

Steve Gough

Experienced Innovative Soccer Coach Technical Lead and Technical Program Development

"Let the kids play, explore, express themselves, try their own tricks, have fun. As a coach, give them game context problems to solve and lots of encouragement. Vision is what makes a good player great. Help develop that vision. As is the West Ham Academy philosophy, Play the Game in The Future."



Background

Steve is an innovative seasoned coach and leader, bringing over 50 years of experience of playing and coaching football. Steve, originally from North London, grew up playing soccer in the English School system and learned his football trade playing on the famous Hackney Marshes and local playing fields in his native town of Enfield. An illustrious school record captaining both his primary and secondary school 1st 11's, was followed by University Soccer and over the last fifteen years a focus on coaching youth soccer players and dedicated learnings on international best in class youth player development.

As Technical Director (and former Club Treasurer) with Calgary Glenmore FC for 11 years, Steve stewarded the club through an ambitious and cutting edge development program including the flagship entry into a Partnership Agreement with the world famous West Ham United Academy. Over an eight year period as TD, Steve developed the Calgary Glenmore FC technical program, from recreational focussed to add a highly competitive higher tiered soccer stream delivering league, tournament and Provincial competition success across all age groups. During this period the club grew from less than 500 players to approaching 1,000 players in a highly competitive Calgary soccer scene.

Steve has coached Tier 1 – 6 teams embracing U6 – U19, with a track record of successful player development, often taking teams and players at lower tiers and developing skills at pace to compete at the higher tiers within short timeframes. Steve has an impressive portfolio of coaching sessions applying innovative learnings from his certifications and research with emphasis on proven best in class West Ham Academy processes. Steve is currently Technical Director of GO Inspire Sports Academy in collaboration with the UK based Inspire Academy with its stable of English Premier League Academy Trainers.

Formative Playing Years

- Primary school soccer in the English schools system
- Selected to play within Enfield Rangers, a premier London Youth Club that has since developed many professional players
- Trial game for Tottenham Hotspur watched by the great 1961 double winning manager Bill Nicholson
- University Football for the University of Wales

Coaching Qualifications

- West Ham Academy Coaching Diploma
- CSA B-License Part 1 trained, progressing to full B-License
- Provincial C License
- Futsal Clinic delivered by Kyt Selaidopoulos (Canada National Coach)
- NCCP Community Coach
- Making Ethical Decisions certification
- Respect in Sport Leadership
- Numerous CSA, ASA, CMSA, Whitecaps coaching clinics

Coaching Attributes

- A motivational leadership style, focussed on player development and working with players to deliver their ambitions
- Comfortable with all ages, both boys and girls
- Attention to detail in planning of practice and academy sessions
- Places emphasis on ball mastery and footskills at the young ages, seeks to build player confidence. A student of the Coerver Skills program and drills.
- For older age groups, works with individuals using an unique IDP process combining academic and sporting goals and position specific attributes to develop players to full potential and maximise their effectiveness and help deliver ambitions.
- Uses a mix of coaching styles and where players respond well, places emphasis on a guided discovery, problem solving and decision making approach. Applies a positive motivational style.
- Places emphasis on player and team development and avoids focus on winning
- Believes in an attractive, fast, high intensity attacking style of play whilst seeking for a tight, pressing defensive approach
- Learned and embraced the current Canada National Soccer team tactics and terminologies to apply to team tactics
- Has developed learnings from the West Ham Coaching Diploma to apply drills and routines and practice structures that work on player vision and the ability to play the game in the future...to be 2-3 steps ahead in understanding and influencing game progression.
- Is adept at building relationships with players and their families and ensuring team harmony. Applies an open communication approach with all team stakeholders.



"Whilst every young sports player has their dreams, what is possible is helping athletes deliver their full potential and play at the highest level they can. It is important to inspire and to support athletes in combining sports ambition with academic and vocational focus."



Technical Director Key Activities and Achievements

Calgary Glenmore FC (CGFC)

Responsible for Development of the club Technical Program including:

- Development and delivery of the **5 year Technical Vision** to take CGFC from a recreational focussed program to add a high tiered stream delivering best in class technical practices and processes and program structure
- Through Steve's English Premier League (EPL) scouting contacts, he spearheaded the entry of CGFC into a flagship partnership with the world famous **West Ham United (WHU) Academy partnership**
- Development and implementation of the club **Academy Program**, based on the principles, structure and curriculum of EPL Club, West Ham United
- Development of the club **player development philosophy** from U6 through to U19, detailing the key curriculum components for each age group
- Implementation of a best in class club **technical curriculum** and **practice structure** and program, based on CSA licensing streams, WHU Academy and International programs
- Delivery of coaches education programs including running coaches clinics and issue of coaches manuals, based on **WHU Academy drills and routines and developing CGFC coaching communities and networks including WHU Academy trainers**. Development of coaches clinics video's for use by club coaches.
- Head Coaching and delivery of team academy sessions.
- Leading the **WHU Academy Elite Player ID** and Summer Development camps and supporting the WHU Academy trainers on field. Working with the WHU Academy trainers to define the Elite player ID and Summer camps technical content and structure
- Mentoring a group of 30+ players selected for **WHU Academy National Camp** and representing the club and the players at the National camp in Arizona. Observation of WHU Academy National Camp program delivery.
- Development and implementation of a **best in class player evaluation process** with defined assessments and rankings and applying statistical analysis to assess evaluation results
- Development of **Player Individual Development Plans** to embrace mentoring of players to help deliver both sporting and academic ambitions
- Development and implementation of **player fitness testing** and **player soccer skills assessment**
- Applying **video analysis** into the CGFC program with the teams Steve has coached
- Representation of CGFC on the **CMSA Technical Directors Committee**
- Leading CGFC's application for the **CSA National Youth Licensing Certification** (and developing all documentation to support the application, including technical, governance and administrative documentation). Leading the presentation of CGFC's application to CSA and receiving excellent feedback on the technical program content.
- Leading CGFC's **Visioning processes** and steering a team to identify, assess and rank models for CGFC's program given scenarios that embrace the CSA National Youth Licensing program and the anticipated Alberta High Performance League (HPL)

Professional Skills and competencies

- Leadership Skills
- Excellent communication and presentation skills
- Business Development and planning
- P&L account delivery
- Strategy development and implementation
- Goal setting & vision setting
- Client relationship development
- Man management and motivation
- Project & study management
- Specialist Consulting
- Asset management
- Negotiation
- Dispute resolution

Academic Qualifications and Affiliations

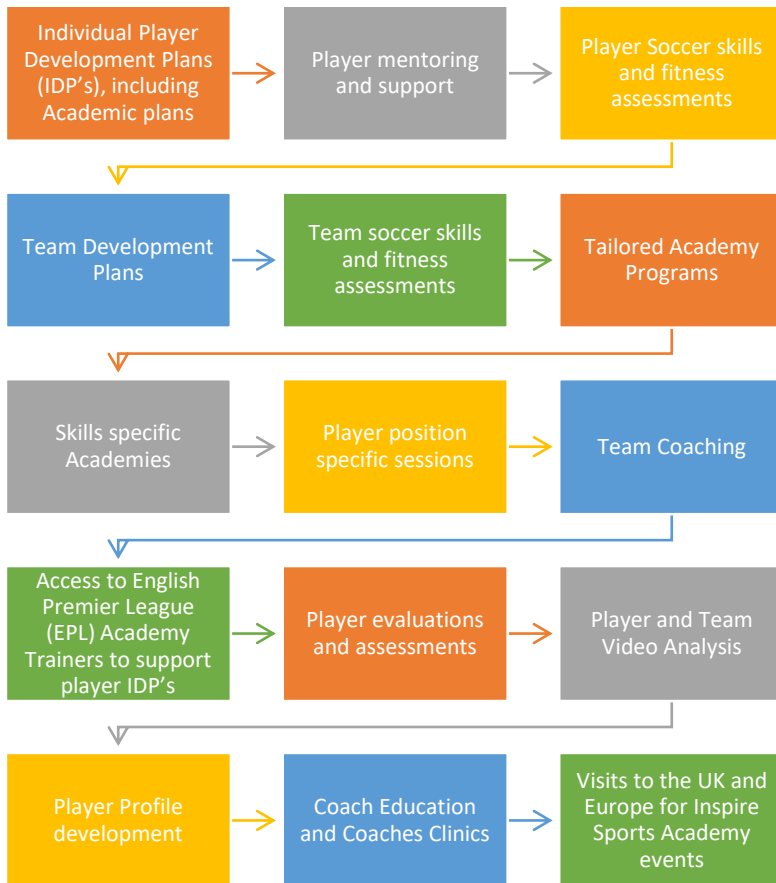
- BSc (Upper Second Class Hons)
Chemical Engineering
- APEGGA Registered Engineer (P.Eng)
- EurIng (European Engineer)
- Chartered Engineer, Fellow of the
Institute of Chemical Engineers (UK)
C.Eng, FIChemE

Software competencies

- Microsoft Word, Excel (Expert),
Powerpoint, Project, Access, Publisher

GO Inspire Sports Academy

Through Steve's relationship with EPL Academy Trainers, Steve has set up an Academy, GO Inspire Sports Academy which focusses on working with players and teams to help players develop to their full potential. The offering through GO Inspire Sports Academy are summarised below:



- Focus on Soccer
- Individual and Team Development opportunities
- Development of Individual Player Development Plans (PDP's) and pathways, combining sports and academic ambitions
- Local mentoring and continuous monitoring and support in maintaining PDP's
- Access to English Premier League Academy Trainers in the UK
- Development of tailored individual and team programs including visits to the UK and Europe for training, tournaments, college ID opportunities



Hard Work Beats Talent When Talent Doesn't Work Hard

INSPIRE SPORTS ACADEMY

GO INSPIRE PARTNERS BASED IN THE UK

Inspiresportsacademy.com

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