



**INDIVIDUAL PLAYER DEVELOPMENT**

**FOOTBALL BRAINING (LESSONS FROM LOUIS VAN GAAL)**

**1-DAY COURSES BY RAYMOND VERHEIJEN**

**USA, JULY 2020**

**PLAYERS DESERVE BETTER COACHES**



# USA JULY 2020

<b>JULY 9 • NEW YORK</b>	<i>09 am - 04 pm</i>	<b>Individual Player Development</b>
<b>JULY 10 • NEW YORK</b>	<i>08 am - 03 pm</i>	<b>Football Braining: Lessons from Louis van Gaal</b>
<b>JULY 11 • RALEIGH</b>	<i>09 am - 04 pm</i>	<b>Individual Player Development</b>
<b>JULY 12 • RALEIGH</b>	<i>08 am - 03 pm</i>	<b>Football Braining: Lessons from Louis van Gaal</b>
<b>JULY 13 • ST. LOUIS</b>	<i>09 am - 04 pm</i>	<b>Individual Player Development</b>
<b>JULY 14 • ST. LOUIS</b>	<i>08 am - 03 pm</i>	<b>Football Braining: Lessons from Louis van Gaal</b>
<b>JULY 15 • SALT LAKE</b>	<i>09 am - 04 pm</i>	<b>Individual Player Development</b>
<b>JULY 19 • LOS ANGELES</b>	<i>08 am - 03 pm</i>	<b>Individual Player Development</b>
<b>JULY 20 • LOS ANGELES</b>	<i>08 am - 03 pm</i>	<b>Football Braining: Lessons from Louis van Gaal</b>
<b>JULY 21 • SACRAMENTO</b>	<i>08 am - 03 pm</i>	<b>Individual Player Development</b>
<b>JULY 22 • SACRAMENTO</b>	<i>08 am - 03 pm</i>	<b>Football Braining: Lessons from Louis van Gaal</b>
<b>JULY 23 • SEATTLE</b>	<i>08 am - 03 pm</i>	<b>Individual Player Development</b>
<b>JULY 24 • SEATTLE</b>	<i>08 am - 03 pm</i>	<b>Football Braining: Lessons from Louis van Gaal</b>







## **ABOUT RAYMOND VERHEIJEN**

In 2002, Raymond Verheijen was involved with the Korean National Team reaching the World Cup semi final. His 'power program' developed one of the fittest teams in the history of the game. He was also involved with Korea during the World Cup 2010 in South Africa. As a youth player Raymond Verheijen (1971) was part of the famous Dutch Youth Academy structure. Unfortunately, the dream of a professional career ended as a chronic injury forced him to retire at the young age of 18. This disadvantage became an advantage as Verheijen started his coaching career at the age of 19. He studied Exercise Physiology and Sport Psychology at the Free University Amsterdam and completed his Masters Degrees in 1995. In 1995, Verheijen developed his Masters thesis into the book 'Conditioning for Soccer' which became the coach education book of the Dutch FA (KNVB) in 1997. Verheijen became a pro-licence instructor at the Dutch FA in 1998. In 2014, Verheijen published the best-selling book 'Football Periodisation'. More than 30.000 copies have been sold worldwide. Verheijen has been involved as an assistant or consultant in 4 World Cups and 4 EURO's and with several European top clubs like FC Barcelona, Chelsea and Manchester City.





# 1-DAY COURSE INDIVIDUAL PLAYER DEVELOPMENT

## INDIVIDUAL TRAINING (WITHIN TEAM TRAINING)

In football, the communication between players is of the highest order. This verbal and non-verbal communication is trained in tactical training sessions. In such tactical training the coach teaches his players a tactical reference in terms of WHAT they are supposed to do together when attacking, defending and transitioning. For example, if the team tactical reference is 'disturbing the build-up of the opponent horizontally' it means that players have to shift from left to right or from right to left. This is WHAT players are supposed to do. But HOW each player shifts horizontally can not be determined in advance by the coach because football is not a game of robots.

The HOW of football actions in terms of position, moment, direction and speed is the responsibility of the player. It is the decision making (game insight) and the execution of decisions (technique) by individual players within the team tactical reference. This is something else than developing the communication between players (tactics) but it still does take place within the team tactical training. In other words, it is the individual training within team-training.

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ONLINE  
COURSE**





# 1-DAY COURSE INDIVIDUAL PLAYER DEVELOPMENT

## 1-HOUR ONLINE COURSE FOR FREE!

Coaches who register for the 1-day course will get the online Football Theory course for free. After this course you will have a deeper understanding of:

- The universal game characteristics so your coaching will be focussed on the elements that really make a difference in the game.
- Communication, Decision making, Executing decisions and Football fitness for you to better overload these components during the training week.
- Football Action Analysis Model to analyse football actions in more detail.

The online course will be available in the two weeks before the 1-day course.

**BLOCK 1** Football Action Analysis Model

**BLOCK 2** Individual Training within Team Training: References

**BLOCK 3** Individual Training within Team Training: Methodology

**BLOCK 4** Football Action Analysis: Training Clips Analysis





# 1-DAY COURSE FOOTBALL BRAINING

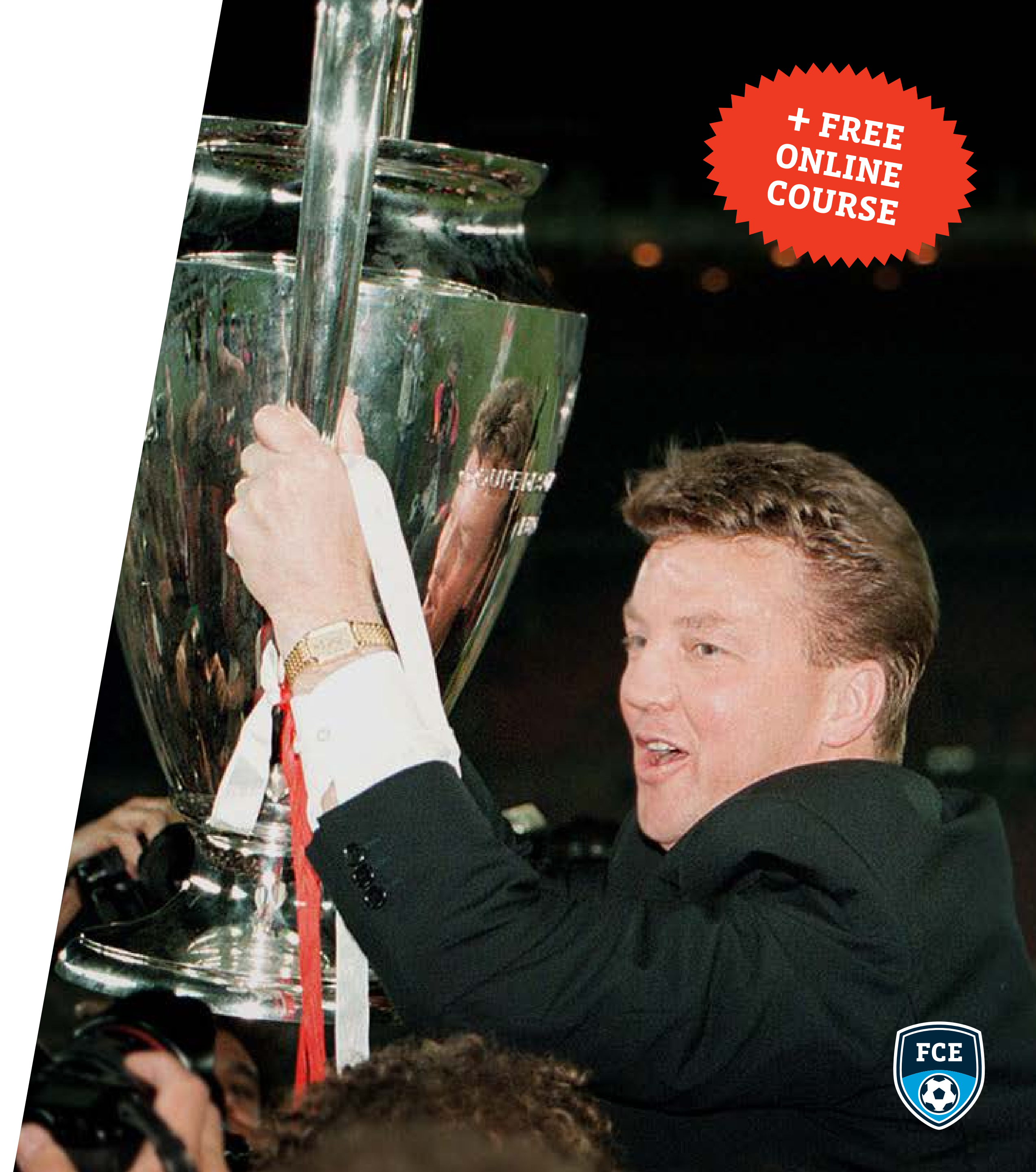
## LESSONS FROM INTERNATIONAL TOP COACH LOUIS VAN GAAL

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

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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. The result is an objective coaching reference.

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

During this 1-day course the objective coaching references of Louis van Gaal will be presented by Raymond Verheijen. During the four presentations he will use many coaching situations in Van Gaal's career to make the objective coaching principles come alive.

**BLOCK 1** Objective Principles: Football Brain References

**BLOCK 2** Objective Principles: How to Develop a Culture

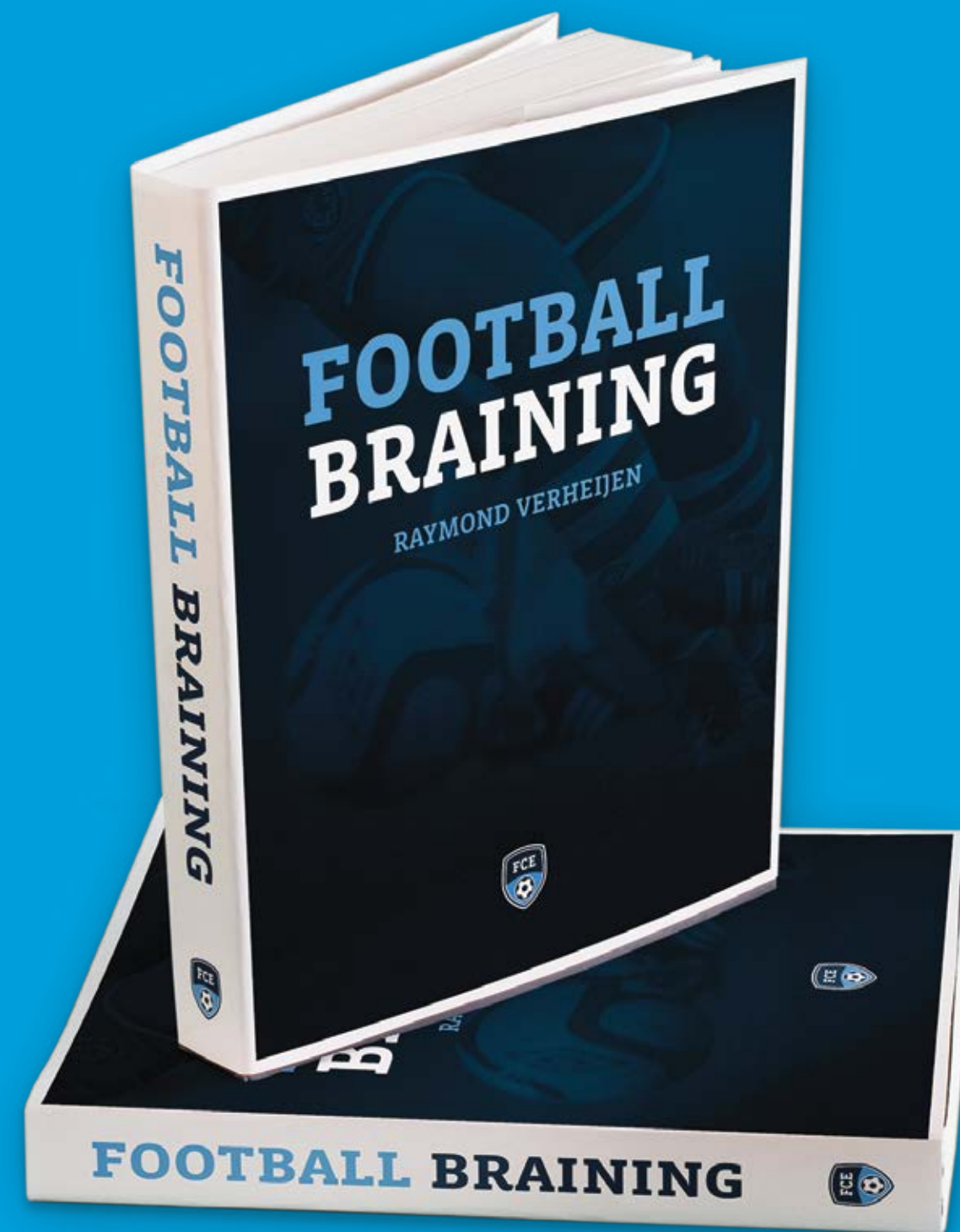
**BLOCK 3** Objective Principles: How to Coach at Team Level

**BLOCK 4** Objective Principles: How to Coach Individual Players





**SAVE \$70**



Register for both  
1-day courses and get  
a **free copy** of the new  
Raymond Verheijen book!

**BE THE FIRST IN THE USA TO GET THE NEW FOOTBALL BRAINING BOOK!**



# NEW YORK • THURSDAY JULY 9 - FRIDAY JULY 10

## JULY 9 1-DAY COURSE INDIVIDUAL PLAYER DEVELOPMENT

Early Bird registration before May 15: **\$199**  
Registration after May 15: **\$249**



## JULY 10 1-DAY COURSE FOOTBALL BRAINING: LESSONS FROM LOUIS VAN GAAL

Early Bird registration before May 15: **\$199**  
Registration after May 15: **\$249**



## JULY 9 - 10

Early Bird registration before May 15: **\$349**  
Registration after May 15: **\$399**



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**FREE COPY**

*Fee includes coffee, course and certificate.*

## REGISTRATION

Coaches can register via [www.fcevolution.com/shop](http://www.fcevolution.com/shop)

# VENUE

WeWork  
205 Hudson Street  
Manhattan, New York, NY 10013





# RALEIGH • SATURDAY JULY 11 - SUNDAY JULY 12

## JULY 11 1-DAY COURSE INDIVIDUAL PLAYER DEVELOPMENT

Early Bird registration before May 15: **\$199**  
Registration after May 15: **\$249**



## JULY 12 1-DAY COURSE FOOTBALL BRAINING: LESSONS FROM LOUIS VAN GAAL

Early Bird registration before May 15: **\$199**  
Registration after May 15: **\$249**



## JULY 11 - 12

Early Bird registration before May 15: **\$349**  
Registration after May 15: **\$399**



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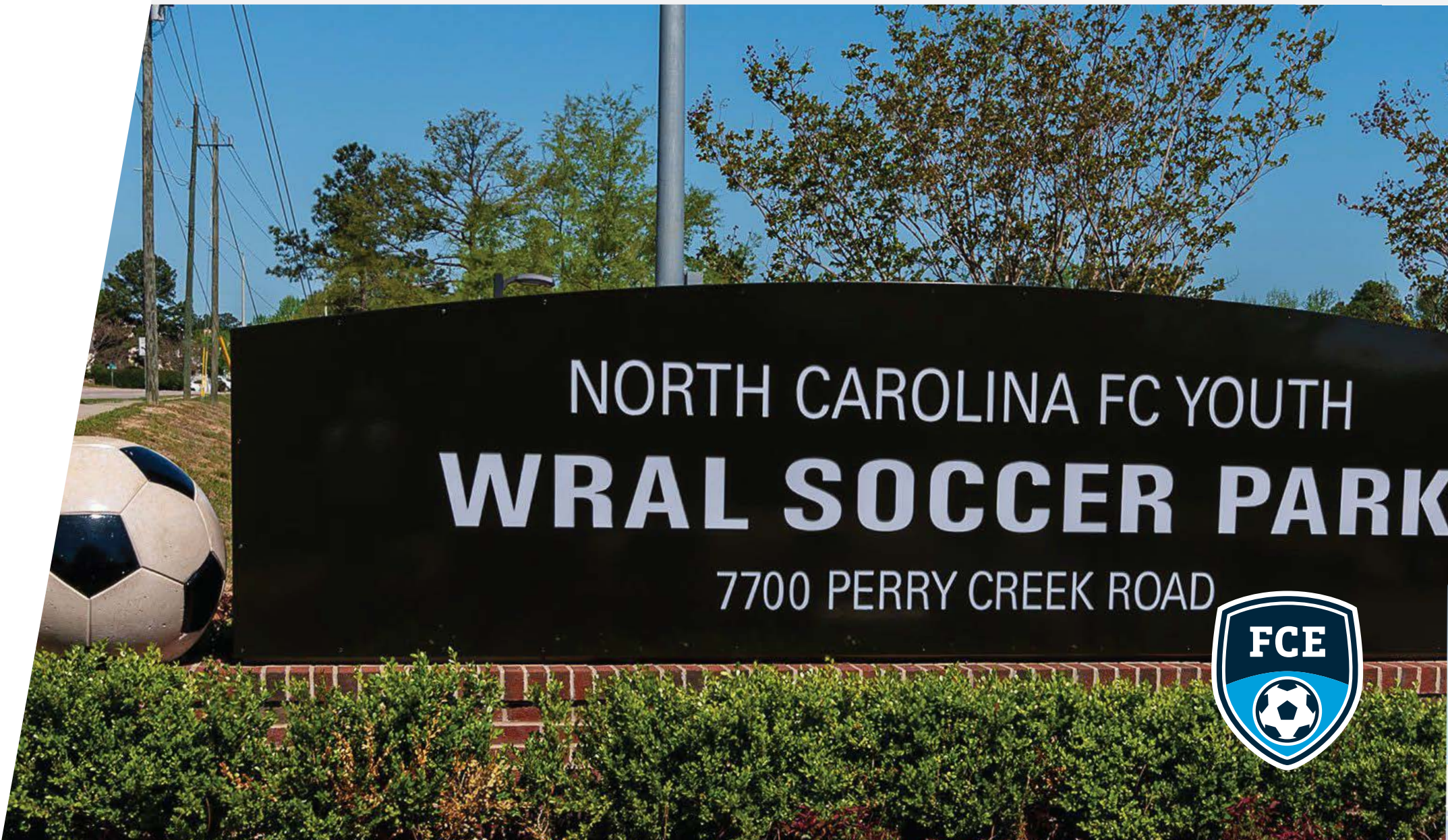
*Fee includes coffee, course and certificate.*

## REGISTRATION

Coaches can register via [www.fcevolution.com/shop](http://www.fcevolution.com/shop)

## VENUE

WRAL Soccer Park  
7700 Perry Creek Road  
Raleigh, NC 27616





## ST. LOUIS • MONDAY JULY 13 - TUESDAY JULY 14

### JULY 13 1-DAY COURSE INDIVIDUAL PLAYER DEVELOPMENT

Early Bird registration before May 15: **\$199**

Registration after May 15: **\$249**

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### JULY 14 1-DAY COURSE FOOTBALL BRAINING: LESSONS FROM LOUIS VAN GAAL

Early Bird registration before May 15: **\$199**

Registration after May 15: **\$249**

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COURSE

### JULY 13 - 14

Early Bird registration before May 15: **\$349**

Registration after May 15: **\$399**

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*Fee includes coffee, course and certificate.*

### REGISTRATION

Coaches can register via [www.fcevolution.com/shop](http://www.fcevolution.com/shop)

## VENUE

Maryville University

650 Maryville University Drive

St. Louis, Missouri 63141





## SALT LAKE • WEDNESDAY JULY 15

### **JULY 15** 1-DAY COURSE INDIVIDUAL PLAYER DEVELOPMENT

Early Bird registration before May 15: **\$199**

Registration after May 15: **\$249**



*Fee includes coffee, course and certificate.*

### **REGISTRATION**

Coaches can register via [www.fcevolution.com/shop](http://www.fcevolution.com/shop)

## VENUE

Utah Youth Soccer Association

9159 South State Street

Sandy, Utah 84070





## LOS ANGELES • SUNDAY JULY 19 - MONDAY JULY 20

### **JULY 19** 1-DAY COURSE INDIVIDUAL PLAYER DEVELOPMENT

Early Bird registration before May 15: **\$199**

Registration after May 15: **\$249**

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COURSE**

### **JULY 20** 1-DAY COURSE FOOTBALL BRAINING: LESSONS FROM LOUIS VAN GAAL

Early Bird registration before May 15: **\$199**

Registration after May 15: **\$249**

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ONLINE  
COURSE**

### **JULY 19 - 20**

Early Bird registration before May 15: **\$349**

Registration after May 15: **\$399**

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*Fee includes coffee, course and certificate.*

### **REGISTRATION**

Coaches can register via [www.fcevolution.com/shop](http://www.fcevolution.com/shop)

## VENUE

Chapman University  
1 University Dr, Orange,  
CA 92866





## SACRAMENTO • TUESDAY JULY 21 - WEDNESDAY JULY 22

### **JULY 21** 1-DAY COURSE INDIVIDUAL PLAYER DEVELOPMENT

Early Bird registration before May 15: **\$199**

Registration after May 15: **\$249**

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ONLINE  
COURSE**

### **JULY 22** 1-DAY COURSE FOOTBALL BRAINING: LESSONS FROM LOUIS VAN GAAL

Early Bird registration before May 15: **\$199**

Registration after May 15: **\$249**

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ONLINE  
COURSE**

### **JULY 21 - 22**

Early Bird registration before May 15: **\$349**

Registration after May 15: **\$399**

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COURSE**

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*Fee includes coffee, course and certificate.*

### **REGISTRATION**

Coaches can register via [www.fcevolution.com/shop](http://www.fcevolution.com/shop)

## VENUE

American River College  
4700 College Oak Drive  
Sacramento, CA 95841





## SEATTLE • THURSDAY JULY 23 - FRIDAY JULY 24

### JULY 23 1-DAY COURSE INDIVIDUAL PLAYER DEVELOPMENT

Early Bird registration before May 15: **\$199**

Registration after May 15: **\$249**

**+ FREE  
ONLINE  
COURSE**

### JULY 24 1-DAY COURSE FOOTBALL BRAINING: LESSONS FROM LOUIS VAN GAAL

Early Bird registration before May 15: **\$199**

Registration after May 15: **\$249**

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ONLINE  
COURSE**

### JULY 23 - 24

Early Bird registration before May 15: **\$349**

Registration after May 15: **\$399**

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COURSE**

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**FREE COPY**

*Fee includes coffee, course and certificate.*

### REGISTRATION

Coaches can register via [www.fcevolution.com/shop](http://www.fcevolution.com/shop)

## VENUE

Seattle Pacific University

Otto Miller Hall, Room #109

3469 3rd Ave W,

Seattle, WA 98119





## INTERNATIONAL PATHWAY





# TERMS & CONDITIONS

## PRACTICE WHAT YOU PREACH

By registering for this course you confirm that you will arrive in time before the start of the course and will not depart any earlier than the closure of the course day. During the course you will have the same professional behaviour as you expect from your 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

Course fee is non-refundable after registration and payment.

## LIMITATIONS OF LIABILITY

On behalf of yourself and your heirs, you hereby acknowledge and accept that neither Football Coach Evolution nor it’s 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.

