL THINKING'

06:30 – 07:30pm Football Theory

07:30 – 08:00pm Subgroup reflections & presentations

08:00 – 09:00pm *Diner*

09:00 – 10:00pm Football Thinking Reference



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JANUARY 2020

FRIDAY

FOOTBALL COACH EVOLUTION MODEL: 'REFERENCE THINKING'

07:00 – 08:00am	<i>Breakfast</i>
08:00 – 09:30am	Football Thinking Characteristics
09:30 – 10:30am	Subgroup reflections & presentations
10:30 – 11:00am	<i>Coffee break</i>
11:00 – 12:30pm	Overloading Football Brain
12:30 – 01:30pm	Subgroup reflections & presentations
01:30 – 02:30pm	<i>Lunch</i>
02:30 – 04:00pm	Players & Coaches have no Free Will (philosophical)
04:00 – 05:00pm	Subgroup reflections & presentations
05:00 – 05:30pm	<i>Coffee break</i>
05:30 – 07:00pm	Players & Coaches have no Free Will (scientific)
07:00 – 08:00pm	Subgroup reflections & presentations
08:00 – 09:00pm	<i>Diner</i>
09:00 – 10:00pm	Football Actions are Unconscious Stimulus-Response Patterns



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JANUARY 2020

SATURDAY

FOOTBALL COACH EVOLUTION MODEL: 'SITUATION COACHING'

07:00 – 08:00am	Breakfast
08:00 – 09:30am	The (Un)conscious Brains are a Team
09:30 – 10:30am	Subgroup reflections & presentations
10:30 – 11:00am	Coffee break
11:00 – 12:30pm	The Football Brain
12:30 – 01:30pm	Subgroup reflections & presentations
01:30 – 02:30pm	Lunch
02:30 – 04:00pm	Football Coach Evolution Model: the 6 principles
04:00 – 05:00pm	Subgroup reflections & presentations
05:00 – 05:30pm	Coffee break
05:30 – 07:00pm	FCE Model: Reference Thinking
07:00 – 08:00pm	Subgroup reflections & presentations
08:00 – 09:00pm	Diner
09:00 – 10:00pm	Reference Thinking (video conversation)



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JANUARY 2020

SUNDAY

FOOTBALL COACH EVOLUTION MODEL: 'REFERENCE COACHING'

07:00 – 08:00am	<i>Breakfast</i>
08:00 – 09:30am	FCE Model: Situation Coaching
09:30 – 10:30am	Subgroup reflections & presentations
10:30 – 11:00am	<i>Coffee break</i>
11:00 – 12:30pm	FCE Model: Reference Coaching
12:30 – 01:30pm	Subgroup reflections & presentations
01:30 – 02:30pm	<i>Lunch</i>
02:30 – 04:00pm	FCE Model: Self-regulating Players & Teams
04:00 – 05:00pm	Subgroup reflections & presentations
05:00 – 05:30pm	<i>Coffee break</i>
05:30 – 07:00pm	Black Box Thinking in Football
07:00 – 08:00pm	Subgroup reflections & presentations
08:00 – 09:00pm	<i>Diner</i>
09:00 – 10:00pm	Reference Thinking: Overload Interview



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JANUARY 2020

MONDAY

FOOTBALL COACH EVOLUTION MODEL: 'FOOTBALL BRAIN PERIODISATION'

07:00 – 08:00am

Breakfast

08:00 – 09:30am

Football Brain Periodisation

09:30 – 10:30am

Subgroup reflections & presentations

10:30 – 11:00am

Coffee break

11:00 – 12:30pm

Situation & Reference Coaching (video clips)

12:30 – 01:30pm

Delegate Presentations

01:30 – 02:30pm

Lunch



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JANUARY 2020

REGISTRATION DETAILS

DELEGATE FEE

Single room: **2200 USD**

Shared room: **1900 USD**

The delegate fee includes the course, four nights at the hotel, breakfast, lunch, dinner, coffee breaks, certificate.

REGISTRATION

Coaches can register for the Football Braining Experience 2020 by sending an email to info@fcevolution.com

The registration deadline is December 1, 2019 or any moment earlier after we have reached the maximum number of 20 delegates.

LOCATION

Embassy Suites by Hilton Dulles
North Loudoun
44610 Waxpool Rd, Ashburn,
VA 20147, USA



EDUCATIONAL PATHWAY



TERMS & CONDITIONS

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 behaviour 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. World renowned coach educator 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. Instructor Verheijen will create his famous challenging and uncomfortable 'dressing room' environment to help accelerate your development as a coach. Please only register if you are ready to challenge yourself and your beliefs.

CANCELLATION AND REFUND

If the delegate decides to cancel the registration the refund of the delegate fee will be as follows:

Before October 1, 2019 = 75% refund

Before December 1, 2019 = 35% refund

After December 1, 2019 = 0% refund

The above cancellation conditions are based on the cancellation conditions of the hotel.

The cancellation must be received in writing and the date of cancellation is that upon which the written cancellation is received by us.

NO FAMILY POLICY

The Football Braining Experience is an intensive week of coach education without any distraction. So, delegates will not be joined by friends and/or family during the course.





REGISTER NOW!



2020
WASHINGTON • USA

**JOIN THE INTERNATIONAL PATHWAY AND
MEET COACHES FROM AROUND THE WORLD**