



SOUTH AFRICA

Welcome

The beautiful game needs to change. It needs hard working role models for the next generations, who play for the love of the game, not for the money or for the fame.

"I trained 3-4 hours a week at Ajax when I was little, but played 3-4 hours a day on the street. Where do you think I learnt football?"

Johan Cruyff

Culture and society has changed. Young people no longer play on the street, but socialise through technology. More than ever aspiring players need a progressive curriculum to guide their development, and help them to take control of their journey.

The aim of EvoSoccer is not to take away from the fantastic work delivered by grass roots clubs and academy coaches, but to support player progression into professional sport. We provide a pathway into professional academies, institutes of higher education and offer a genuine exit route for released players to reignite their development.

Transforming *Potential into Excellence*.

Our Mission

"The journey of a thousand miles starts with a single step."

Lao-Tzu

Forged in Sheffield, England, the birthplace of the game. Our mission is to provide personal, technical, tactical, physical, mental and social mentoring support for aspiring players. Ultimately creating outstanding people that will transcend the game and leave a positive impact on society.

We believe every Student should be afforded the same opportunities regardless of age, gender, background or geographical position. Our programme aims to develop the person and the player from Apprentice through Ace, Pro and Master levels in 15 different aspects of the game, as they journey from recreational through to elite level sport.

Ball Literacy • Ball Juggling • Evasion • Passing & Receiving
Attacking • Defending • Physical Literacy • Speed & Agility
Set Pieces • Position Specific • Social Approach
Mental Approach • Performance Lifestyle
Targets & Goal Setting • Performance Review

By [#DecodingTheGame](#) we unlock the key components that underpin elite performance. Our sessions follow this specifically designed curriculum with over 2,500 levels of both personal and skill development.

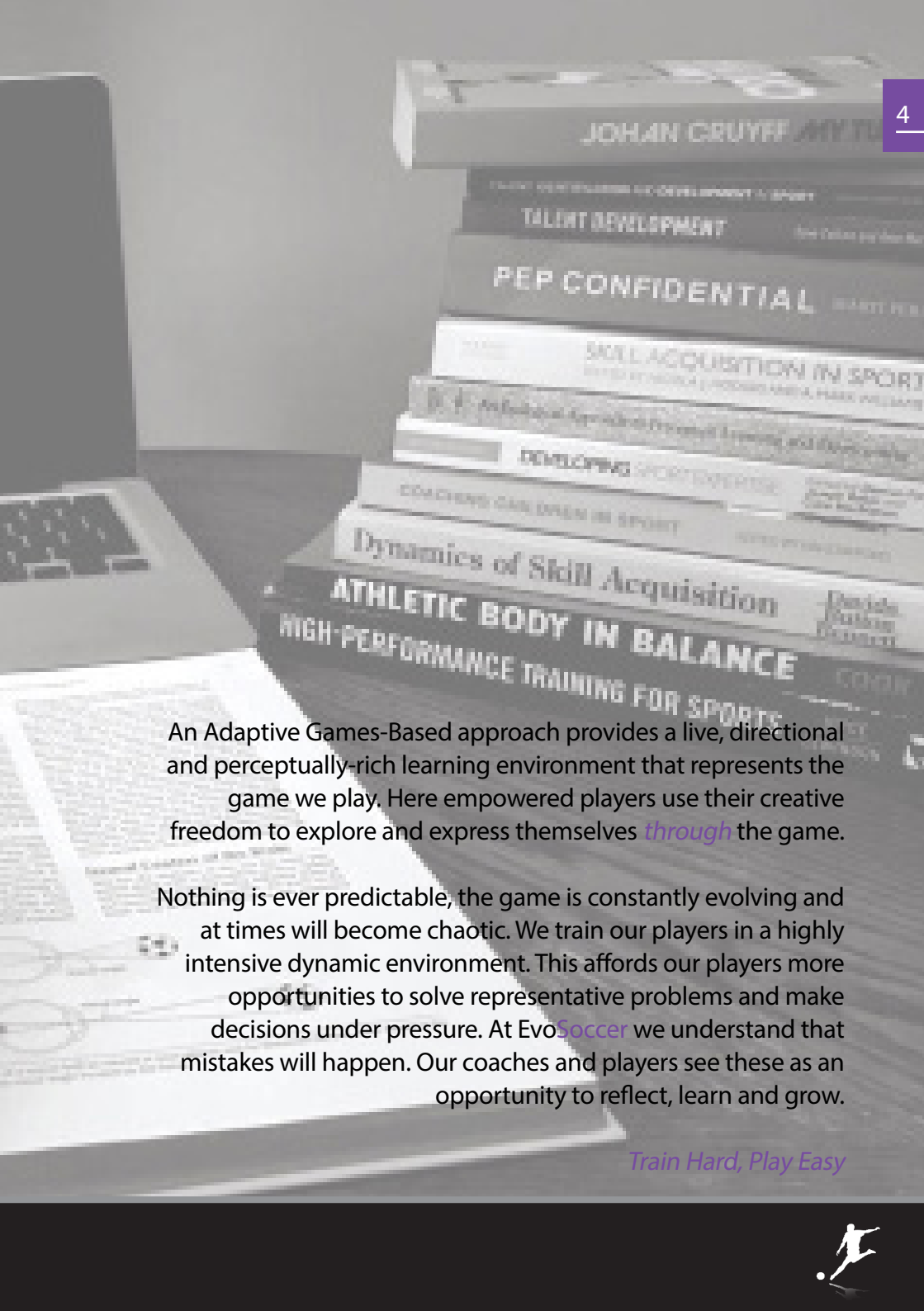


Our Environment

"Education is the kindling of a flame, not the filling of a vessel."
Socrates

We provide a supportive, challenging, positive and most importantly an enjoyable environment. We believe this is crucial to develop independent students who are technically creative and tactically astute problem solvers. We actively encourage our players to continuously seek and exploit opportunities to express themselves *through* the game.

The environment we provide is pioneering. Inspired by the academic works of James Gibson, Keith Davids and Nicolai Bernstein, we use a research-informed approach through Ecological Dynamics. Our *Decoding* process aims to accelerate the development of motor control and skill acquisition *through* the game. We use interleaving session design to increase levels of retention and transfer skills from practice to performance through *"Repetition Without Repetition"*.

A stack of books is the central focus, with titles including 'JOHAN CRUYFF MYTH', 'TALENT DEVELOPMENT', 'PEP CONFIDENTIAL', 'SKILL ACQUISITION IN SPORT', 'DEVELOPING SPORTSPEOPLE', 'COACHING CHILDREN IN SPORT', 'Dynamics of Skill Acquisition', 'ATHLETIC BODY IN BALANCE', and 'HIGH-PERFORMANCE TRAINING FOR SPORTS'. To the left, a laptop is partially visible, and in the foreground, a document with a diagram of a soccer field is spread out.

An Adaptive Games-Based approach provides a live, directional and perceptually-rich learning environment that represents the game we play. Here empowered players use their creative freedom to explore and express themselves *through* the game.

Nothing is ever predictable, the game is constantly evolving and at times will become chaotic. We train our players in a highly intensive dynamic environment. This affords our players more opportunities to solve representative problems and make decisions under pressure. At EvoSoccer we understand that mistakes will happen. Our coaches and players see these as an opportunity to reflect, learn and grow.

Train Hard, Play Easy



Our Players

Ownership

We are a product of our decisions not our circumstances. Our players are educated and empowered to drive their own journey.

Respect

We celebrate diversity. Our players treat everyone as they expect to be treated themselves.

Accountability

We won't win every battle, we will make mistakes, but our players won't hide. Whether in good times or bad our players are accountable to themselves and their teammates.

Unity

We are stronger together. Our players support each other, they listen to one another, they decide together, they stick together, they fight together, they win, they lose together, they celebrate together and ultimately grow together.

Determination

Attitude requires zero talent. Our players develop the mindset to attack every session, every run, every dribble, every tackle, every game as if it was their last.

Honesty

To your face not to your back. Our players are open, honest and accountable with each other, as they know this accelerates the growth of both individuals and the team.

Warrior Spirit

We focus on the process, not the outcome.

"It's not the will to win, but the will to prepare to win that makes the difference."

Bear Bryant

Creativity

Every innovation begins with imagination. Our players are encouraged to think divergently, create new skills and ideas. Don't think outside the box, think as if there is no box.

Dreams & Aspirations

If you want it you can have it, however, you must be willing to pay the price. Our coaches encourage our players to aim high and continually reach new heights. People will tell you that it cannot be done, our players will find a way. Backed up by a progressive step by step process to set targets and goals. All underpinned by the pursuit of excellence, a growth mindset and an unrelenting desire to succeed.

Humility

When it's over, its over. Win, lose or draw we act with dignity to our opposition and their supporters. Our coaches should never know the result of a game through our players body language or actions.

Legacy

How will you be remembered? Our players understand their privilege and responsibility to leave the shirt in a better place. All our EvoPlayers are expected to spend time with and educate the next generation. Adding value to the institution, ultimately we are all part of something much bigger than ourselves.

#EvoFamily

Our Style

"The one who has the ball is the master of the game."

Xavi

Appreciating the works of Rinus Michels, Johan Cruyff and more recently Pep Guardiola, *Evo*Soccer's style incorporates a high tempo technical possession based blueprint. All players are interchangeable, and given the freedom to express themselves without fear.

Our 'Principles without Structure' gives ownership to our players, guiding their own decisions within the context of the game.

Regain, Advance, Express

We use heuristics to give our players principles to organise around, not to make decisions for them. Football is complex and dynamic in nature, as such we encourage our players to think for themselves.

"Clearing the ball is an intellectual defeat"

Xavi

We believe our coaches do not always have the right answers. Instead we encourage our players to think creatively as an individual and collectively. This allows them the opportunity to solve the emerging problems within an adaptive game-based environment.

We acknowledge there will be days when the the scoreline will not support the process. However, we will continue to focus on long term personal and team development, over immediate results. Failure is part of the journey, the road to mastery is long and hard, it will take years of dedication and most of all the love of what you do.

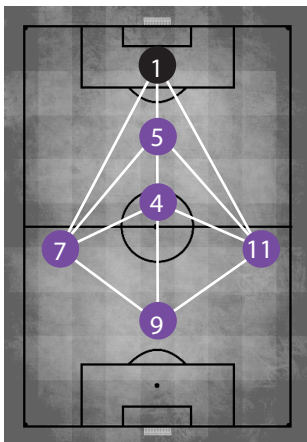


Our Tactical Evolution

Foundation Phases

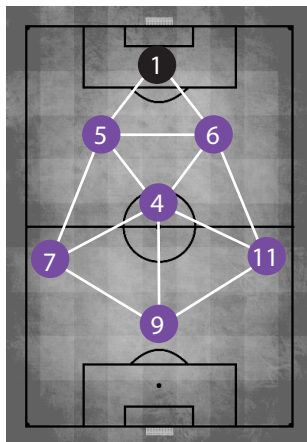
Love The Ball

U7 - U8's
6 vs 6



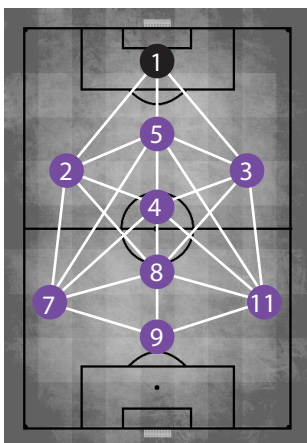
The Technician

U9 - U10's
7 vs 7



The Artist

U11 - 12's
9 vs 9



Love The Ball

Players who love the ball and love the game. Minimally structured matches, no throw ins, pass or dribble the ball back in to maximise ball contact time.

The Technician

Developing players to master the ball with both feet and multiple surfaces. Experiencing all positions, beginning to recognise patterns of play in a 7 vs 7.

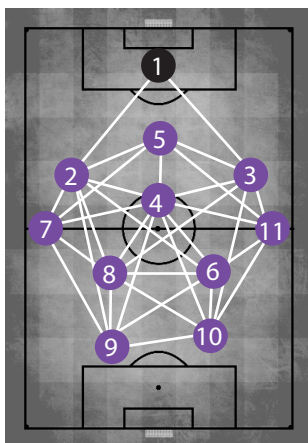
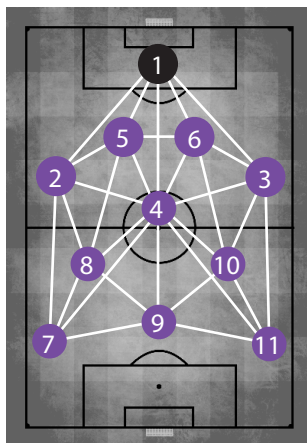
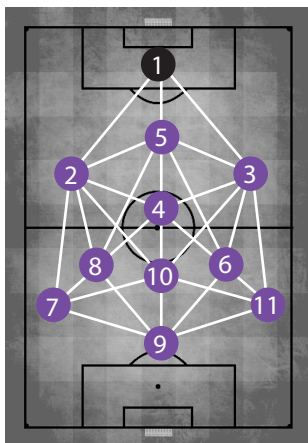
The Artist

Developing creative decision makers, who dominate 1 vs 1 scenarios and can play any position. Developing a tactical understanding of defensive and attacking roles and responsibilities.

Youth Development Phase

The Tactician

U13+
11 Vs 11



The Tactician

Developing the tactician. Our players develop understanding of roles and responsibilities in numerous positions and formations, both in & out of possession. Taking ownership for managing both the game and the score line. Becoming tactically astute, in selecting their own formations in real-time scenarios.

Our players manage the game,
not the coaches.



Dreams &
Aspirations

Ownership

Respect

Determination

Humility

Accountability

Warrior Spirit

Honesty
 Legacy
 Creativity
 Unity
 Ability
 Partnership
 Innovation
 Responsibility



Evasion

With over 120 evasion skills to learn. We offer the most in-depth programme into how you can consistently dominate 1 vs 1's in match scenarios. Carefully *Decoding* every movement to develop players who stand out and change the game.

Ball Literacy

To develop ball mastery is the difference between good players and great players. Our unique process helps develop Students who can manipulate the ball in total control with both feet. Becoming technically excellent and exuding confidence in high pressured environments.



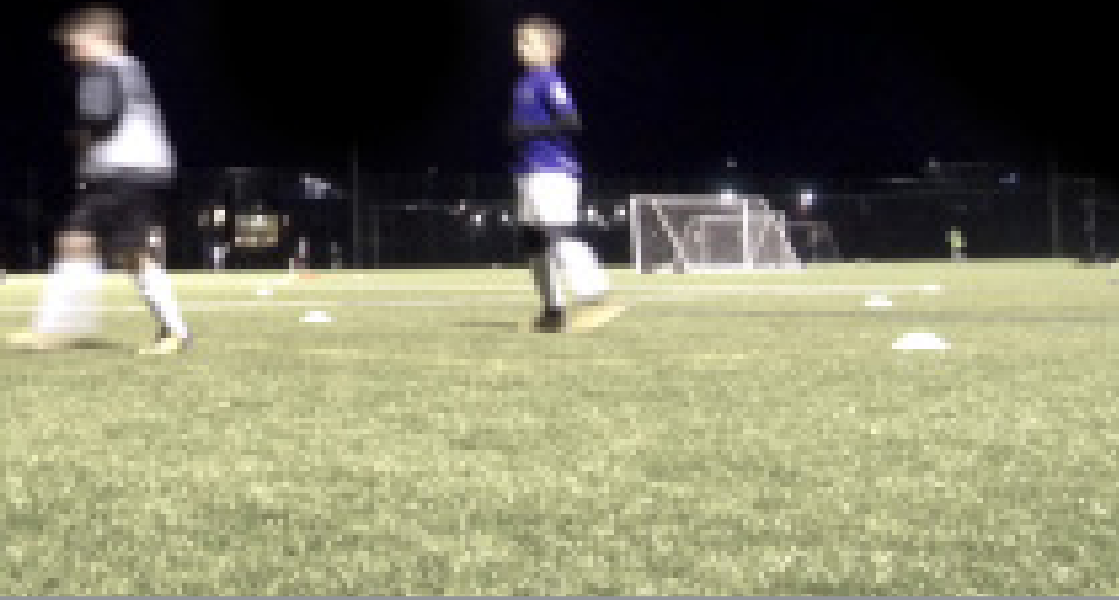
Passing & Receiving

The one who has the ball is the master of the game...

Our students develop whole body coordination through linking ball literacy to an evolving passing repertoire that deceives and exploits defensive systems.

Ball Juggling

It is our belief that skill never was, or will ever be the result solely of coaches. It is a result of a love affair between the Student and the ball. It is no coincidence that all great players have an extensive ball juggling repertoire. Continuously challenging and innovating through individual practice through play.



Attacking

In our teams, the goalkeeper is the first attacker and the striker is the first defender.

Under our *EvoPrinciples* of *Regain, Advance Express*, we aim to create players who have a deep tactical understanding of fluid formations that form the next evolution of attacking football.

Defending

Creating tactically astute players that orchestrate whole system defensive phases, to set traps and create optimal transitions into attack. Built through a foundation of controlling 1 vs 1's and mastering the art of defending through the manipulation of space and time. Our defence is a direct reflection of the attitude and commitment each Student shows to one another.



Never be beaten to the ball...

All players have the ability to increase their speed and improve their agility. Through our *EvoSpeed* *Explode, Frame, Reload* mechanics, every player has the opportunity to develop multi-directional speed and agility. Training with representative perceptual cues that produce proactive, adaptive performers.

Physical Literacy

The possibilities for every shot, pass, cross, tackle and save is directly related to each Student's ability to act, move and perceive within the game. Our physical literacy programme *#Evo7in7* utilises the foundation movements that form the basis of all human actions. These are *Decoded* into Squat, Lunge, Pull, Push, Hinge, Rotate and Brace. Without these players may never reach their full range of action capabilities and potential to change the game.



Position Specific

Be untouchable...

1

Uncover the key performance attributes that will allow you to dominate your position. By *Decoding* the roles and responsibilities of each position, Students develop a deeper knowledge of the game and how they can influence it.

Our Students coordinate themselves with tactical fluidity as they take command of the pitch.

2

3

Set Pieces

*"Practice doesn't make perfect.
Only perfect practice makes perfect."
Vince Lombardi*

Create Fear...

Precision comes from rigour and practice. Our progressive curriculum develops Students who can strike set pieces with any foot and any surface. Using deceptive cues to create fear at every opportunity.



Performance Lifestyle

Nutrition

Perhaps one of the most important pieces in becoming a complete player. At [EvoSoccer](#) we empower our Students to develop a critical understanding of how our daily nutritional habits, can have a large impact on performance in training and matches. We encourage each Student to review and discuss the most up to date advances in sports medicine.

Recovery

Our curriculum develops Students who are educated to understand how their daily recovery habits form a foundation for excellence. Ensuring they use a range of strategies to keep in prime physical and mental condition.

Relationships

We believe developing strong and positive relationships with key stakeholders is essential to thrive in both life and sport. Our Students understand other people's perspective and aim to be objective as they navigate their journey through performance sport.

Personal Wellness

Becoming an independent person in life and sport is essential to taking complete control over your future. Our programme ensures each Student understands how to manage all aspects of their health, from treating blisters to managing their mental well-being.



NEEDS TOGETHER IS

Mental Approach

We believe that talent is not the level of ability, but the ability to learn. We foster a growth mindset in every Student, encouraging them to take ownership and accountability for their own development and decisions.

Our programme aims to develop the psychological traits to *pursue excellence in every moment*, ensuring our Students stand out from the crowd.

"Excellence is not an act, but a habit."

Aristotle

Social Approach

Our social approach programme aims to develop each Students understanding of perspective and social interactions. Ultimately promoting confidence and adaptability in themselves and others. Allowing them to thrive in our ever-changing world.

"Show me your friends and I'll show you your future."

Mark Ambrose

Targets & Goal Setting

20

Talent isn't born, it's grown.

Our mentors work weekly with our Students to understand each of their individual motivations and ambitions. No stone is left unturned, each Student has a weekly self improvement diary, to plan, track and assess their progress.

Our targets and goal setting processes help develop independent Students who understand the importance of planning from micro through to macro cycles.

Ultimately creating accountability through a progressive step by step process that influences behaviours, improves performance and promotes self development.

Performance Review

We give our Students the tools to objectively review their performances both in and out of match play. Applying concepts of periodisation to accelerate their development throughout the calendar and dominate every performance.

"Be so good they can't ignore you."

EvoSoccer



Representative Teams

Students are open for selection for our representative teams if they attend our training sessions throughout the week. Teams are selected on an individual game basis by our team of coach mentors. The aim is to provide challenging games that help our Students to reflect, perform and develop through match scenarios.

Our representative teams have been extremely privileged to play many fixtures throughout the last year against professional academy's including:

Manchester City FC	Southampton FC
Brighton & Hove Albion FC	Crystal Palace FC
Sheffield United FC	Sheffield Wednesday FC
Reading FC	Bristol Rovers FC
Chesterfield FC	Swindon Town FC
AFC Wimbledon	Oxford United FC
Norwich City	

Role of Honour *

Jack Downes	Queen Ethelburgas Scholarship
	ISFA England U17 17/18
Scott Rodway	Chelsea FC
Harry Cant	Chelsea FC
Diyan Sangha	Chelsea FC
James Noad	Southampton FC
Keven Martens	Sheffield Wednesday FC
Luca Canello	Rotherham United
Jay Abudu	Sheffield United
Alex Wilkinson	Sheffield Wednesday
Oliver Pratt	Sheffield United
Theo Buckle	Sheffield United
Ewan Gillott	JPL North England Rep team
Oliver Hancock	JPL North England Rep team

Can I still play for my grassroots team?

Yes, we are not here to take away from grassroots teams, but support each player's development. We believe this will ultimately make your grassroots team better and help support the improvement of your whole team. Please pass on any new knowledge gained to your grassroots friends and coaches.

I am a signed player at a academy can I attend EvoSoccer sessions?

Yes, we are here to support your individual development with a specifically designed plan. Our coaches use a step by step process to develop a bespoke curriculum to improve areas of your game that need improvement. We want you to excel and stand out in your academy environment not only as a player, but more importantly as a person.

It looks great, but I feel it may be too expensive?

EvoSoccer is committed to giving all players the same opportunities regardless of age, gender or social economic background. Apply for one of our bursaries available for up to 100% off your Monthly subscriptions.

Please apply in the strictest confidence to: Bursaries@SportEds.com
#EvoFamily

What is the EvoMentoring programme?

Our mentors guide and support each Students development throughout their individual journey. All our EvoStudents own a Skill Matrix that is used to guide their development and are expected to bring it to every session. It contains everything from daily skills curriculum, session plans, mentoring support diaries and physical literacy programmes. Ultimately helping you turn

Potential into Excellence.



Our Services in SA

EvoMentoring Programme

Bespoke mentoring programme, up to 20 hours a month of on field practical sessions, individual and peer group mentoring. Each athlete has their own bespoke Skills Matrix and progressive daily improvement curriculum.

EvoOnline Packages

Learn from home, or anywhere in the world. Our online packages deliver a step by step curriculum that is easily accessed through your phone or tablet, giving total control over your learning.

EvoSoccer Scholarships

Partnered with Stateside Scholarships, we can offer Students the opportunity to join top Division 1 and 2 US Colleges. Here joined with the NCAA (National Collegiate Athletic Association), our Students have the opportunity to gain a world class education, whilst pursuing their sporting development in a professional environment.

Links to Professional Academies

EvoSoccer has an extensive range of professional relationships with numerous category 1, 2 and 3 academies. Our coaches and mentors regularly communicate with academy managers and heads of recruitment to provide detailed reports about each Students personal development.

EvoGroup Sessions

All Students welcome from 7 - 18yrs of all abilities, Students grouped on ability not age grade to ensure sessions are challenging and enjoyable for all.

Evo121

Struggling with a certain aspect of your game? Want to get better, but don't know how? Our team of mentors will identify areas for improvement and provide a measurable progressive plan. We aim to give you ownership and accountability over your development, whilst stretching you to reach the next level.

EvoTeams

Our club and team coaching packages are tailored to suit your team's specific needs. From one off specialist sessions, to full season long plans that support whole team performance and concepts to help coaches accelerate learning.

EvoSchools

Our schools packages are available for institutions not only looking to develop their football programmes, but more importantly develop their Students as people through sport. Growing their independence as creative and divergent problem solvers, upholding values that will transcend into their school and home life. EvoSoccer works with a number of high performing schools, including directing Wellington College *1stXI* football programme.



Mark Bennett MBE



PDS Performance Development Systems

30 Years of Development Providing the 'how to' of Needs Centred Coaching in a World of Surface Level Information

Identifying the 'intangibles' that influence performance, engagement & learning.
Real world strategies that impact the performance of teams & organisations which go beyond the common surface level concepts and theories.

"Knowing how to coach is easy; there are plenty of people who can talk great coaching. But to get to a level where you are living it day in day out takes a true desire to pursue excellence, self-awareness, discipline, unbiased effective support & an environment where being vulnerable isn't seen as a weakness; its embraced as a strength"

PDS 'Need centred' approach -

Increased Student engagement

Students self-managing & effectively supporting/challenging peers without common conflict issues.

Students become more effective in relevant & meaningful dialogue with peers & coaches.

Students become effective at accepting feedback from peers & coaches

Students 'scanning' live, making effective choices & committing to them under varied pressure.

Students self reviewing & concluding live; adapting where required

Increasing effectiveness working with mixed ability groups.

Increased long term learning and understanding.

Auditory evidence of learning & decision making competencies within varied pressures.

Ongoing coach education and support.

Robust scalable coaching principles & support systems to sustain & embed effective cultures.

Sebastian Kane

P.C.A Professional Coaching Academy

For over 20 years, Sebastian Kane's unique, holistic approach to treatment and education has changed the lives of countless people worldwide. By treating the body as a whole system and finding the root cause of a problem, Seb has succeeded where traditional approaches have failed. Seb is the founder of P.C.A Professional Coaching Academy Ltd, based in Sheffield, UK, and the creator of the The Best Start programme designed to educate young people on health and wellness.

Seb's range of expertise as follows:

Strength and Conditioning

Mindset and Psychology

Neuro and Bio Mechanics

Injury Rehabilitation

Movement & Breathing

Nutrition

Flexibility

Postural Correction

Seb works as a consultant and mentor to a wide range of clients from Professional Footballers, Rugby Players, Cyclists, Wrestlers, Olympic Athletes, leaders in the health and fitness industry and Military Intelligence.





“The Journey of a thousand miles
starts with a single step.”

Lao Tzu

Begin your journey with **EvoSoccer SA**

South Africa





The game needs to change.
Players need to stop hoping and start learning.

By *#DecodingTheGame* into the components
that underpin elite player development, we
ignite a journey of bespoke learning.

Turning *Potential into Excellence*.