

# Tony McCool

## Career Presentation

- Football Advisor
- Café Owner
- Podcaster

2026

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- Section 1:** My Experience
- Section 2:** My Football Ethos
- Section 3:** Personal & People



*Tony McCool*

# Grass Roots & Amateur Experience

## 1. Experience



Mansoor Rathor + 3 1 comment

Love Comment Send

**Mansoor Rathor**  
Admiral FC, what a awesome team, pretty much won everything. Great players, Tony & Peter done a great job 🙌🙌🙌

### Grass Roots Youth

- 6 yrs. as a youth coach and manager (St Jospeh's Youth)
- Created a brand-new club with zero subs (2 Touch Football) Won every cup
- Delivered coaching masterclass syllabus to 8 grass roots club's managers & coaches (2 Touch Football)

### Senior Football

- 1<sup>st</sup> team coach for Step 5 winning team (Brache Sparta FC)
- Luton Team of the yr., 1 yr. unbeaten run, treble win (Admiral FC)
- 9 yrs. coach/manager at 4 clubs
- Youngest Manager in the country (Caddington FC) Step 6
- 1<sup>st</sup> Team Coach (Amphill Town FC) Step 6



# Professional & Semi Pro Football

# 1. Experience



## Non-League

- Competed at step 3 with zero budget
- Recruited a squad from scratch
- 5 Players went onto full-time professional
- Created and implemented individual development plans
- Played an average of 7 former development squad players every week

## Performance Analysis

- Worked with 50+ Football clubs & Gov Bodies as consultant for Analysis Equipment
- Specialist set piece prep at 4 pro clubs
- Worked in Elite Football, Rugby, Cricket, Tennis, F1, Superbike Environments
- Used 4+ performance software platforms

## Scouting

- 5+ yrs. experience youth and senior scout
- 1<sup>st</sup> team player recruitment & match reporting at 3 pro clubs
- Use of Scout7/Wyscout and more

## Professional Club Elite Coaching

- 17 yrs. experience in Academy
- 7 Professional Football Clubs
- Use of PMA and more



# Football: In the news, books, podcast & blogs...

Support **The Guardian**

Football

## Football youth development in England: 'We're shouting and screaming. What have we become?'

In an extract from a new book, Michael Calvin looks at the environment in which talented young players have become commodities not looked after properly



Michael Calvin  
Tue 4 Apr 2017 22:07

Support **The Guardian**

### Hope is Power

Support **The Guardian**

Every Michael has worked on all aspects of football over his career. He was one of the players in performance analysis software, coached at Aston Villa's controversially productive academy before moving to Liverpool's Peck Hatters, and, extended first-team captain for MK Dons. Now, in addition to his youth development work for Newcastle City, he supervises in-school activities programmes.

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## Dunstable Town: Boss raises money for squad who played for free

3 May 2018 | Football



Dunstable Town were relegated on the first day of the season, losing 3-0 at home

A non-league manager is raising money for his squad, who played for an entire season for free in an otherwise semi-professional league.

Southern League Premier Division side Dunstable Town have had no playing budget because of financial problems.

They were relegated on Saturday but boss Tony McCoal is crowdfunding for his players to reward their loyalty.

Top Stories

- FA Cup: Rooney starts for Derby at Northampton, QPR v Sheff Wed - in-play clips, radio & text
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THE **NON-LEAGUE** PAPER

ESSENTIAL READING FOR FOLLOWERS OF THE NATIONAL GAME

**betting.co.uk**  
NonLeagueDaily



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THE TOP TEN BESTSELLING AUTHOR

**MICHAEL CALVIN**

**STATE OF PLAY**

Under the Skin of the Modern Game


**MICHAEL CALVIN**

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In Books

ACADEMY DEVELOPMENT FOOTBALL SCOUT




**The Youth Academy System Part 1 – Why Did I Do It?**

on March 08, 2021




**The Youth Academy System Part 2 – Will it change?**


on March 14, 2021




**1st Aid & Defibrillators - At all Sporting Events & Known Public Places. My Story**



**ACL Injuries - Do Genetics Play a Big Part?**



www.



**BEDFORD SCHOOL**

“My goal is always to do my best for every player to be the very best they can be. That is by using the holistic model to challenge excellence further whilst helping with the areas that need improving.”

Tony McCoal, Bedford School Football Coach

www.

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LIFE'S SMILES & TRIALS

WORK & BUSINESS  
WORKING IN SPORT  
STRESS & COPING  
HOBBIES & HEALTH



Sunday Jan 18, 2024

**Non League to Pro Football**

www.mccooltotalk.com



www.

# 1. Experience

sky SPORTS NEWS

Tony has coached our competitive staff team and helped me manage games against many prestigious football clubs. He has been fantastic; he built up a great rapport with the players and they all were delighted to learn from him. He had a fantastic amount of enthusiasm and passion, and we certainly benefited from his depth of tactical knowledge and high tempo training sessions”

Aidan Magee, SkySports News Presenter & Team Manager



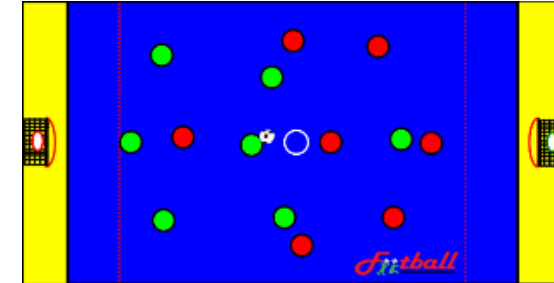
# Created a new game initially to help improve movement detail in football (2017)



Delivered in 200+ schools, 10,000+ pupils 90%+ positive feedback



Masterclass delivered to 60 PE teachers with 100% Positive feedback



"We had an amazing morning with Tony and Jack, thank you so much for coming to teach us Fitball. Tony very quickly built up a good rapport with children and they found it fascinating and really enjoyed passing the ball without the constraint of positions!"  
**Bradfield Primary, Reading**

"Children thoroughly enjoyed Fitball last year and it was a good club to target less-active children"  
**St George's Catholic Primary School, Harrow**

"The children absolutely loved learning to play Fitball!"  
**Central Primary School, Watford**

"Excellent, amazing, please come back!"  
**Scout Road Academy, West Yorkshire**

"The children have been asking the week if we will continue with Fitball, I hope we shall be enjoying some more Fitball sessions soon!"  
**Tennyson Road School, Luton**

"Children really enjoyed the session. It was well structured and accommodated SEN pupils seamlessly, Thanks!"  
**Cheyne School, Luton**

"All children expressed their enjoyment of the afternoon and, as PE Co-ordinator, I would add my own endorsement to the new game of Fitball!"  
**Riseley School, Riseley, Bedfordshire**

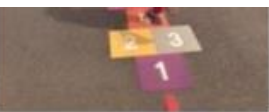
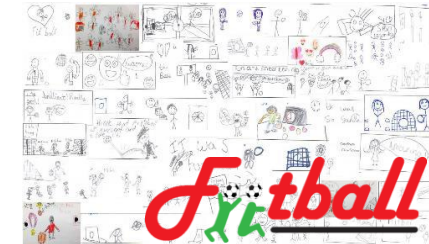
"We had really good feed-back from all the children as they really enjoyed the sessions"  
**Putteridge Primary School, Luton**

"We would love to continue playing this game ourselves on a regular basis. We would also love to select a group so we can play other schools at in competition. Perhaps even host a Fitball tournament"  
**Pirton Hill Primary School, Luton**

"Thank you so much for coming in! The day was a great success and I have only had positives from all the children that took part in your workshops!"  
**St Margaret of Scotland Primary, Luton**

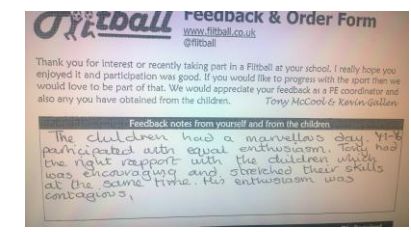
"Really enjoyed the session and the kids loved it!"  
**St Mary's First School, Berkhamstead**

"Children enjoyed seeing me and getting feedback!"  
**Larmerier and**



Fitball is a fantastic new sport, which we will be continuing in 2016-17. We have purchased some high quality resources, including goals that are not only used for Fitball, but are also a key part of developing ball skills in football, basketball and netball too. We have developed

plans for Fitball, which show progression through the school, and have entered an inaugural Fitball tournament for Year 5 in June. Pupils enjoy their Fitball lessons and the progress from September to March is very evident.



# Commercial and Business Acumen

# 1. Experience



<b>ARROW</b>	<b>Projection Services</b> 7AV	<b>MITSUBISHI ELECTRIC</b> Changes for the Better	<b>LTM</b> AV SERVICE LTD	<b>SIGA</b> SPORTS	<b>technorent.co.uk</b>	<b>wacom</b>	<b>Football</b> STOUGH PROFIT	<b>exertis   AV</b>	<b>Enable VC</b>
Sales Manager	Managing Director	Channel BD	Managing Director	Director	Managing Director	UK AV Manager	Managing Director	Head of UC & C	MD & UK Manager
1995-98	1998-02	2002-3	2003-8	2008-9	2008-10	2010-14	2013-18	2018-21	2021-24

**MCCOOL TO TALK**

PODCAST

PUBLIC SPEAKING

DIGITAL EVENTS

**MCCOOL**  
FOOTBALLPATHWAY

**WAKEY JOES**  
CAFE  
The 4 Digits

**CRN Channel Awards 2020**  
Exertis Technology Incubator of the Year

**AV Awards 2020**  
Channel Team of the Year Finalist - ICST @ Exertis

**Peoples Award 2020**  
Unsung Hero Winner

**MD of the Year 2024**  
Affordable Tech Solutions (Bedfordshire)  
Anthony McCool

**SME news**  
Managing Director of the Year Awards

**AVTV** | **integrated systems europe**

**AV** | **integrated systems europe**

**MAXHUB** | **integrated systems europe** | **rave (PUBS)**

**kitplus** | **integrated systems europe**

**Expert Opinion**  
**SCN**  
Tony McCool  
MAXHUB

**AV MAGAZINE**

**AVNetwork**

**Inavate**

**AVnews**

**UC TODAY**

**TECHNATIVE**

**opi Global Forum**

**DW DIGITALISATION WORLD**

**techradar**

- AV Mag:** Maxhub appoints uk country manager Oct 2021
- AV Mag:** Home sweet home working?
- AV Mag:** AV in action: It's about planning ahead
- AV Mag:** What does high quality AV design look like in 2022?
- AV Network:** Invest Your Way to Productivity
- SCN Hybrid World:** Seeing Is Believing with these 17 Conference Cameras
- Inavate:** UX The Great Unknown
- Inavate:** The Office Revisited
- ISE 2022:** Presentation Innovation of the Year
- UC Today:** MAXHUB'S advanced video can help save commuters 50bn
- Technative:** Smart Offices in a Hybrid World
- OPI Global Forum:** The Future of the Workplace
- Digitalisation World:** Nearly three fifths of UK workers are wasting up to 40 hours every year on tech set-up for meetings
- Techradar:** Businesses waste a full-time working week setting up video calls



**MCCOOL**  
FOOTBALLPATHWAY

**WAKEY JOES**  
CAFE  
The 4 Digits

**MCCOOL TO TALK**

# 2. Football Ethos



**2024 researched:** on average, 3 teams outperform budget, whilst 3 teams under perform budget (top/bottom half of leagues) in top 5 leagues  
**All Pulling in the same direction = one of those 3**  
**Everyone's role is vital and equally important**



## Whole Club Approach – Define Success

**KPI 1:** Put the club in a better position. League & Cup Run

**KPI 2:** Help club to improve pathway, income & to be sustainable

### My Pledge & Commitments:

- To do this working within the agreed budget and never put the club at risk
- To help with any commercial/community activity that helps the club
- To help the club into or continue a pathway and self-sufficient model
- To leave the club eventually in a better position on and off the pitch
- To create great memories for fans, players and all people involved

## As Manager or Director of Football

**Players:** Meet as a group, share ideas, motivate and individually meet. Where applicable start individual development plans.

**The Board & Leadership:** Meet to define success. Set the DNA strategy and to learn player contracts and liabilities.

**Senior Football Staff:** Meet and understand roles. Learn what's required and to learn my approach to the game. Recruit where required. Request analysis and data. Check Medical status.

**Scouting:** Look what information and resource is available and make a plan for players needed and also opposition analysis plans

**Administration & Logistics:** Meet with club sec and operations and learn challenges and what we can and can't do. Admin is critically important.

**Environment & Facilities:** Create great happy positive environment. Also need to check facilities and training. High Standards, A growth and an Elite Mindset.

**Non-Football Staff:** Meet and appreciate everyone and I would expect high standards from us all in terms of respect, empathy & appreciation

**Youth & Dev Squad:** Help to devise the plan for long-term introducing succession planning and true pathway for youth

**Fans & Community:** Engage with fans in a positive way & help club with community engagement where possible



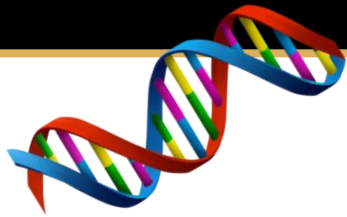
## Define Success

### Define Success - What Does Success Look like?

We want 'breath-taking' Modern Image

- To set ambitious goals
- Overwhelming positive change with
- Clear improvement and achievements
- Players found, developed, moved higher
- Club sustainability with solvent process
- Wow days for fans positive memory

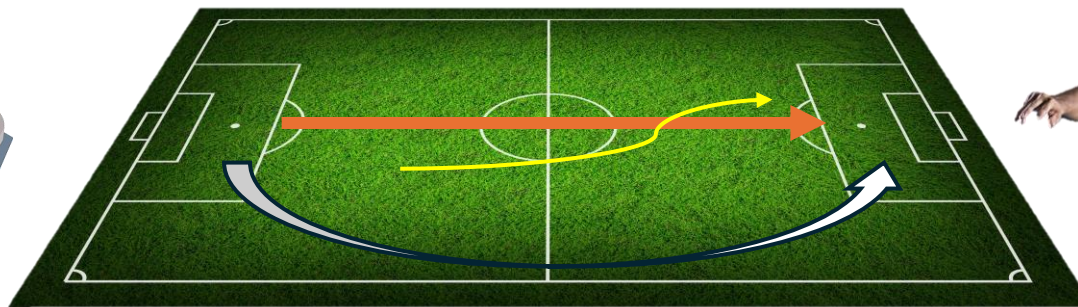




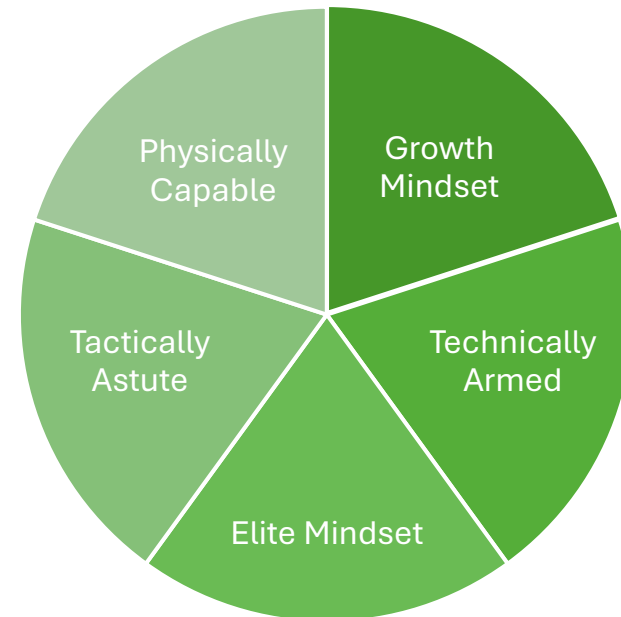
### The Club GROW



### Football Philosophy WIN



### Player Identity IMPROVE



# 2. Football Ethos



# Scouting & Recruitment



## Around 7 years experience scouting at Elite Level

- Understand Affordable & Available Is a key phrase in pro recruitment
- I was required to cover many opposition analysis requirements and had a positive impact on teams in major games and cup finals at Wembley
- I scouted hundreds of players at all levels of football including non-league.
- I worked in academy youth, u18/EPL2/Senior EFL covering most age groups to senior from 12 upwards.
- Extensive knowledge of non – league structures and levels. I have target players now that are playing at lower levels including step 3,4 & 5
- I learned level 1 academy recruitment strategies and modern Talent ID Methods and DNA/Levels
- I have worked with most of the modern software platforms
- I can create my own resource and templates to be more frugal and preserve resource
- I have covered hundreds of pro games that I've scouted/reported on. I know the protocol and built key relationships
- I understand succession planning and worked with a leader in a league 1 club to implement this

2. Football Ethos

I have extensively used the pro industries regular platforms



wyscout



optapro | scout2

Some software platforms are very expensive. I also can put together my own resource using O365. Here is a doc I created scouting a NLS game recently

**Peterborough United**

Player	Pos	Goals	Assists	Passes	Touches	Rating
1	Goalkeeper	0	0	0	0	0
2	Defender	0	0	0	0	0
3	Defender	0	0	0	0	0
4	Defender	0	0	0	0	0
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100	Defender	0	0	0	0	0

**NOTES**

- 8 Marked POMO
- 16 out to deal with 2 corner takers
- 4 Zone across 6 yard line
- 3 Markers
- 29 and later 10, stayed high on opposite wing

**Set Pieces**

**Attacking CORNER**

- 15 Winfield is going to look to spin. He is the target. 8 Kennedy takes Right Footed.
- 15 Winfield is going to look to spin. He is the target. 8 Kennedy takes Right Footed.
- 8 Kennedy takes. 8 Burches seem offside to draw in the defence and 5 Winfield spire as the target.

**Attacking WIDE FREE KICK**

- 15 Clove on near post. 8 Kennedy on front POMO and 5 Winfield is free in centre not marking. 7 Walker & 4 Wells mark on edge. All back, rest are markers.
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**Defending CORNER**

- 15 Clove on near post. 8 Kennedy on front POMO and 5 Winfield is free in centre not marking. 7 Walker & 4 Wells mark on edge. All back, rest are markers.
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**Defending WIDE FREE KICK**

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**Players This Game ONLY**

Player	Pos	Goals	Assists	Passes	Touches	Rating
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3	Defender	0	0	0	0	0
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# A Journey from Youth to 1<sup>st</sup> Team's, Scholarship, Education and Work

Want our players to be the best they can be! In whatever they do

## Football Governance



## Scholarships



Professional Football

Higher Education and Jobs



LOUGHBOROUGH STUDENTS FOOTBALL

Journalism

Community

Law

Medical

Scouting

Performance Analysis

Psychology

Events

Marketing

Data

Coaching

Business Management

Broadcasting

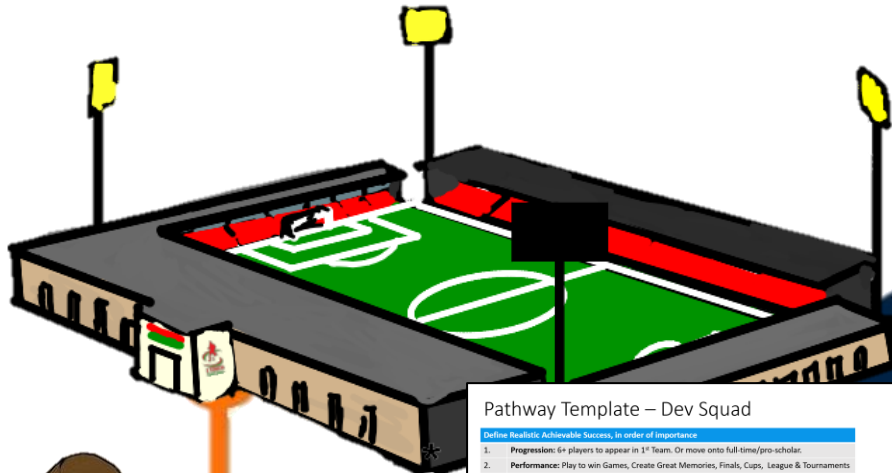
Wellbeing

Finance

Talent ID

Media

Sports Science



### Pathway Template – Dev Squad

- Define Realistic Achievable Success, in order of importance**
1. Progression: 6+ players to appear in 1<sup>st</sup> Team. Or move onto full-time/pro-scholar.
  2. Performance: Play to win Games, Create Great Memories, Finals, Cups, League & Tournaments

Specifics	
<b>Recruitment</b>	Succession Planning
<b>Coach Development</b>	Syllabus based sessions for the year. Session support. Support Quads. Value contact time
<b>Individual Player development</b>	Individual Individual Player Development Plans.
<b>Performance Analysis</b>	Position specific objective player analysis
<b>Welfare</b>	The Players, the coaches, the managers
<b>Sports Science &amp; Medical</b>	High calibre individual health and fitness plans (University of Bedfordshire)

### Pathway Template – U18

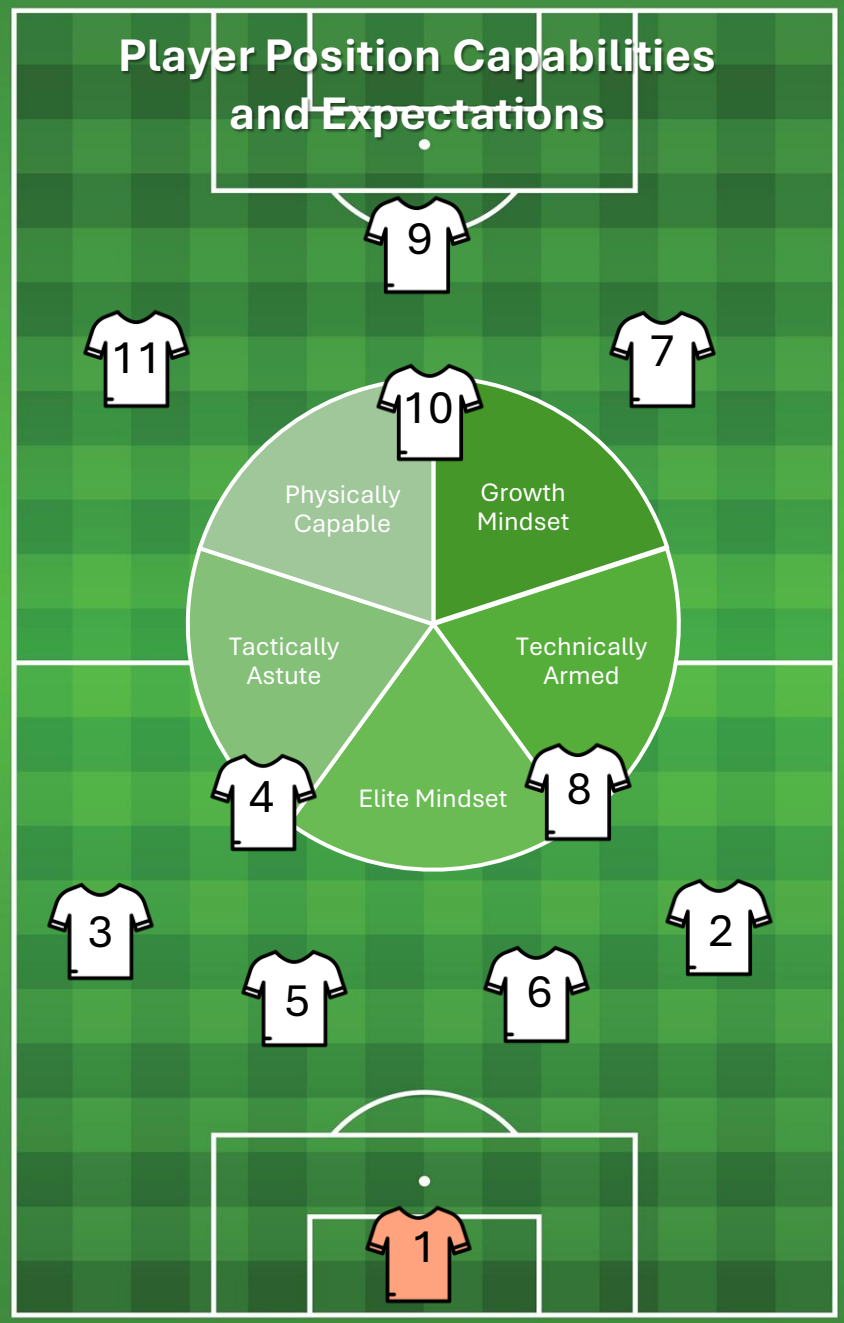
- Define Realistic Achievable Success, in order of importance**
1. Progression: 6+ players to appear, Dev or 1<sup>st</sup> Team. Or move onto full-time/pro-scholar.
  2. Participation: Record Player Game Time weekly. All squad take part
  3. Performance: Play to win Games, Create Great Memories, Finals, Cups,
- Specifics**
- Recruitment** Our club is the one to be able to our new ethos
- Coach Development** Syllabus based sessions for the year. Session support
- Individual Player development** Individual Individual Player Development Plans.
- Performance Analysis** Position specific objective player analysis
- Welfare** The Players, the coaches, the managers

2. Football Ethos



# Players ID :- Pathway – Recruitment – Development - Exit

## 2. Football Ethos



### Players I have coached & helped and had positive impact on



### Advice for non 'academy' player's

#### 10 Point Plan

- Define Success:** What do you want? What's your motivation? Why are you playing football?
- Work out who best to listen to:** What is their motivation? An agent? Manager? Coach? Remember, managers talk! And they pick the teams.
- Do the easy things well:** Fix the obvious things you easily can fix regardless of ability, fitness, attitude, punctuality, effort etc.
- Build a personal football development plan:** from an experienced development person that gives you the real detail to improve! Focus on getting better making you easy to select.
- Set realistic objective game targets:** Analyse players in your position at higher clubs and compare yourself. Set understandable objective targets for games. Ask the coach to help you.
- Develop a growth mindset:** Be prepared to constantly learn. Develop resilience. To train to improve, accept critique. To be comfortable being uncomfortable.
- Treasure your time on the pitch.** Create memorable moments in games. Don't let time and games pass you by. Remember, every game, you never know who's watching.
- Be patient.** Find a club with a development mindset, that understand pathway and growth mindset. You'll get opportunities there, then prove yourself.
- Be Realistic:** Jumping around teams to get selected might not work. Listen, improve, fight for your place and get in that team. Enjoy the game and let it organically work itself out.
- Study the Game:** Study scouting reports, understand contracts and the dynamics of the game. Go to games higher up your league, watch and understand levels. Learn the trade.

### What Pro clubs look for



#### Bradford City U18 recruitment requirements

- Pace
- Desire
- Hunger
- Attitude
- Tactical awareness
- Decision making
- 1v1 situations in attack and defence.

#### Luton Town adult open trials

12-minute run – Cooper test.  
SSG, games to test player's then full game



## Player Development

*“Having coached football at professional level I learned many professional development concepts to help players quickly and longer term. This is in my DNA and my reputation is for helping players be better and improving their football prospects. I created my own player development plans that would help players be clear about where they need to improve and to also take away a lot of the subjective nature of football opinions and lack of accountability”*

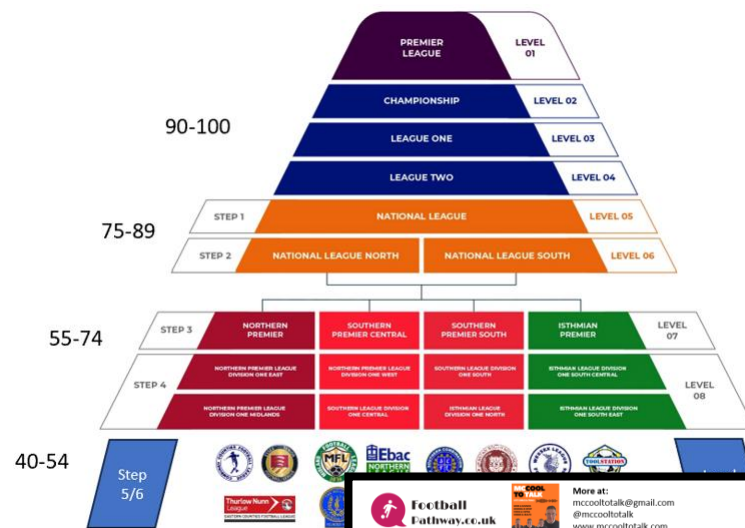
Tony McCool

Football Player Development Report and Plan – Tony McCool

Grading (Position Consideration)

- 1 = Grass Roots Amateur:
- 2 = Level 9-11: Combined Counties, Southern Combination, South Midlands, United Counties etc.
- 3 = Level 7-8/Step 3: Northern, Southern, Isthmian League & Sub leagues
- 4 = Level 5-6/Step 1-2: National League and National North & South
- 5 = Level 1-4 Football League – Premier League Level

	Player	Coach
<b>Technically Armed</b>	1-5	1-5
<b>Defending 1v1.</b> Positioning, delaying, timing, tackling.		
<b>1<sup>st</sup> touch.</b> Direction. Both feet. Body, Head. Finishing/crossing (role specific)		
<b>Passing &amp; receiving.</b> Maintain possession. Detail in movement, pass & range		
<b>Attacking 1v1 Skill,</b> ability to beat opponent, dribbling, travels forward. Stay on ball		
<b>Technical Total out of 20</b>		
<b>Tactically Astute</b>		
<b>Game Understanding.</b> Systems, Styles, Set Pieces, In games situations & strategies		
<b>Decision making.</b> On the ball. Combinations. Adapting to situations. Pictures		
<b>Your Team in Possession.</b> Your Position and movement OFF the ball.		
<b>Out of Possession.</b> Effort. Position and movement. When, Where how & to Press		
<b>Tactical Total out of 20</b>		
<b>Physically Capable</b>		
<b>Overall fit</b> for purpose physique & Health to fulfil position specific requirements		
<b>Endurance.</b> Pitch Coverage, Recovery, Break forward lines on and off the ball.		
<b>Multidirectional.</b> Speed, pace, quickness, mobility, agility in 360 directions		
<b>Strength,</b> core, power, ability to cope with 1v1 duels		
<b>Physical Total out of 20</b>		
<b>Growth Mindset</b>		
<b>Accountability:</b> Self-analysis, Ownership. Doesn't shift blame.		
<b>Training:</b> Loves training, loves learning, Works hard to improve.		
<b>Mistakes:</b> Recognises mistakes happen and wants to learn. Setbacks are not failure		
<b>Curios:</b> Asks questions, wants to know how to improve, doesn't object to ideas		
<b>Growth Total out of 20</b>		
<b>Elite Mindset</b>		
<b>Body Language:</b> Overall attitude, communication, Leadership and Elite Mind-set		
<b>Winning Mentality:</b> Whole game 90+10min, energy, Concentration and Focus		
<b>Intrinsic Drive:</b> Bravery, desire, passion, confidence, enthusiasm and self-belief		
<b>Discipline:</b> self-control, standards. Pre match, during and post. P P P P P.		
<b>Elite Total out of 20</b>		
<b>Overall out of 100</b>		



Centre Midfield Analysis Att Play

Date	Teams	Position	Formation	Result	WLD	Notes/Match Comments

By Tony McCool

Centre Back Att. Analysis

Date	Teams	Position	Formation	Result	WLD	Notes/Match Comments

Full Back & Wing Back Analysis

Date	Teams	Position	Formation	Result	WLD	Notes/Match Comments

By Tony McCool



# Coaching

# 2. Football Ethos

## Coaching Philosophy (Development)

- 4 Week Rolling Syllabus
  - Technical & Ball Manipulation
  - Passing & Receiving
  - Movement & Awareness
  - Attacking & Defending Principles
- 90% Ball rolling in training
- Directional sessions with goals and competition
- Sessions look like football, including imperfection
- Affect the FA Four (5) corners. Know the Language
- Player's love playing, it should be enjoyable
- Multiple outcomes. (Both teams can score)
- Challenge the stronger players
- Competitive to create Tempo
- Effect a session on the fly – Make it big/small/numbers
- High personal standards, demonstrate high standards for equipment and facilities including pitches and grounds



Details		Session Plan			Session
Date	14 <sup>th</sup> Jan 25	1	2	3	1. 5 or 6 players in a group. 1 extra cone in play. Pass and then move to the spare cone. Passing range and don't turn your back on the ball. Control and reduce distance. 2. 3x1 in a 10x10. Progress to only passing and moving down lines. "Touch". 3. In 4's playing through each player. Can be a circle. Busy through the middle. Count times back to start point.
Time	2pm - 3.30pm	2:2-15	2:15-2:30	2:30-2:45	
Org.	Bedford School				
Address	Cople Fields, Orange Lane MK44 3TT	<b>Objectives and Learning Points</b> Positive Tempo off the ball. Healthy Competition. Movement. Rotation. Head up. Detail and surfaces. Take Care. Communication and working Errors at 100%.			
Football Specific		Progression			
Topic	Movement & Awareness	<b>Game Related</b> 4. 2x2 teams play. Select a scoring keeper. Score through central cones 1 point. Or watch the coach and score in colour coded end goals (use small ones with poles). Game is bidirectional. 5. Progress to Attack v Defence. Coach attacking team to show good movement to create opportunities and space. Defending team can score through small goals. Encourage a wide 3 to roll in for fullbacks. Then free play to finish.			
Length	1xHR 30min	<b>Objectives and Learning Points</b> 7. 2x2 teams play. Select a scoring keeper. Score through central cones 1 point. Or watch the coach and score in colour coded end goals (use small ones with poles). Game is bidirectional.			
Age	Boys 16 - 18	<b>Objectives and Learning Points</b> 5. Progress to Attack v Defence. Coach attacking team to show good movement to create opportunities and space. Defending team can score through small goals. Encourage a wide 3 to roll in for fullbacks. Then free play to finish.			
Level	School Team	<b>Objectives and Learning Points</b> 7. 2x2 teams play. Select a scoring keeper. Score through central cones 1 point. Or watch the coach and score in colour coded end goals (use small ones with poles). Game is bidirectional.			
Pitch	Grass	<b>Objectives and Learning Points</b> 5. Progress to Attack v Defence. Coach attacking team to show good movement to create opportunities and space. Defending team can score through small goals. Encourage a wide 3 to roll in for fullbacks. Then free play to finish.			
Equipment	Balls, Bibs, Cones	<b>Objectives and Learning Points</b> 7. 2x2 teams play. Select a scoring keeper. Score through central cones 1 point. Or watch the coach and score in colour coded end goals (use small ones with poles). Game is bidirectional.			
Notes	"Standards"	<b>Objectives and Learning Points</b> 5. Progress to Attack v Defence. Coach attacking team to show good movement to create opportunities and space. Defending team can score through small goals. Encourage a wide 3 to roll in for fullbacks. Then free play to finish.			
COACH: Tony McCool					

Details		Session Plan			Session
Date	9 <sup>th</sup> Jan 25	1	2	3	1. 6s work in mirror and split (Starting as full backs) 1 player longer into 3. 3&4 start on orange line and split to receive. 2. 3&2 combine to lead into run of 1. 3. 1 plays long into 5, 1 continues run and joins opposite side. 4. Add 4 combination (Striker) and other details.
Time	2pm - 3.30pm				
Org.	Bedford School				
Address	Cople Fields	<b>Objectives and Learning Points</b> Positive forward play Purposeful possession Combination Play Movement and Rotation Detail Communication and working Errors			
Football Specific		Progression (I would do with more time)			
Topic	Passing / Receiving	<b>Objectives and Learning Points</b> Server 5 into 1L or 1R. 2 touch and pass to start. 4x4 (4x4) - Blues can score with a controlled stop on the black cone Forward diagonal passes Browsers to get on the ball Combination play Crosses and passes into scoring zone Striker movement off the ball. C & L Run Finishing, Rebounds, Recycling.			
Length	1xHR 30min	<b>Objectives and Learning Points</b> Server 5 into 1L or 1R. 2 touch and pass to start. 4x4 (4x4) - Blues can score with a controlled stop on the black cone Forward diagonal passes Browsers to get on the ball Combination play Crosses and passes into scoring zone Striker movement off the ball. C & L Run Finishing, Rebounds, Recycling.			
Age	Boys 16 - 18	<b>Objectives and Learning Points</b> Server 5 into 1L or 1R. 2 touch and pass to start. 4x4 (4x4) - Blues can score with a controlled stop on the black cone Forward diagonal passes Browsers to get on the ball Combination play Crosses and passes into scoring zone Striker movement off the ball. C & L Run Finishing, Rebounds, Recycling.			
Level	School Team	<b>Objectives and Learning Points</b> Server 5 into 1L or 1R. 2 touch and pass to start. 4x4 (4x4) - Blues can score with a controlled stop on the black cone Forward diagonal passes Browsers to get on the ball Combination play Crosses and passes into scoring zone Striker movement off the ball. C & L Run Finishing, Rebounds, Recycling.			
Pitch	Grass	<b>Objectives and Learning Points</b> Server 5 into 1L or 1R. 2 touch and pass to start. 4x4 (4x4) - Blues can score with a controlled stop on the black cone Forward diagonal passes Browsers to get on the ball Combination play Crosses and passes into scoring zone Striker movement off the ball. C & L Run Finishing, Rebounds, Recycling.			
Equipment	Balls, Bibs, Cones	<b>Objectives and Learning Points</b> Server 5 into 1L or 1R. 2 touch and pass to start. 4x4 (4x4) - Blues can score with a controlled stop on the black cone Forward diagonal passes Browsers to get on the ball Combination play Crosses and passes into scoring zone Striker movement off the ball. C & L Run Finishing, Rebounds, Recycling.			
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COACH: Tony McCool					



## Holistic Development Attributes

Technical "1st Touch"	Tactical "Game Understanding"	Physical "Multi-directional"	Psychological "Intrinsic Drive"
Positional Demands Differ Part of foot – Laces, inside, outside Both Feet Unpredictable Body position – Side on, in line Control – Floor, Ariel, direction Passing – Range, Detail, Variety Dribbling – Running with the ball 1v1s Beat an opponent Skills, tricks, disguise Heading – Types: Att, Def Turning Tackling, Blocking, Timing Shooting, accuracy, type, range Creativity Decision making	Positional Demands Differ Angles & Distances Movement off the ball Supporting play Awareness- Scanning Combinations Systems & Styles of play Set Pieces Positions – attributes Counter Attack Compact defending Awareness- Scanning Attacking principles Defending principles Formations	Positional Demands Differ ABC's – Agility, Balance, Coordination Speed – Different distances Power Core body Strength Use of body in 1v1's Reactions Adaptable 360 direction Fitness for roles – Conditioning General Health – Diet Jumping and Landing Twisting Endurance	Positional Demands Differ Confidence – self belief Decision Making Self-Control- Discipline Concentration – Focus Teamwork – Spirit Communication - Style Reactions Adaptable Bravery Resilience Standards - Pride Responsibility Behaviour – Attitude Listening – Willing to learn Effort – Energy – Enthusiasm Sporting Behaviour – Respect Empathy – Encourage teammates Will to Win

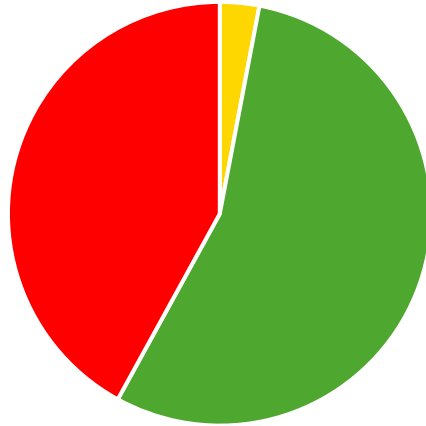
## 4 Week Rolling Syllabus. (Per Month) Core Topics for strategic structured learning

Wk. 1 Technical & Ball Manipulation	Wk. 2 Passing & Receiving	Wk. 3 Movement & Awareness	Wk. 4 Attacking & Defending



## Matchday Plans – How I approach match day

### PLAYER PERFORMANCE CIRCLE



- IN Possession YOU
- IN Possession TEAM
- OUT of Possession

### TEAM PERFORMANCE DNA

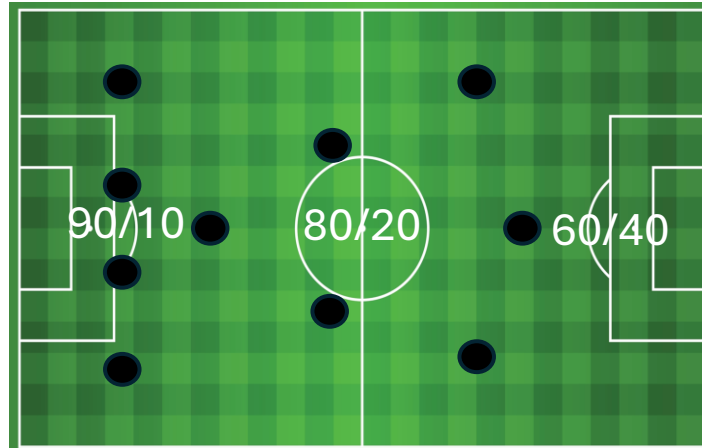


Player Performance DNA		Physically Capable	Technically Armed	Tactically Astute	Elite Mindset	Growth Mindset	
		1	2	3	4	5	
No	Players (Top Players Green)	Targets	Physical	Technical	Tactical	Elite	Growth
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							

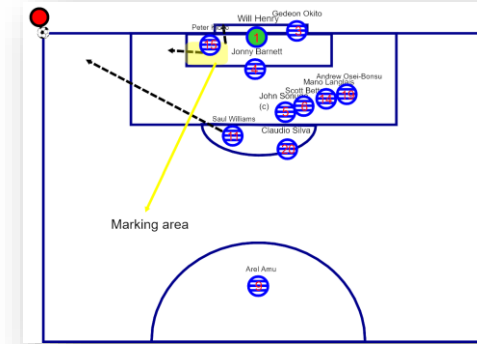
**Game Targets Key**  
■ Over Target    ■ On Target    ■ Part (Did once)    ■ No Success

Players with 'Elite/Pro/Semi-Pro Potential' – Based on this performance only – Ticks 3 out of 5 DNA Boxes, highlighted Green

### Risk / Mistakes Evaluation v Confidence & Self Belief



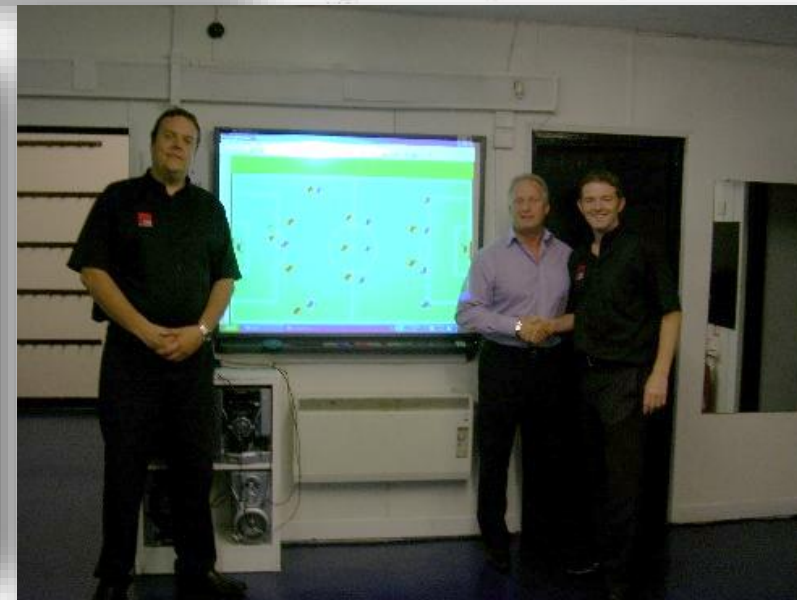
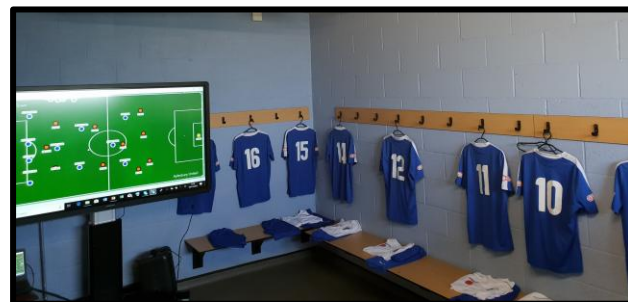
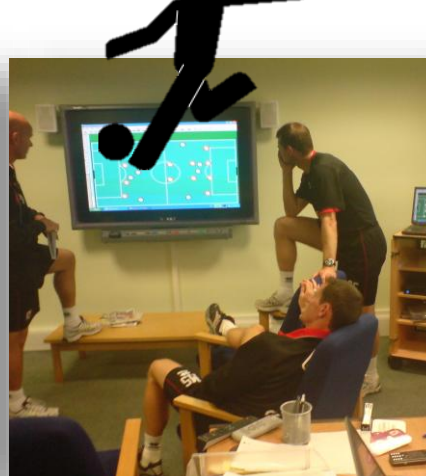
Defensive Appreciation	Purposeful Possession	Adaptable Formation	Bravery	Creative Attacks
<b>Winning and Successful Standards to Improve and be the BEST</b>				
<b>Before</b>	Time Keeping – PPTTT (rest, food and drink) – Body Language – Image and dress code – Clean boots, correct kit, shin pads, drinks – Medical essentials (EpiPen/puffers etc), check the match plan. Focus and warm up application –			
<b>During</b>	Adaptable game style based on score - Overall Game Management - Reaction to highs & lows (Scoring/Conceding) - Handling Provocation – whole game focus - Decision making - Details – Communication – Sportsmanship – Positive attitude – Ownership, Accountability, Never argue with the ref - Enjoy Playing - Minimum is Maximum			
<b>After</b>	Sportsmanship - Warm Down - Self Assessment – analysis – refuel - ask questions – Train hard & Learn			
<b>In Possession (Your Team)</b>		<b>Out of Possession (Opposing Team)</b>		
<b>EVERYONE IS AN ATTACKER INCLUDING THE GK</b>				
<b>2 scenarios:</b> 1) Your teammates have the ball 2) You have the ball • Wingers roll in to get full backs high. • Triangles, don't be on the same line. Clockface! – Rotation <b>3 Routes to Goal:</b> OVER – THROUGH – ROUND • Play Quick, Play forward, purposeful possession • Get on the ball, stay on the ball in key attacking areas • 1 & 2 Touch Finishes inside the box Shoot! We will never criticise a decision to shoot				
		<b>SET PIECE Attacking</b> 2 Each side swap 1 Penalty Spot 1 Edge. (Shoot/recycle) 1 on keeper		
		<b>SET PIECE Defending</b> 2x Zonal (1 front Pomo 2 6-yard box) 6x markers 1x Edge 1x Forward (Quick)		



# 2. Football Ethos

## Sports Science & Performance Analysis

Experience supplying services and working with elite Football, Rugby, Cricket and Motor Sport.  
I worked with and supplied over 50 professional clubs and governing bodies.  
I have always been open performance software, testing, data and AI



# Medical & Welfare

## 2. Football Ethos



Welfare is the most important aspect of the game for me. Its personal. I have had over 10 knee operations mainly on three ACL injuries and my Son sadly also had 3 ACL full ruptures. I wrote about ACL Genetics here: [Do genetics play a part in ACL Injury? Click Here](#) I also had CPR on a pitch following a head injury. [Defibs at every game - Click Here](#) I want the best prevention and rehab care for injured players including pastoral and wellbeing. I provide advice for players who struggle with career ending injuries and being released. Resilience & Never Giving Up @ [www.mccooltotalk.com](http://www.mccooltotalk.com)



# 2. Football Ethos

## Sustainability



- I believe in **fair play**, long term growth and club **sustainability**
- **Player pathway** is crucial and a way to avoid mercenary players
- Accept worth and players but **not to take risk** for quick fix and short term
- I want to help a club commercially with **ranging income**
- Exciting football to **engage incremental fans** whilst maintaining loyalty
- Fair Play rules in nonleague to **protect the integrity of competition** throughout the season and avoid mass walk outs of nonpaid players.
- **Long term vision and Identity** in players and style that outlives managers and players

## The Players – Accept that difficult conversations happen, EVERY week

*Football has difficult decisions, but I always want to do this the 'right way'. A lot of football people let players and others down with ego. I've seen players treated badly, People are important to me. I can also do work on this for your community team to support people with challenges and we can be a class leading club that does better by young people. I also now volunteer for a youth suicide prevention charity and would maintain that. I'm used to facing adversity, dusting myself down and not giving up. I help people to build resilience for life.*



# JOURNEY OF LIFE: UPS & DOWNS – OUR SCARS



### MCCOOL TO TALK

LIFE'S SMILES & TRIALS

WORK & BUSINESS  
WORKING IN SPORT  
STRESS & COPING  
HOBBIES & HEALTH



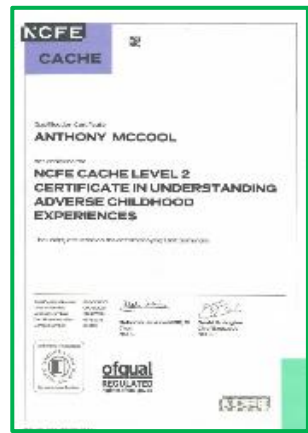
7AV

Sorry, We're Closed



Fitball

Sorry, We're Closed



**FAMILY**



Volunteering soon for..

**PAPYRUS**  
PREVENTION OF YOUNG SUICIDE



**COMMUNITY MATTERS**

**R's HELP LOCAL HEROES**  
GPR in the Community Trust join forces with RAF Northolt

**QPR in the Community Trust have teamed up with the RAF to help honour the remarkable men and women of the Royal Air Force.**

The RAF Benevolent Fund – the Royal Air Force's leading welfare charity – is our chosen charity for today's clash with Newcastle United at Loftus Road, on the week which marks the 70th anniversary of the famous Dambusters Raid conducted on 16th-17th May 1943.

QPR's links with the Royal Air Force go back a long way with a number of former Rangers players having served in the RAF over the decades, defending their country in peacetime and war.

During the Second World War former players, including Aircraftman Mickie, Joe Mallett, Ron Gunner, Bill McLwan, Ivor Powell, Reg Swetten and Albert Sibley all served in the RAF.

QPR played an even more recent part by paying a flying visit to RAF Northolt to lead the station team out on to the pitch for a coaching session masterclass, taken by FA's academy coach Tony McCool.

Stephen McCarthy, football development manager for QPR, in the Community Trust, led the visit and is only too happy to support the cause, telling *Hoops*: "It's fantastic that we can show our support for the RAF Benevolent Fund.

"Not only is it a nice way for QPR in the Community Trust to reach out to the local community but, with Tony, they were able to see both sides of QPR with some top-quality coaching.

"It also gave us a chance to coach some players we wouldn't usually see on an ordinary day with our current football programmes.

"It was our pleasure to deliver a coaching session and hopefully our visit can help raise awareness of the fantastic work they do."

The RAF Benevolent Fund provides financial, practical and emotional support to all members of the RAF family.

The charity spends over £20million a year supporting the whole RAF family, from childhood through to old age, whether it's adapting the home of a young man injured in Afghanistan, or providing a mobility scooter to a World War Two veteran.

Paul Hevson, regional director for the RAF Benevolent Fund, added: "On behalf of the Royal Air Force Benevolent Fund I am absolutely delighted and extremely grateful that QPR have chosen us as their chosen charity for Sunday's match.

"Supporters' donations on Sunday will help the RAF Benevolent Fund carry on its good work.

"Please give generously and help us honour the remarkable men and women of the Royal Air Force."

**For more information about the RAF Benevolent Fund or to make a donation, please call 0800 169 2942 or visit [www.rafbf.org](http://www.rafbf.org).**

60 | QPR & NEWCASTLE UNITED



# Reference



## Working For Luton Town FC

"Tony provides an excellent service to our first team. Someone who is capable and flexible in many sports based business environments. Good team worker."

**Gary Sweet, Managing Director, Luton Town Football Club**



## Working For Queens Park Rangers FC

"We're all going to miss you at our football club. I'm sorry that you're leaving for a number of reasons but mainly because of your enthusiasm and brightness around the place."

Good luck to you at your next club, you will be a loss to the game if you are not back at pro level soon".

**Steve Gallen, Academy Manager/1<sup>st</sup> team coach, Queens Park Rangers FC**



A great experience for our academy players. They were able to hear first hand what it takes to progress not just in the game of football but in life as well. Kevin and Tony kept the players and sports lecturers alike enthralled with their stories of playing and coaching experiences"

**Daniel Lloyd - Head of Sport Uxbridge College**

"This was a fascinating open discussion which proved really popular with the players. It really left a positive mark on them and subsequently prompted a whole host of interesting discussions after the players had a chance to digest what they had learned about these contrasting footballing careers. Never before have I seen the players so engaged and interactive"

**Stephen McCarthy - Football Dev Manager - QPR Community Trust**

HILLINGDON & UXBRIDGE **TIMES**

## Ex-pro players' tips to young hopefuls at Uxbridge College

R'S LEGEND Kevin Gallen joined academy coach Tony McCool to share their footballing expertise with QPR in the Community Trust's Uxbridge College Football Academy.



Uxbridge College Visit

# Reference

Hi Tony gutted to hear u have left QPR mate! Ryan wanted me to text u to say thanks for everything & he's really enjoyed his football! Wish u all the best mate & might c u at ascot one year lol.

Thu, 21:29

Thanks Tony his come of the phone smiling chatting and positive he also said that's what he needed. Thanks again you will be a great loss to youth football.

15:36

Hi tony  
I hope all is good I would just like to say thank you for being a great inspiration and teacher for me , I have learnt a lot from you in these few months and feel I have developed as a player , thank you a lot and hope to see you soon !!

Thu, 21:07

Hi tony, tom here.  
Just wanted to say thanks for being such a good coach for the time you were with us. As a team and as individuals we have never played so well. I will remember all the advice you gave, and wanted to say good luck, and thank you

10:43

Hi Tony I've heard you've decided to move on from the club and I wish you have a great future in what you r next step in your life will be and good luck with that. Thank you for coaching me this year and for all you've done. By you doing this you've made me a much better player. Thanks for all you've done!! From [redacted]

Thu, 20:35

Hi tony it's harry , thanks for evrerything , you made me a better player and good luck for the future

11:16

Hi Jack hope your well mate. I Can't actually reply to your dad on this as he doesn't follow me back, but if you could let him know that this woman couldn't put it any better, and that I know that many of the boys who had him as a coach agree with what she has wrote in this message. Playing for your dad was definitely the best moments of my time at QPR and I would like to thank him for them.  
Also I noticed your mum isn't very well at the moment, I hope she gets better soon and I wish your dad good luck on his fundraiser he is doing.

possible, Secondly We were told tonight about you leaving the club and I'd like to say thank you for everything you've done for our team this season and especially me. Our teams confidence was low coming into this season you gave us a great mentality and and upped my confidence to a level so I really believed in myself. You improved me as a player and improved the team and thanks a lot for that. I hope whatever our wherever you've mooved on to its succsesful. Thanks Nic

Thu, 20:18

I wanted to make you aware of my appreciation for a job that you probably not aware you have done. My son, [redacted] played for a few years at QPR academy under yourself and Kevin Gallen. [redacted] did extremely well at football which I'm sure you know about. He was made some ridiculous offers from clubs but eventually admitted he didn't love the game as much as he should to continue. However, his time with you and your friend wasn't wasted.

What I want to make you aware of is his life skills are exceptional and can only describe as "Lionel Messi" level. At age 21, he has respect from some very important people and consequently successful

and consequently successful in his life.

I put this down to the extra work you did at QPR on the discipline, duties respecting all staff at the club and work ethic even though they were talented players. It is so important you know how much he and I appreciate that as a parent. I hope you know that your work wasn't wasted although some of the boys don't play football.

I'm sorry to have done this through social media but will correct that if I can. Please

correct that if I can. Please pass message this message to Kevin Gallen who should also be aware of the positive influence he has had.

I will try someday to buy the two of you a drink and thank you in person. It probably won't happen but next time you have a beer take a second to pat yourself on the back for going beyond your job.

Thank you and keep making a difference.

Make sure you don't under estimate it. tell her you made someone special and that multiply's because Tom now uses your characteristics in teaching young people Tennis. Hopefully they will continue and you can see how the tree grows from one source. Effectively you have influenced children that you have never met.

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It was long our (my wife and I) dream to own a coffee shop and brand and this is still our plan. We have unique ideas and own food recipes www.wakeyjoes.co.uk

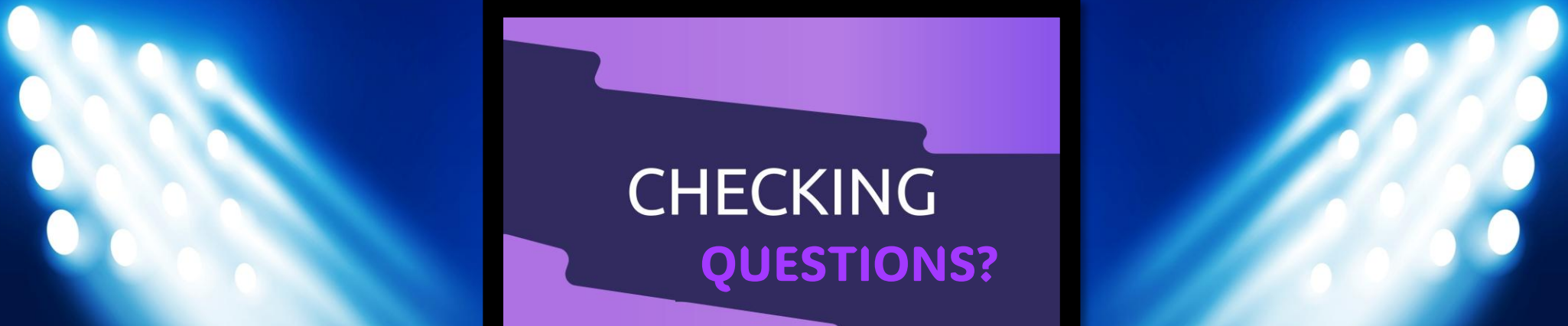


*“This is me now. I developed a platform for work that feels like my calling. I had so many ups and downs in life but had a strong resilience to knock backs and failure. As a result of this I had the most incredible working life. journey was suggested to me that my book should be called “You couldn’t make it up”. Because when you describe the journey, it doesn’t sound real. Only Netflix could create it. But it is real. Now I get a lot from talking to people and at 50 I still feel like I’ve got more unbelievable things to add to this story”*

Tony McCool



# Questions



CHECKING  
QUESTIONS?  
 VAR

THANK YOU!



CHECKING  
 VAR

