

KERNOW STORM FUTBOL CLUB

THE STORM FC WAY

DNA & Game Model

A Framework of vertical integration



ANTONY PENNA

2025 UPDATE

TABLE OF CONTENTS

3	13	35
Our Club	Our System of play	Our Ways to Train
4	15	40
Our DNA	Our Phases of Play	Our Coaching
7	15	42
Our Game Model	Our 4 P's of Playing	Our Curriculum
9	31	48
Our Players standards	Our Principles	Our Future

Introduction

Storm FC 's game model is based upon the clubs philosophy, our identity, values and pillars, our principles of play, players profiles, playing philosophy, playing style, and delivery methods, as well as styles and tools.

It represents the requirements for successful player development, coach development and soccer at all levels of programming within the club.

Built on the foundation of excellence, passion, and commitment. We pride ourselves on creating an environment where young players can thrive both on and off the field. Our identity is rooted in the values of respect, integrity, and teamwork, and we strive to develop players who are not only skilled and tactical but also embody the spirit of the game. We aim to nurture the next generation of soccer talent with a holistic and player-centric approach.

Values

Helps guide our actions and behaviors which are central to the filters for decision making.

Identity

Our identity is what distinguishes us from others and also makes us unique to what we do and offer

Pillars

Our pillars are important aspects in the game of soccer, they are measurable , can be improved upon through consistent training , evolution and being the leader in modernizing and establishing new techniques to continuously push the barriers of development and learning best practices.

MISSION

To create an inclusive environment where we develop exceptional athletes who are not only technically and tactically astute, but also well-rounded individuals off it, embodying the values of respect, integrity, teamwork, possess great decision making and where they can reach their fullest potential.

VISION

To be recognized as the leading soccer youth club that nurtures talent, builds character, and shapes future leaders in our soccer communities. To have the very best coaching staff to design and deliver exceptional coaching sessions where our players can excel.

CORE VALUES

- Progressive
- Respect
- Integrity
- Desire
- Excellence



Progressive

A commitment to continuous improvement and innovation. Coaches and players will be pragmatic and adapt with the latest training techniques, tactics, and technologies in football, creating an environment where everyone will be open to change, always striving to be better and to push the boundaries of what they can achieve.

Respect

Respect is a fundamental value at the club. It encompasses not only respect for coaches, teammates, opponents, and officials but also respect for diversity and inclusive. Players are expected to treat each other with kindness and courtesy which forms the basis of good sportsmanship and promotes a positive and healthy learning environment.

Integrity In Our Words and Deeds

Honesty and strong moral principles both on and off the field. We pledge to foster a positive, supportive, truthful, and inclusive space where everyone is welcome. But we ask that they recognize the common humanity of all people, regardless of race, religion, ability, gender, age, class and identity.

Desire

Players and coaches will have a desire to learn, improve and show the highest standards at both training and games. Players should enjoy their work, ask questions and seek advice, in order to aspire to be the best they can be. Own the outcome.

Excellence

Striving for the highest standards in all we do, through continuous learning, collaboration, personal development and commitment. Putting in the time, effort, and focus needed to achieve personal and team goals by showing up consistently, working hard on and off the pitch, and giving the upmost effort in every practice and game. Dedication from everyone develops the value of unity, persistence, discipline, and sacrifice.

Holistic development

A commitment to continuous improvement and innovation. Coaches and players will be pragmatic and adapt with the latest training techniques, tactics, and technologies in soccer, creating an environment where everyone will be open to change, always striving to be the best version of themselves and to push the boundaries of what they can achieve. Together we are better.

Player-Centric approach

Tailoring training programs to meet individual and teams needs. Provide additional avenues for players to challenge, experience, explore and develop at their specific rate. We understand that all players are different in personality, growth both physically and mindset and that a one fits all program is not the best for developing our future. We embrace investing in our youth.

Community engagement

Storm FC is a meaningful aspect to our families and communities we serve , we take that privilege seriously. Writing new chapters each season we evolve through shared experiences, new connections and strengthen existing ones. Over the years, connections within Storm FC have sparked life long friendships, businesses, marriages, and much more. To serve as a common ground for all, Storm FC strives to be authentic and affordable, serving as a common ground for everyone. We are committed to providing accessible offerings and experiences to everyone. Understanding the importance of a legacy and our impact on future families, we promise to make sustainable decisions, both financially and for the environment.

Creativity in our expression

From the beginning we did things differently, focusing on being a community and family based club. We strive to be creative, innovative, dynamic and to inspire passion driving our players success. We pledge to continue to bring the best coaches, coaching practices, evolve our player development and competition pathways so that players can grow and unlock the potential they have to be the best version of themselves.

Philosophy and Identity

Our philosophy centers around developing players who are technically proficient, tactically aware, physically fit, and mentally strong. We foster a positive and inclusive environment where players can thrive and reach their full potential.

Storm FC is known for its commitment to excellence, high standards demanded, respect, and teamwork from the collective. Our identity is shaped by our core values, key pillars, and principles of play, which guide our approach to training and competition.

By incorporating these elements into our culture, we create an environment that nurtures and develops young players to become not only exceptional athletes but also responsible and respectful individuals. Players that have high standards, ability to adapt to the varying demands of the game, eager to evolve as the game evolves. Strong emotional, mental and physical competency



Philosophy and Identity

Application of playing standards



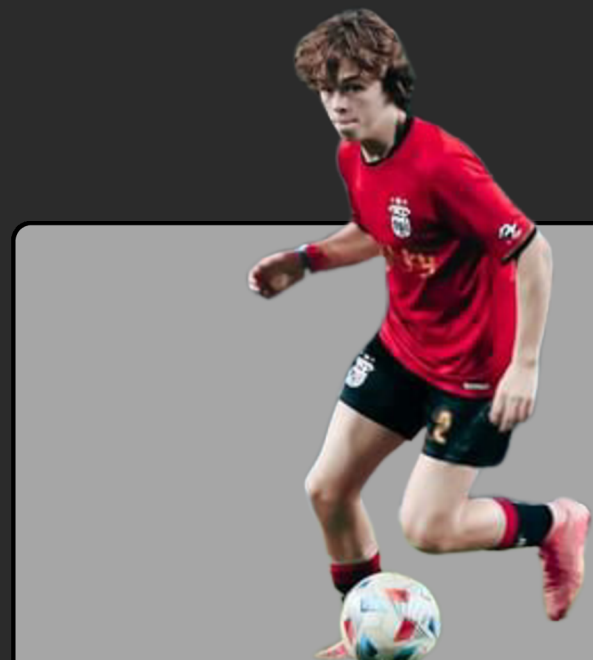
ABOUT THE COLLECTIVE

Ball Circulation
 Combination play
 Defensive compactness
 Speed with and without the ball. Attack as a team, defend as a team.
 Hunt as a team of competitors and ball winners



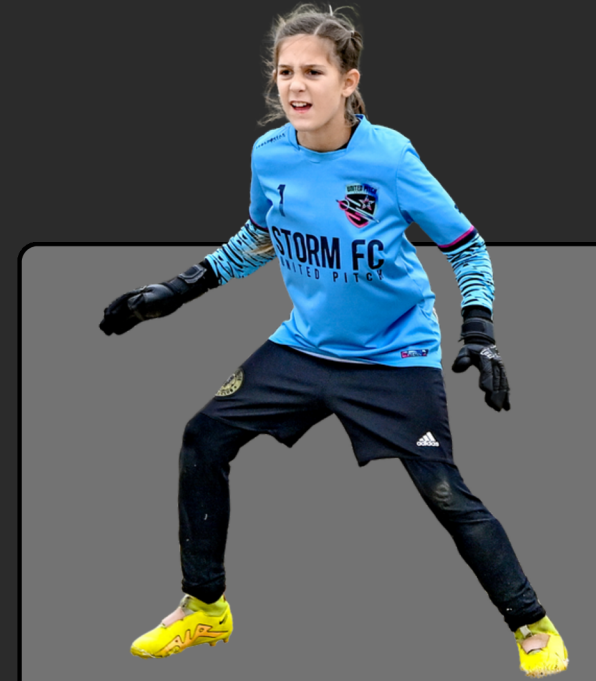
ABOUT CREATING CHANCES

Positional
 Numerical
 Qualitative
 Dynamic
 We attack - creatively through, around, behind and over



ABOUT USING SPACE

Making the pitch large or small
 Proactive movements on and off the ball
 Exploiting space behind opponents lines. Every player wants and can handle the ball under pressure



CREATIVE, BRAVE, AND RUTHLESS, INTELLIGENCE

Playing through pressure
 Able to adapt to the demands of the game
 Focused on the importance of phases, moments and actions. Insight matters. All positions play vital role in all phases



COMFORTABLE WITH AND WITHOUT THE BALL

Be able to stay on the ball
 Weight and accuracy
 Receive the ball on different areas of the body
 Make instinctive decisions and react positively to changes

Player Standards

Our player standards are in place to promote a will to improve and be better in everything we do with a good work ethic. Willingness to learning is an expectation, Learning is a habit.

Value and Trust the process, not the one time event and takes many seasons of dedication to achieve

Be unique and rare

Own mistakes and make yourself accountable. Recognizing mistakes allows you to learn from them. Blaming others for mistakes gives us excuses.

Be on time, early is on time, late is disrespectful.

Invest in yourself, twice a week training is not enough. Play more in different settings and different numbers.

Investment is not a financial statement. You get the most out of what you put intentional time to!

The badge, the program and the team comes before the individual

Opportunity mirrors hard work

It is never personal!



Player Standards

These player standards and qualities ensure that every member of Storm FC not only excels on the field but also embodies the values and principles that define our culture.

TECHNICAL EXCELLENCE

- Ball Control: Players must demonstrate exceptional control over the ball with both feet.
- Passing Accuracy: Precision in short and long passes, maintaining possession and creating opportunities.
- Dribbling: Ability to navigate through defenders with agility and confidence.
- Shooting: Proficiency in striking the ball with power and accuracy.

TACTICAL UNDERSTANDING

- Game Awareness: Understanding of the game's flow and the ability to anticipate opponents' actions.
- Positioning: Smart positioning to support teammates and exploit spaces.
- Decision-Making: Quick and effective decision-making under pressure.
- Formation Adaptability: Familiarity with various formations and the flexibility to adapt to different tactical setups.



Player Standards

PHYSICAL FITNESS

- Endurance: High level of stamina to maintain performance throughout the game.
- Strength: Physical strength to hold off opponents and win challenges.
- Agility: Ability to change direction quickly and effectively.
- Speed: Quickness in both short sprints and long runs.

MENTAL TOUGHNESS

- Resilience: Ability to bounce back from setbacks and maintain focus.
- Concentration: Sustained attention and awareness throughout the match.
- Confidence: Belief in one's abilities and a positive attitude.
- Composure: Staying calm under pressure and making rational decisions.

CHARACTER AND LEADERSHIP

- Respect: Demonstrating sportsmanship and respect towards everyone involved in the game.
- Responsibility: Taking ownership of one's actions on and off the field.
- Discipline: Adhering to the rules and maintaining a high level of personal conduct.
- Leadership: Leading by example and inspiring teammates through actions and words.



Player Standards

EFFECTIVE MOVEMENT

- Spatial Awareness: Awareness of surroundings and intelligent movement to create space.
- Energy Management: Efficient use of energy to maintain high performance levels.
- Positioning: Smart positioning to support team play and exploit opponents' weaknesses.

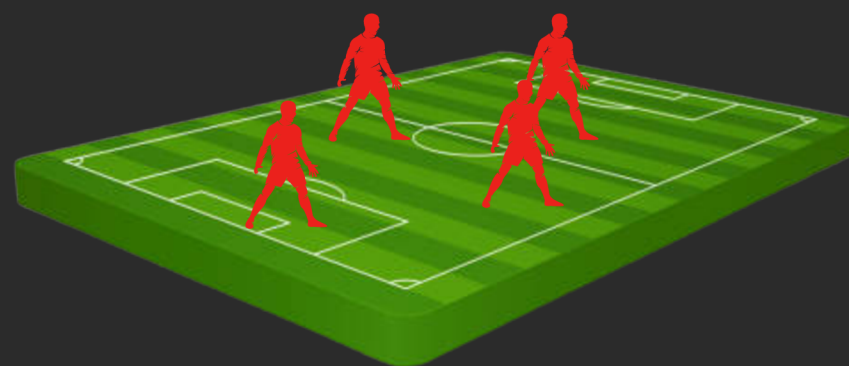
PRINCIPLES OF PLAY

- Possession: Ability to maintain and control the ball, dictating the game's tempo.
- Pressing: Effective pressing to regain possession and disrupt opponents.
- Transition: Quick and efficient transition between defense and attack.
- Movement: Constant dynamic positioning and off-the-ball runs.
- Adaptability: Flexibility in adjusting tactics based on game situations.
- Creativity: Using individual skills and creativity to solve in-game problems.
- Support: Providing options and creating passing lanes for teammates.
- Depth: Spacing out players to provide support and maintain control.
- Width: Utilizing the full width of the field to stretch the opponent's defense.
- Pressure: Applying immediate pressure when possession is lost.
- Delay: Slowing down the opponent's play to regain defensive organization.
- Compactness: Keeping the team close together to reduce exploitable spaces.
- Balance: Maintaining a stable formation and being prepared for both defensive and offensive duties.



System of play

Boys

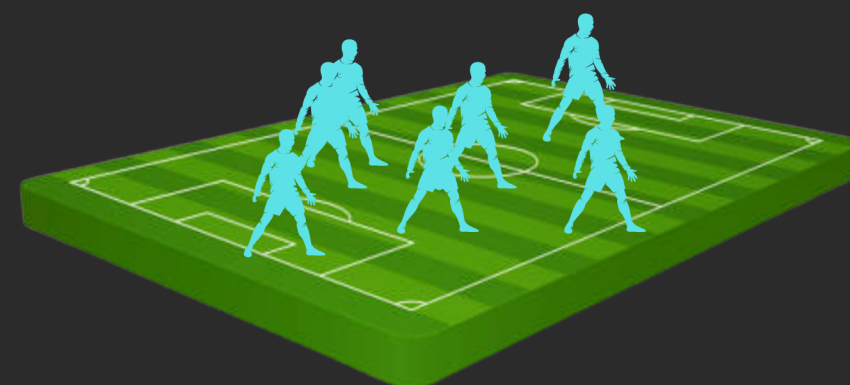


4v4/5v5

1-2-1

Basis of possession principles with Height, Width and Depth

Defensively understanding marking

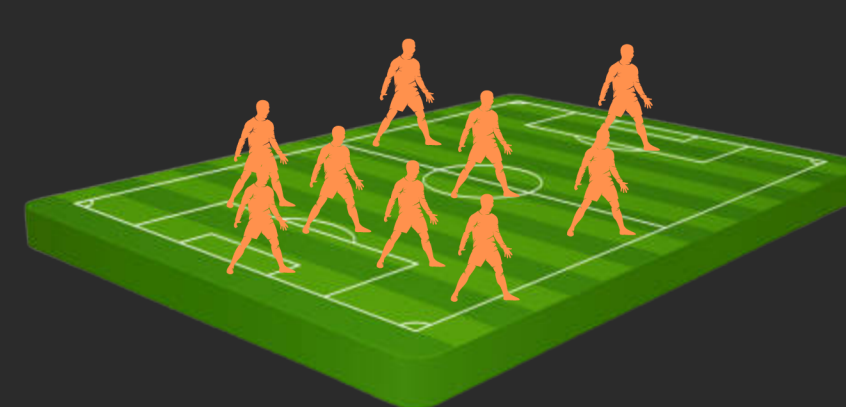


7v7

2-3-1 / 3-2-1

Establishing understanding of connection

Defending techniques and areas to protect



9v9

4-3-1

Adaptability and fluid shape allowing movement to forward areas and wide areas from deeper positions

Defending in numbers protecting central areas



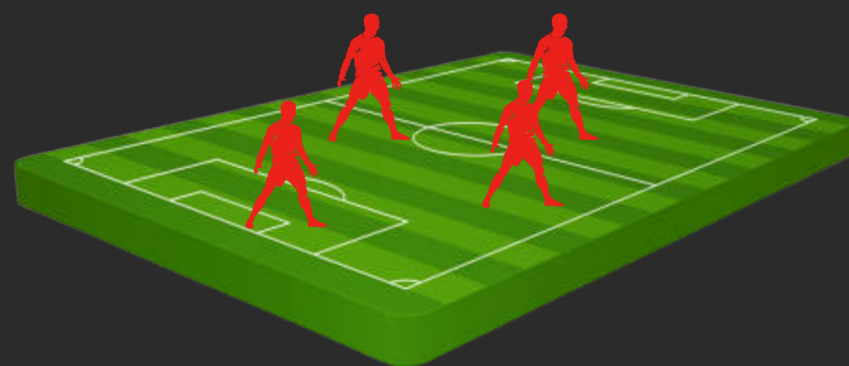
11v11

4-3-3

With all formats leading to the desired system of 4-3-3

System of play

Girls

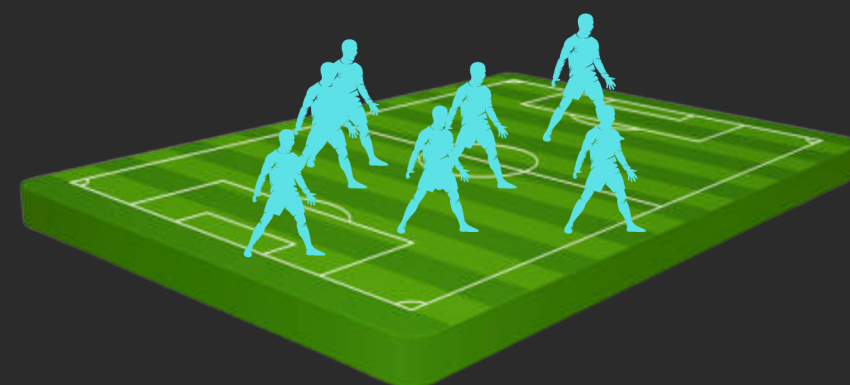


4v4/5v5

1-2-1

Basis of possession principles with Height, Width and Depth

Defensively understanding marking



7v7

2-3-1

Establishing understanding of connection

Defending techniques and areas to protect



9v9

2-4-2 / 3-3-2

Creating midfield understanding with wide play. creating forward numbers

Defending to recover into defending wide areas



11v11

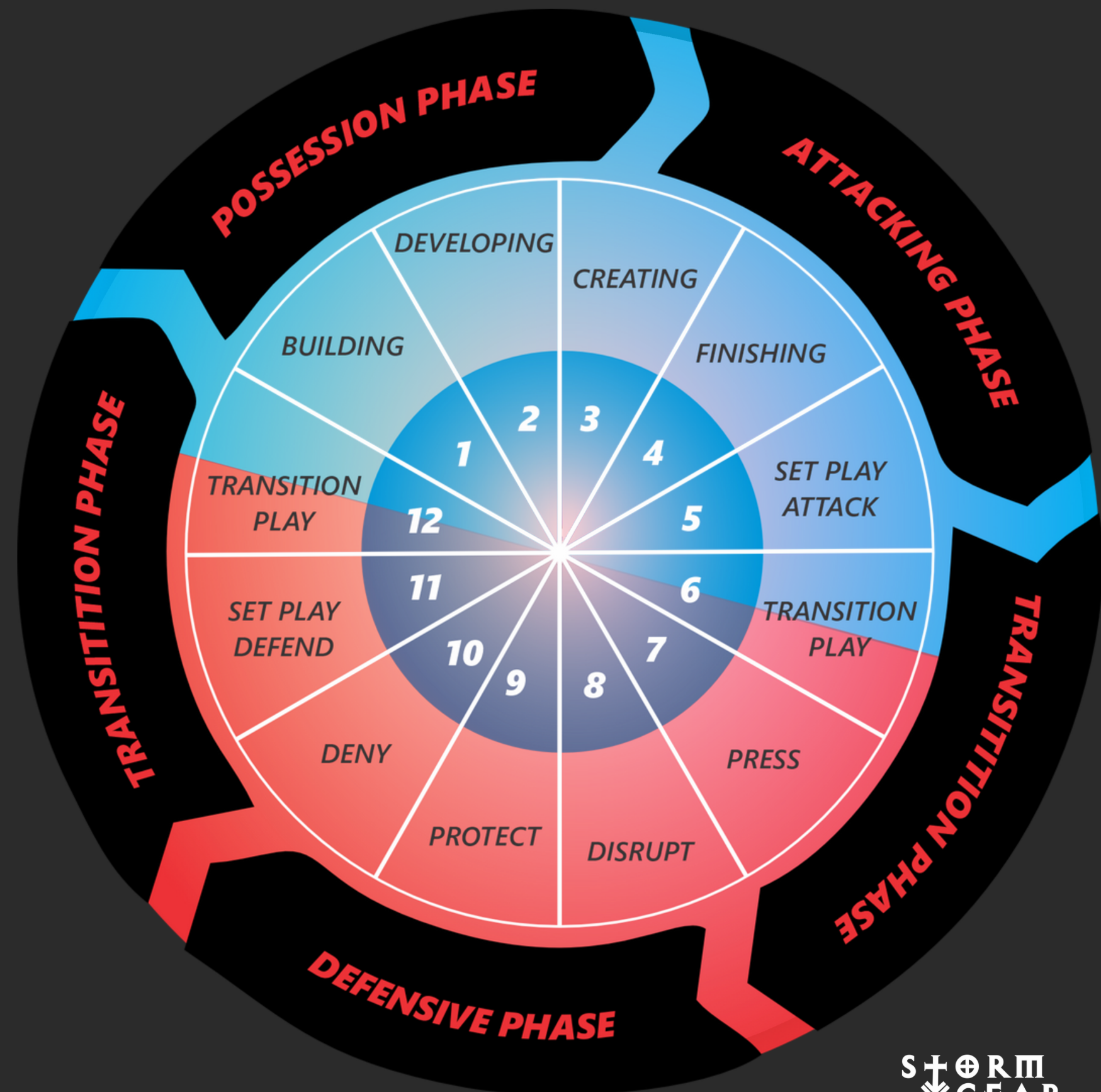
3-4-1-2 / 3-4-2-1 / 4-2-3-1

With all formats leading to the desired system of 3-4-1-2. Creating 4 lines of support

adaptability to counter teams with forward numbers such as 4-3-3

Phases of Play

- Principles are applied to specific moments of the game called Phases
- Phases are related to location on the pitch and the team is in possession
- Provides context to players and allows coaches to train with specificity
- 12 phases of play, including attacking and defending set plays



Phases of Play

In Possession



BUILDING THE PLAY

Establishing possession
Being brave on the ball
Being a little more predictable but with minimum +1
Through, around or over
understanding need to go longer based on pressure

DEVELOPING THE PLAY

Passing not just to move the ball but to move opposing players
Ball circulation to unbalance opposition
Connect for passes 10-15 yards to reduce loss of possession

CREATING THE PLAY

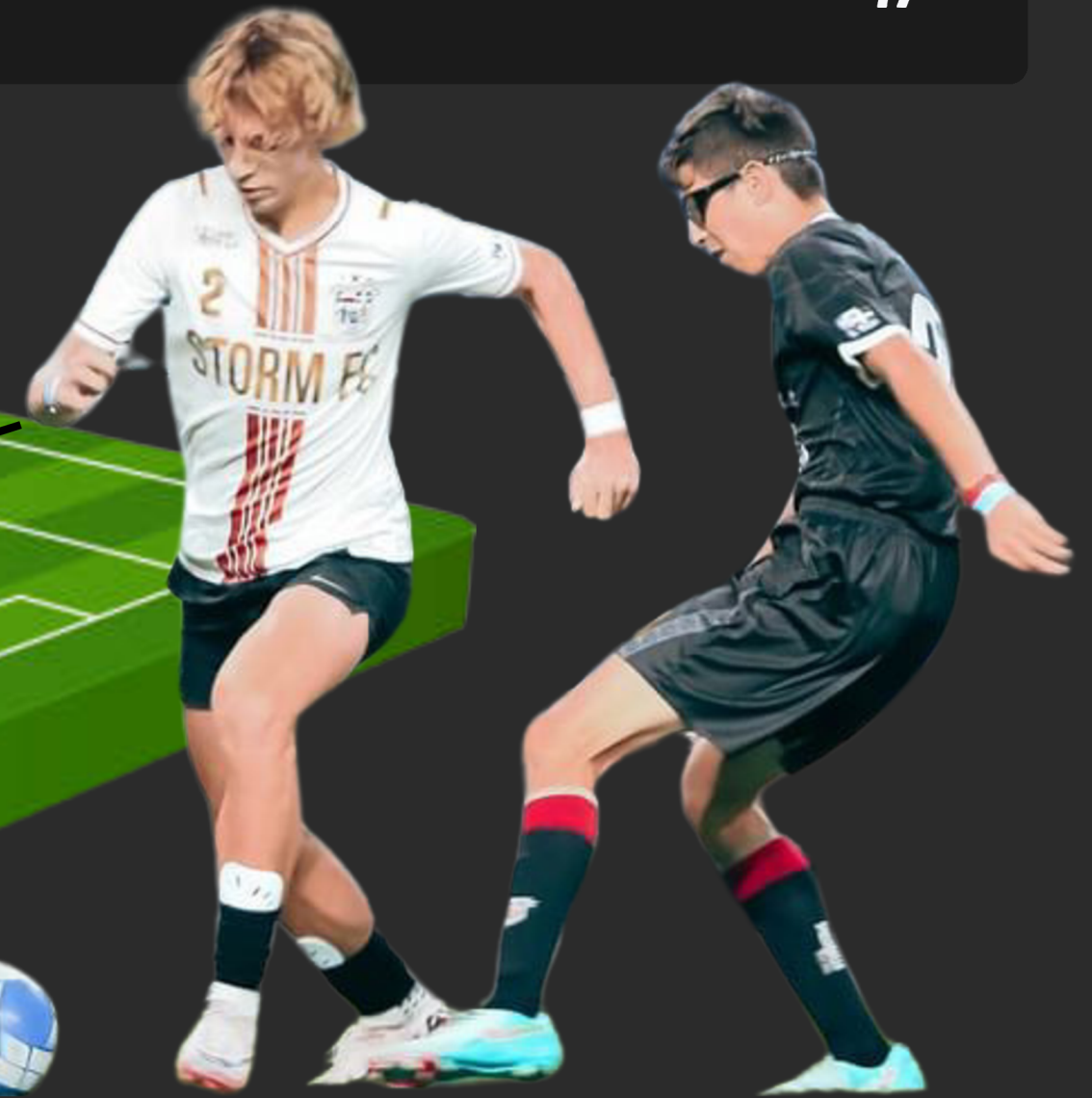
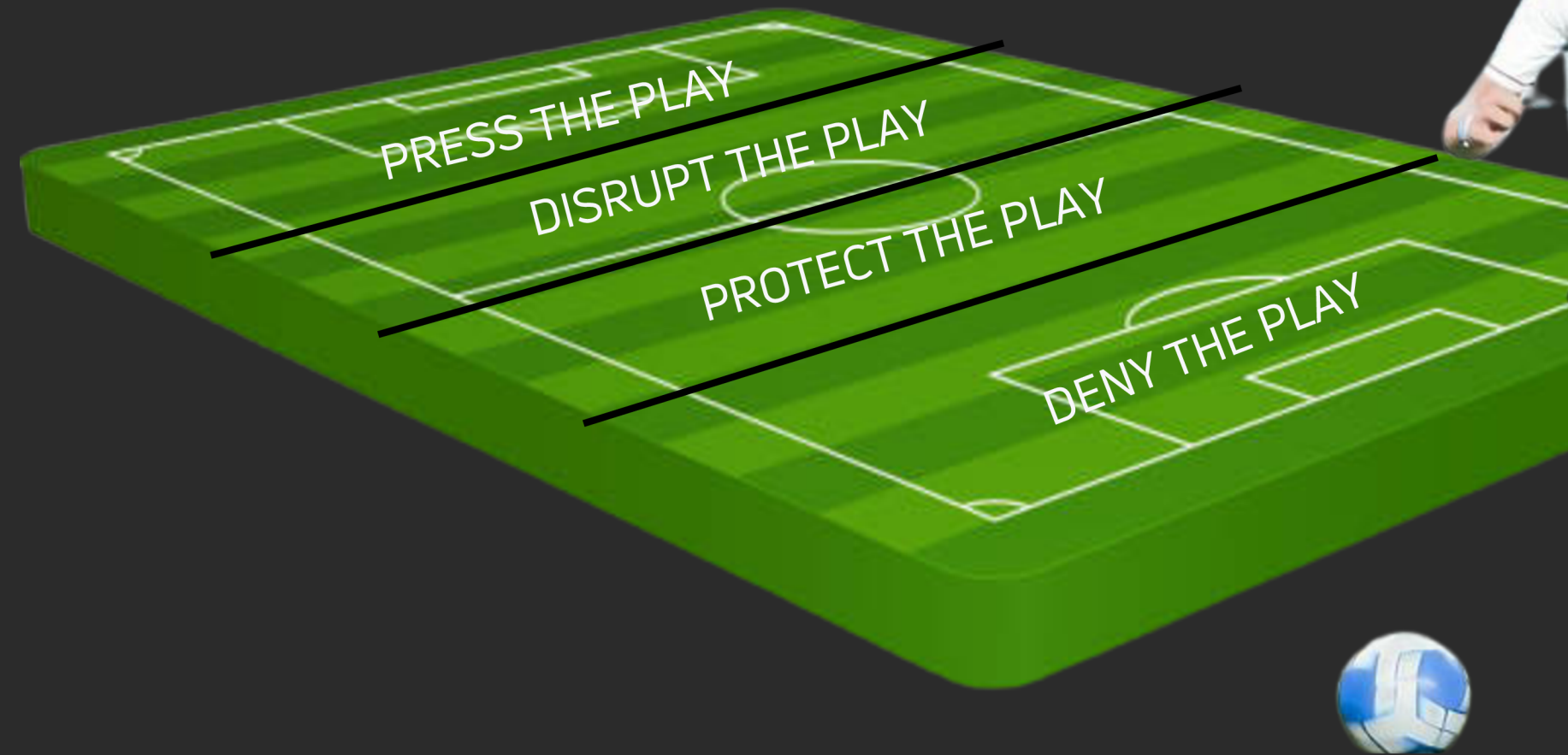
Be creative/Unpredictable
Duals
Combinations
Speed of play
create space
take risks
support play
stretch opponants

FINISHING THE PLAY

Clinical finishing
Ruthless
Numerical superiority
Golden zone
Kill zone
Central attacks
Look for positive areas to shoot

Phases of Play

Out of Possession



PRESS THE PLAY

- Get in shape
- High press
- Understand when to press when to drop
- Press as a collective
- Set traps

DISRUPT THE PLAY

- Get in shape
- Mid Block
- Compactness as a group
- Build pressure on the ball
- Direct play to numbers
- Recover when pressure is broken

PROTECT THE PLAY

- Low block
- Countermeasures
- Recover when pressure is broken
- funnel to strength
- Make predictable
- Allow areas of space and maintain compactness and strength in key areas

DENY THE PLAY

- Get in Shape
- Deny finish
- Countermeasures
- Emergency defending
- Protect the box
- Central number strength

Phases of Play

In possession: 4 P's to our model intentions

01 PACE

**PACE BEHIND
RUN BEHIND
PLAY BEHIND**

- Wing progressions
- Penetrative dribbling or duals
- Combinations
- Overlaps/Underlaps
- Quality of delivery

02 POWER

**DISCONNECT
THE
BACK LINE**

- Create overloads
- Combinations in both central and wide areas
- Runs into assist zones
- Counter movement runs

03 PENETRATE

**PRIME ASSIST
ZONES AND
FILL GAPS**

- 3-4 Players in the box
- near post runs
- Unopposed 1-2 touch shots
- Hunting rebounds

04 UNPREDICATBLITY

**SOFT SET TO
SERVE OR
RECIRCULATE**

- Diagonal behind the backline
- Switch backs
- Station to Station
- Attack the edge

Phases of Play
In Possession: Building the Play Phase

01 ESTABLISH

ESTABLISH POSSESSION
GET IN SHAPE
SUPPORTING PLAY

- Understand opposing pressure
- Drag defenders out of shape
- Go longer if pressed
- Movement

02 MOVE PLAYERS

BALL CIRCULATION
COMBINATIONS
WIDTH TO WIDTH

- Pass to move opposing players
- Be a little predictable to maintain possession
- Speed of play changes

03 PENETRATE LINES

LOOK FORWARD
RUNS BEHIND
CHANGE SPEED OF PLAY

- Always look to go forward
- Players occupy spaces between opposing lines
- Move positively after passing or receiving.

04 PROTECT POSSESSION

RECYCLE
SIMPLER PASS OPTION
RECIRCULATE

- 10-15yd passing distance
- Back to go forward
- no square passes
- +1 numerical advantage

Phases of Play
In Possession: Developing the Play Phase

01 SHAPE

**GET IN SHAPE
WIDTH
SUPPORTING PLAY**

- Central attacks
- Create width within passing distances that encourage ball retention and not loss of possession

02 CREATE DEPTH

**BALL CIRCULATION
COMBINATIONS
PLAYING THROUGH**

- Recognizing and exploiting space
- Create depth to pull players out of shape and create space in behind.
- Playing direct

03 COMBINATIONS

**OVERLAPPING
UNDERLAPPING
SWITCHING PLAY**

- +1 minimum overloads to move into creating the play phase.
- Connect with wide and forward players to exploit space.

04 OVERLOADS

**RECYCLE
SIMPLER PASS OPTION
RECIRCULATE**

- Combine with depth
- Back to go forward
- no square passes
- +1 numerical advantage in areas to move forward

Phases of Play
In Possession: Creating the Play Phase

01 EXPLOIT

**PACE BEHIND
RUN BEHIND
PLAY BEHIND**

- Wing progressions
- Penetrative dribbling or duals
- Combinations
- Overlaps/Underlaps
- Quality of delivery

02 DISORGANIZE

**DISCONNECT
THE
BACK LINE**

- Create overloads
- Combinations in both central and wide areas
- Runs into assist zones
- Counter movement runs

03 ATTACK

**PRIME ASSIST
ZONES AND
FILL GAPS**

- 3-4 Players in the box
- near post runs
- Unopposed 1-2 touch shots
- Hunting rebounds

04 RECYCLE

**SOFT SET TO
SERVE OR
RECIRCULATE**

- Diagonal behind the back line
- Switch backs
- Station to Station
- Attack the edge

Phases of Play
In Possession: Finishing the Play Phase

01 CREATIVE

NUMBER SUPERIORITY
MOVEMENT
DUELS / COMBINE

- Tempo and speed of play
- Positional interchange
- Supporting angles
- Creative runs, passing, dribbling

02 WIDE PLAY

DISCONNECT
THE
BACK LINE

- Wide area overloads
- Quality deliveries into the box
- Numbers in the box to finish
- Counter measures

03 QUICK PLAY

COMBINE
FORWARD MOVEMENTS
DUELS

- Quick Combinations
- Unopposed 1-2 touch shots
- Hunting rebounds
- Vision and awareness

04 FINISH
ATTACK ASAP

TYPE OF FINISH
KILL ZONE
GOLDEN ZONE

- Quick finishing
- Take opportunities when presented with space to shoot
- Accuracy of shot
- Get the ball into critical areas

Phases of Play

In possession: 4 Attacking Moments in the Finishing Phase

01 TIMING

**DRIBBLE
PASS
RUN**

- Timing of pass
- Timing of run
- Timing of dribble
- Communication tools

02 SPEED OF PLAY

**CHANGE THE PACE OF
THE GAME**

- Changing speeds with and without the ball
- Draw in defenders and quick powerful movements
- Less touches increases speed of play

03 CREATIVITY

**TAKE RISKS - -BE
POSITIVE AND
RUTHLESS**

- Duels
- Dribbling at pace take on players
- Qualitative options
- Combination play
- Pace, Power, Speed

04 PENETRATE

**LOOK TO PENETRATE
LINES**

- Passing through lines
- Running through lines
- Dribbling through lines
- Over
- Around
- Through

Phases of Play

In possession: Actions to the Attacking Moments

**01 RUN
DICTATES THE
PASS**

**PACE BEHIND
RUN BEHIND
PLAY BEHIND**

- Wing progressions
- Penetrative dribbling or duals
- Combinations
- Overlaps/Underlaps
- Quality of delivery

**02 PASS
DICTATES THE
RUN**

**DISCONNECT
THE
BACK LINE**

- Create overloads
- Combinations in both central and wide areas
- Runs into assist zones
- Counter movement runs

**03 DIAGONAL
RUN -
STRAIGHT PASS**

**PRIME ASSIST
ZONES AND
FILL GAPS**

- 3-4 Players in the box
- near post runs
- Unopposed 1-2 touch shots
- Hunting rebounds

**04 STRAIGHT
RUN -
DIAGONAL PASS**

**SOFT SET TO
SERVE OR
RECIRCULATE**

- Diagonal behind the backline
- Switch backs
- Station to Station
- Attack the edge
-

Defending Principles
Out of possession - Press phase

01 IMMEDIATE PRESS

HIGH PRESS
WILLINGNESS TO WIN BALL

- Press on immediate loss of possession
- Get players behind the ball
- Show desire to win the ball and close space

02 PRESSING TRIGGERS

SET TRAPS
INITIAL ACTION

- Set traps for early winning of ball.
- Support initial press and eliminate options.
- Be prepared to become pressure defender

03 GET IN SHAPE

NUMBERS BEHIND BALL
FUNNEL

- Quickly to get in shape
- Supporting the press
- compact
- Direct to our numbers

04 DISRUPT

STOP BUILD UP
PROTECT SPACE

- Stop opposing team from building and exploiting our space
- Protect our real estate
- Don't allow the opposing team options

Defending Principles
Out of possession - Disrupt phase

01 EARLY PRESS

**DISRUPT
DELAY
WIN TACKLE**

- Can we win the ball back early?
- Build pressure around the ball
- Desire to close space and force mistakes

02 PREVENT THE COUNTER

**COMPACT
CENTRAL STRENGTH**

- Connected to protect space behind us
- Recognize direct play and organize accordingly
- Stay strong centrally

03 COVER SPACE

**KILL PENETRATING
SPACE
DIRECT PLAY**

- Get in shape and cover space to deny penetration
- Direct play to our strength / their weakness
- Stay compact

04 RECOVER THE BALL

**RECOGNIZE TECHNICAL
PLAYER PRESSURE
FORCE MISTAKES**

- Quick press force technical mistakes
- Identify technical deficiencies to immediate win the ball
- Force bad passes.
- Counter measures

Defending Principles
Out of possession - Protect phase

01 MID BLOCK

DELAY IN MIDFIELD
CREATE OVERLOADS

- Don't allow further gain in real estate.
- Deny forward play
- Force over-passing mistakes.
- Recover when pressure is broken

02 MIDFIELD SHIFTING

SHIFT AS A UNIT
COMMUNICATION
DISCIPLINED

- Clear concise communication
- Shift to deny forward movement
- Compact between lines and in lines

03 COMPACTNESS

KILL PENETRATING SPACE
DIRECT PLAY

- Stay disciplined
- Work together
- Positional Connectivity
- Don't allow forward passes

04 DELAY AND DENY

RECOGNIZE TECHNICAL
PLAYER PRESSURE
FORCE MISTAKES

- Collectively kill all penetrating space
- Delay any attack
- Recover the ball and counter.
- Counter measures

Defending Principles
Out of possession - Deny phase

**01 PREVENT
FINISHING**

**DELAY IN MIDFIELD
CREATE OVERLOADS**

- Deny scoring chances
- Force to areas that are out of shot taking
- Zonal v Man Marking
- Prevent scoring shots around the 18yd area

02 BRAVE

**FEARLESS
PRESS THE SHOT
PREVENT FINISHING**

- Always accountable
- Dominate the 1st and Account for the 2nd balls
- Relieve pressure and clear

03 DENY

**ELIMINATE SCORING
CHANCES
CLOSE SPACE QUICKLY**

- Hold a line
- Deny finishing
- Get in shape
- Recover when pressure is broken

**04 EMERGENCY
DEFENDING**

**DO WHAT IT TAKES
IMMEDIATE PLAYER
PRESSURE
FORCED SHOT TAKING**

- Do what ever it takes to stop a shot
- Press play receiving / on the ball at all costs
- Sacrifice self to block shots

Transitional Principles

Defending transition to Possession/Attack

01 PUNISH

**CAN I SCORE?
CAN I FIND SOMEONE
WHO CAN SCORE?**

- Ball won near opponents goal
- Exploit their possession shape
- Finish before opponent reorganizes

02 EXPLOIT

**GAIN AN ATTACKING
OPTION
RELOAD
BE RUTHLESS**

- Gain a corner, set piece, free-kick etc
- Attack with pace and power
- Keep opponent in negative transition phase

03 SECURE

**COUNTER
ADD LAYERS
PLAY FORWARD
EXPAND TEAM SHAPE**

- Counter attack with speed
- Willingness to add layers to join the attack in the final two phases.
- Look forward first

04 ESTABLISH

**ESTABLISH POSSESSION
CREATE RECEIVING
LINES
MAXIMIZE SPACE**

- Establish possession and transition quickly from defensive shape to possession shape.
- Maximize space to move forward.
- Player between lines

Transitional Principles
Possession transition to Defensive

01 IMMEDIATE PRESSURE

**PRIORITIZE
DISRUPT COUNTER
FORCE MISTAKE**

- Delay the counter with immediate pressure
- Can I win the ball?
- Can I force a mistake
- Can I win the next ball
- Make play predictable

02 RECOVER WITH SPEED

**KEEP THE BALL HERE
PRIORITIZE
MENTALITY**

- Get in shape
- Prioritize pressure -v- delaying and directing
- Establish horizontal and vertical compactness

03 PREVENT SPACE

**MIDFIELD PRESS
PRESSING TRIGGERS
DELAY AND DIRECT**

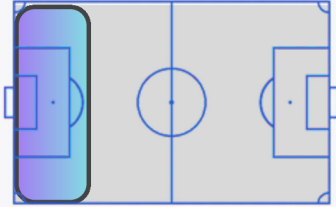
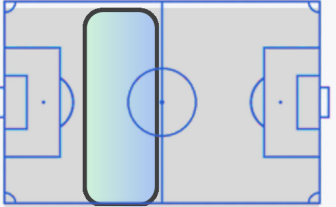
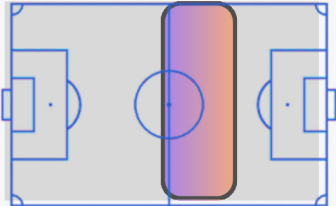
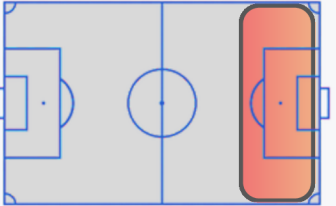
- Direct to our numbers
- Understanding pressing triggers
- Deny the counter

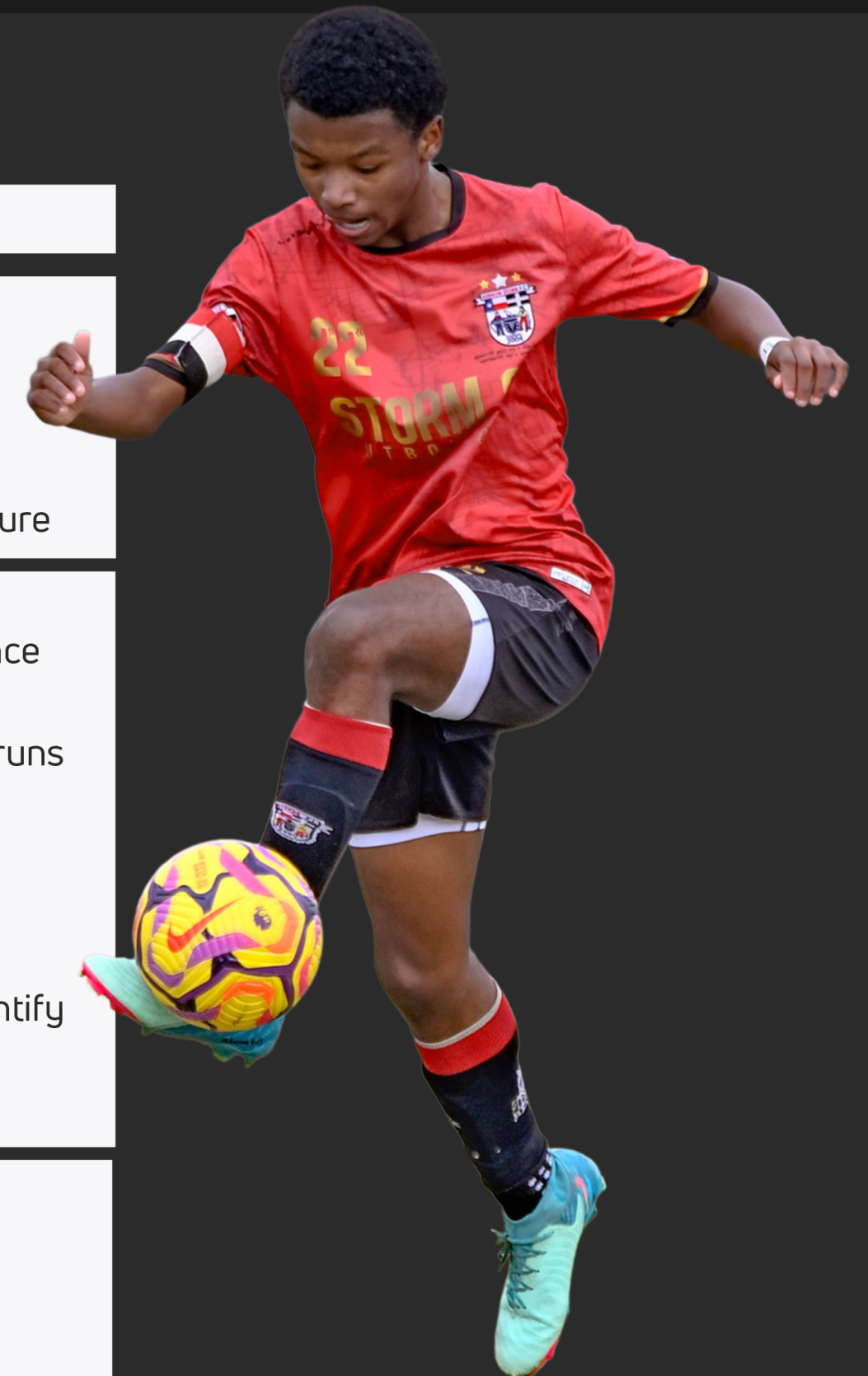
04 PREVENT FINISHING

**PROTECT THE GOAL
KILL PENETRATION
BLOCK THE PATH**

- Immediate pressure to protect the goal and deny chances.
- Do not allow penetrating actions
- Do what it takes to deny goal-scoring

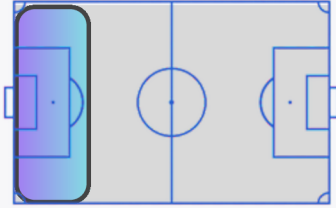
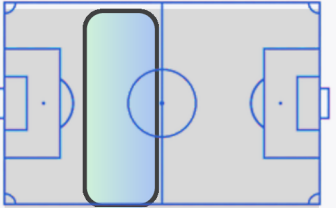
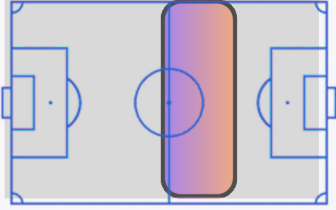
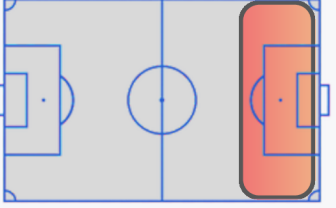
Possession/Attacking Principles
 General Principle - Objective - Sub Principle - Macro Principle

GENERAL PRINCIPLE	OBJECTIVE	PHASE OF PLAY	SUB-PRINCIPLE - MACRO PRINCIPLE
<p>USING THE PRINCIPLE OF POSSESSION AND ATTACKING GET IN SHAPE WITH THE INTENTION TO PENETRATE LINES AND CREATE CHANCES FOR FINISHING</p>	<p>UNBALANCE AND DISORGANIZE THE OPPONENT</p>		<p>PP. 1 Get in shape PP. 2 Playing from back with GK PP. 3 Playing direct PP. 4 Continual effort to break opposing lines PP. 5 Move ball from high pressure to lower pressure</p>
			<p>PP. 6 Safety of ensuring and using +1 PP. 7 Drawing line of pressure via the ball to advance PP. 8 Provide options to play forward PP. 9 Playing through, around or over passes and runs PP. 10 Create width and depth PP. 11 Create overload / numbers up situations PP. 12 Break lines PP. 13 Overlapping and underlapping overloads PP. 14 Create isolation situations - Quantitative identify PP. 15 Switching play PP. 16 Vision an awareness</p>
	<p>EXPLOIT OPPONENT WHEN UNBALANCED AND DISORGANIZED</p>		<p>PP. 17 Finishing PP. 18 Crossing and finishing PP. 19 Create goal scoring opportunities PP. 20 Creative and unpredictable PP. 21 Speed of play</p>
			



Transition Principles - Possession/Attack to Defending

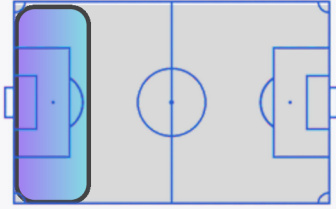
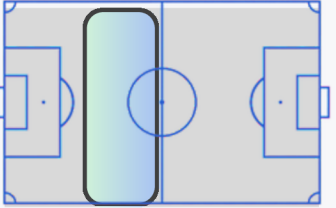
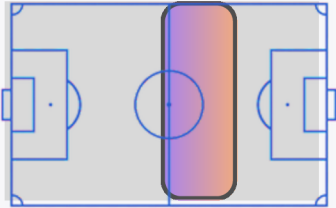
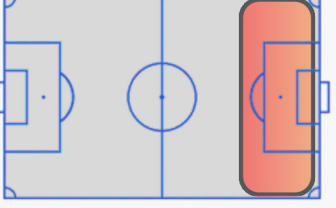
General Principle - Objective - Sub Principle - Macro Principle

GENERAL PRINCIPLE	OBJECTIVE	PHASE OF PLAY	SUB-PRINCIPLE - MACRO PRINCIPLE
<p>GET ORGANIZED AND IN SHAPE TO REGAIN POSSESSION AS QUICKLY AS POSSIBLE</p> <p>PREVENT OPPOSING MOVEMENT FORWARD TO DENY GOAL SCORING CHANCES</p>	<p>IMMEDIATELY PRESSURE THE BALL WHILE THE OTHER TEAM IS TRANSITIONING</p> <p>RECOVER WITH SPEED AND DENY THE FINISH</p>		<p>TD. 1 Do what it takes to deny goal scoring chances</p> <p>TD. 2 Prevent shots around the box</p> <p>TD. 3 Deny possession by killing penetrative actions</p> <p>TD. 4 Immediate collective movement block path to goal</p> <p>TD. 5 Counter measures</p>
			<p>TD. 6 Delay in midfield</p> <p>TD. 7 Midfield shifting</p> <p>TD. 8 Delay penetrating actions</p> <p>TD. 9 Establish Horizontal and vertical compactness</p> <p>TD. 10 Delay counter</p> <p>TD. 11 Recover with speed</p>
			<p>TD. 12 Willingness/commit to running and movement</p> <p>TD. 13 Pressure players make play predictable</p> <p>TD. 14 Delay and direct to numbers</p> <p>TD. 15 Collective actions of players "off the ball" deny gaps and win the ball</p>
			<p>TD. 16 Can I win the ball</p> <p>TD. 17 Can I force a mistake</p> <p>TD. 18 Can I win the next ball</p> <p>TD. 19 Immediate press (6 secs)</p> <p>TD. 20 Pressing triggers</p> <p>TD. 21 Defending from the front / High press</p>



Defending Principles

General Principle - Objective - Sub Principle - Macro Principle

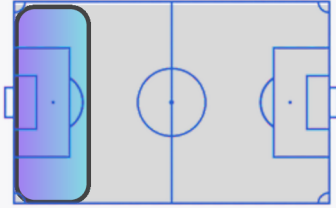
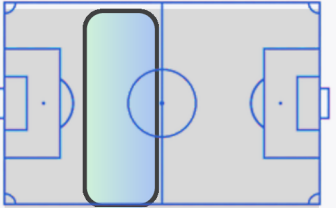
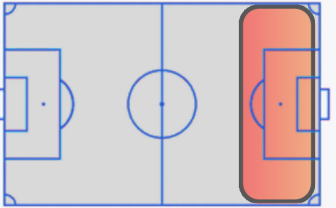
GENERAL PRINCIPLE	OBJECTIVE	PHASE OF PLAY	SUB-PRINCIPLE - MACRO PRINCIPLE
<p>ZONAL OR MAN MARKING WITH EARLY PRESSING TO WIN BACK POSSESSION</p> <p>WIN THE BALL BACK IMMEDIATELY BE AND REMAIN ORGANIZED AND BALANCED</p>	<p>USING PRINCIPLES OF DEFENDING (PRESSURE, COVER BALANCE, DELAY AND DIRECT, NARROW AND COMPACT WITH CONTROL) WIN THE BALL BACK QUICKLY</p>		<p>DP. 1 Deny goal scoring chances</p> <p>DP. 2 Be brave - Shot block/clear/relieve pressure</p> <p>DP. 3 Dominate 1st and account for 2nd balls</p> <p>DP. 4 Collectively kill penetrating space</p> <p>DP. 5 Emergency defending techniques</p>
			<p>DP. 6 1v1 individual defending</p> <p>DP. 7 Back line zonal defending</p> <p>DP. 8 Defend around the box</p> <p>DP. 9 Occupy finishing zones</p> <p>DP. 10 Strong weak side shifting</p> <p>DP. 11 Cover and support angles</p> <p>DP. 12 Delay and deny</p> <p>DP. 13 Sprint defend and force the duel</p> <p>DP. 14 Positional compactness and connection</p> <p>DP. 15 Defend the counter</p> <p>DP. 16 Numbers behind the ball</p>
			<p>DP. 17 Cover pressuring defender</p> <p>DP. 18 Initial action to dictate group defending principle</p> <p>DP. 19 Force opponent to play long</p> <p>DP. 20 Immediate press (6 secs)</p> <p>DP. 21 Pressing triggers</p> <p>DP. 22 Force mistakes technical qualities</p>
			



Transition Principles - Defending to Possession/Attack

General Principle - Objective - Sub Principle - Macro Principle



GENERAL PRINCIPLE	OBJECTIVE	PHASE OF PLAY	SUB-PRINCIPLE - MACRO PRINCIPLE
<p>PLAY FORWARD AND EXPLOIT DEFENDING TEAMS GAPS ATTACK QUICKLY</p>	<p>TO IMMEDIATELY ATTACK A TEAM THAT IS TRANSITIONING FROM POSSESSION TO DEFENCE</p>		<p>TA. 1 Look to play forward TA. 2 Counter attack TA. 3 Expand team shape to possession principles TA. 4 Establish possession TA. 5 Keep the ball if we can't play forward</p>
<p>MAINTAIN POSSESSION IF/WHEN THE OPPOSING TEAM IS IN BALANCE</p>	<p>OR RECOVER POSSESSION TO BUILD A MEANINGFUL ATTACK</p>		<p>TA. 6 Play the ball forward can we counter TA. 7 Create receiving lines behind opposing lines TA. 8 Willingness to add layers to join the attack TA. 9 Maximize space TA. 10 Switch play and point of attack TA. 11 Play direct TA. 12 Gain an attacking option, set piece etc. TA. 13 Play over pressure TA. 14 Play through pressure TA. 15 Play around pressure TA. 16 Join attack with speed</p>
<p>MAINTAIN POSSESSION IF/WHEN THE OPPOSING TEAM IS IN BALANCE</p>	<p>OR RECOVER POSSESSION TO BUILD A MEANINGFUL ATTACK</p>		<p>TA. 17 Can we keep the ball to reload #18 & #19 TA. 18 Can I find someone to score TA. 19 Can I score TA. 20 Quick finishing TA. 21 Vision and decision making TA. 22 Finish the attack</p>

Orientation

- Introduction of the objective in smaller sized exercises
- Define elements of the emphasis
- Identify key individuals

Learning

- Game like situations with repetitions of the desired theme
- Space can be reduced but remain realistic to the game and area working on
- Positional game similar to a match

Implementation

- Positional game that can be related to a real game
- Realistic space and numbers - are we using 13 players just because that's what we have?
- Tactical application and positions remain consistent to our game model



Vertical integration

- Our principles of play outlined are consistent throughout the age groups in the club
- In order for players to understand these guiding principles and play our style we must train often and intentionally

Integrating principles

- Non elite youth teams - Priority is the player and their development
- Elite youth teams to 15U - Balance between player development and importance of winning
- Elite Youth 16U+ - Priority is the team with an emphasis on results

Differentiation

- The choice of session including the variation of player numbers and size of area, rules etc.
- The Coach and coaching style
- The method and content delivery method



What to train

- The balance between the tactical and technical work and the game form differs in each age group.
- Players prefer and favor game forms of training.
- We also need to encourage more complex thinking and decision making. Cognitive and emotional aspect should be considered and are always connected

How to train

- Training sessions are 4-5 weeks in duration to cover the progression of that topic
- Principle of play subject with sub principles, objectives, phase and location within phase being clear to the training group.
- We train with
 - Purpose - Intentional - Detail - Intensity - Dynamic with and without the ball - Speed
- We expect to play with
 - Ruthlessness - Relentless - Toughness - Creativity - Pace - Power - Braveness

Was it successful

- Desired outcome was achieved?
- Assess the session and adjust as required for next session
- How can we improve?
 - Delivery - Choice of explanation - Clear and defined? - Did it replicate game moments?



Choice of Session

- Younger age groups, repetition is crucial. Therefore imperative to reduce the numbers during technical training. Smaller groups and lots of repetition
- Individual player development take precedence over team strategy and results at young ages and non elite under 15 years
- The intensity of the session must replicate that of the game. Train under how you want the real game to look like.
- Compactness and pressure in everything we do to mirror game like pressures and spacing
- Its not enough to train twice a week. Encourage other forms of soccer playing activities. Encourage independent activity, introduce technical challenges etc



Objectives of the training session

- Use the principles as a guide to achieve objectives
- We use our own vocabulary
- Sessions designed to accomplish objectives and progress the theme throughout 4-5 weeks (8-10 sessions)
- Design and develop sessions cycle to progress so that it emphasizes our tactical theme

Coaching responsibilities

- Coaching assignments
- Coaches assign assistants to players not involved in the session
- Utilize video and media where available and applicable
- video your sessions to assist in coaching development and assessment of session
- The behaviors of the players in the session must be consistent with the overall game model

Coaching learning mediums

- Verbal - Video - Written - Board



Coaching Style

- Clear expectations
- Give confidence
- Focus on the detail
- Challenge but support
- Be the model of desired behaviors
- Be smart wearing club gear
- Be clear and concise
- Interactive coaching
- Learning by experimentation in the reality of play
- Discover solutions
- Create sessions in which the player will face similar situations and demands of the game several times where they experiment to find solutions.
- The player can make a difference in the game, make the player autonomous
- Coach helps to reach players goals
- Make the player know they can do it
- Be more specific
 - “Good pass” specify the why or how etc. “That was a good pass as it penetrated the line for us to set up an attack”



Coaching the team

- Working in different group sizes contributes to the development and performance of the team
 - 1 on 1 sessions - typically utilized through outside/additional skills training
 - Small group training 2-4 players helps develop faster play and increases feedback to players
 - Medium sized groups of 5-10 players helps build teamwork and group dynamic
 - Large groups like the full team gives efficiency and clarity on the delivery of messages

Coaching methods

- The use of different coaching methods will effectively teach the players during the training session.
- Active coaching
 - Coaching in the moment
 - Giving individual coaching points / instruction during play to give specific feedback
 - Freeze coaching
 - Collective instruction after a specific moment in play
 - Coaching during breaks in play
 - Individual or small group instruction often with iPad or white board
- Passive coaching - Designed to allow players to problem solve for a desired solution



Age related training needs

Principles of attack

No to low focus
Introduction
High Focus
Proficiency

GAME FORMAT	U7-U8	U9-U10	U11	U12	U13	U14	U15-U16	U17-U19
1. Continual effort to break opposition "lines" through movement with and without the ball	Red	Yellow	Green	Green	Green	Green	Blue	Blue
2. Create isolation situations	Red	Yellow	Yellow	Yellow	Green	Green	Blue	Blue
3. Create overload/numbers up situations	Red	Yellow	Yellow	Yellow	Green	Green	Blue	Blue
4. Attacking decision making (individual to group to team) in the order of the following:	Green	Green	Green	Green	Green	Blue	Blue	Blue
A.) can I/we score a goal	Green	Green	Green	Green	Green	Blue	Blue	Blue
B.) can I/we get the ball to someone who can score,	Green	Green	Green	Green	Green	Blue	Blue	Blue
C.) maintain/dominate possession	Yellow	Yellow	Green	Green	Green	Blue	Blue	Blue
5. Move the ball from high pressure to low pressure	Red	Yellow	Green	Green	Green	Blue	Blue	Blue
6. Make runs behind lines, numbers in the box, variance of runs (near, far, drop).	Red	Red	Red	Yellow	Yellow	Green	Blue	Blue
7. Create combinations & midfield/back penetration/support	Red	Yellow	Yellow	Yellow	Green	Green	Blue	Blue
8. Utilize space & triangles	Red	Yellow	Yellow	Green	Green	Blue	Blue	Blue
9. Push back line up/support the attack & also take preventative action	Yellow	Yellow	Yellow	Green	Green	Blue	Blue	Blue
10. Break lines via through, around and behind passes and movements	Red	Yellow	Yellow	Yellow	Green	Green	Blue	Blue

Age related training needs

Transitional play Possession/attacking to defending

No to low focus
Introduction
High Focus
Proficiency

GAME FORMAT	U7-U8	U9-U10	U11	U12	U13	U14	U15-U16	U17-U19
1.) Apply immediate pressure on the ball	Yellow	Light Green	Green	Green	Green	Light Blue	Blue	Blue
2.) Willingness/Commit to running/movement	Light Green	Green	Green	Green	Light Blue	Blue	Blue	Blue
3.) Pressure players make play predictable	Orange	Yellow	Yellow	Light Green	Green	Green	Light Blue	Blue
4.) Collective actions of the players "off the ball" to deny gaps and win the ball	Orange	Yellow	Yellow	Light Green	Green	Light Blue	Blue	Blue
5.) Maintain horizontal and vertical compactness	Red	Red	Orange	Light Green	Green	Green	Light Blue	Blue

Age related training needs

Defending principles

No to low focus
Introduction
High Focus
Proficiency

GAME FORMAT	U7-U8	U9-U10	U11	U12	U13	U14	U15-U16	U17-U19
1.) Willingness and aggressive intention to WIN the ball	Yellow	Yellow	Light Green	Light Blue	Blue	Blue	Blue	Blue
2.) Dictate the space we want to defend	Red	Red	Orange	Light Green	Green	Light Blue	Blue	Blue
3.) Pressing Principles - situational/cues of when, how, who	Orange	Yellow	Light Green	Green	Green	Light Blue	Blue	Blue
4.) Recovery/Cover	Red	Orange	Light Green	Green	Light Blue	Blue	Blue	Blue
5.) Communication	Yellow	Yellow	Light Green	Green	Green	Light Blue	Blue	Blue
6.) Numbers up to equal in defense	Red	Orange	Yellow	Light Green	Green	Light Blue	Blue	Blue
7.) Recognition of Zonal to Man Marking Accountability	Red	Orange	Yellow	Yellow	Light Green	Light Blue	Blue	Blue
8.) Individual body/positional shape relative to pressure on the ball & opposition movements	Yellow	Yellow	Light Green	Green	Green	Light Blue	Blue	Blue
- Cue's relative to the pressure on ball (positional)	Red	Red	Orange	Yellow	Yellow	Light Green	Light Blue	Blue
9.) Positional lines connectivity to defend together	Red	Red	Yellow	Light Green	Green	Green	Light Blue	Blue
10.) Assess, anticipate and recognize the defending to attacking action(s)	Red	Red	Yellow	Light Green	Green	Green	Light Blue	Blue

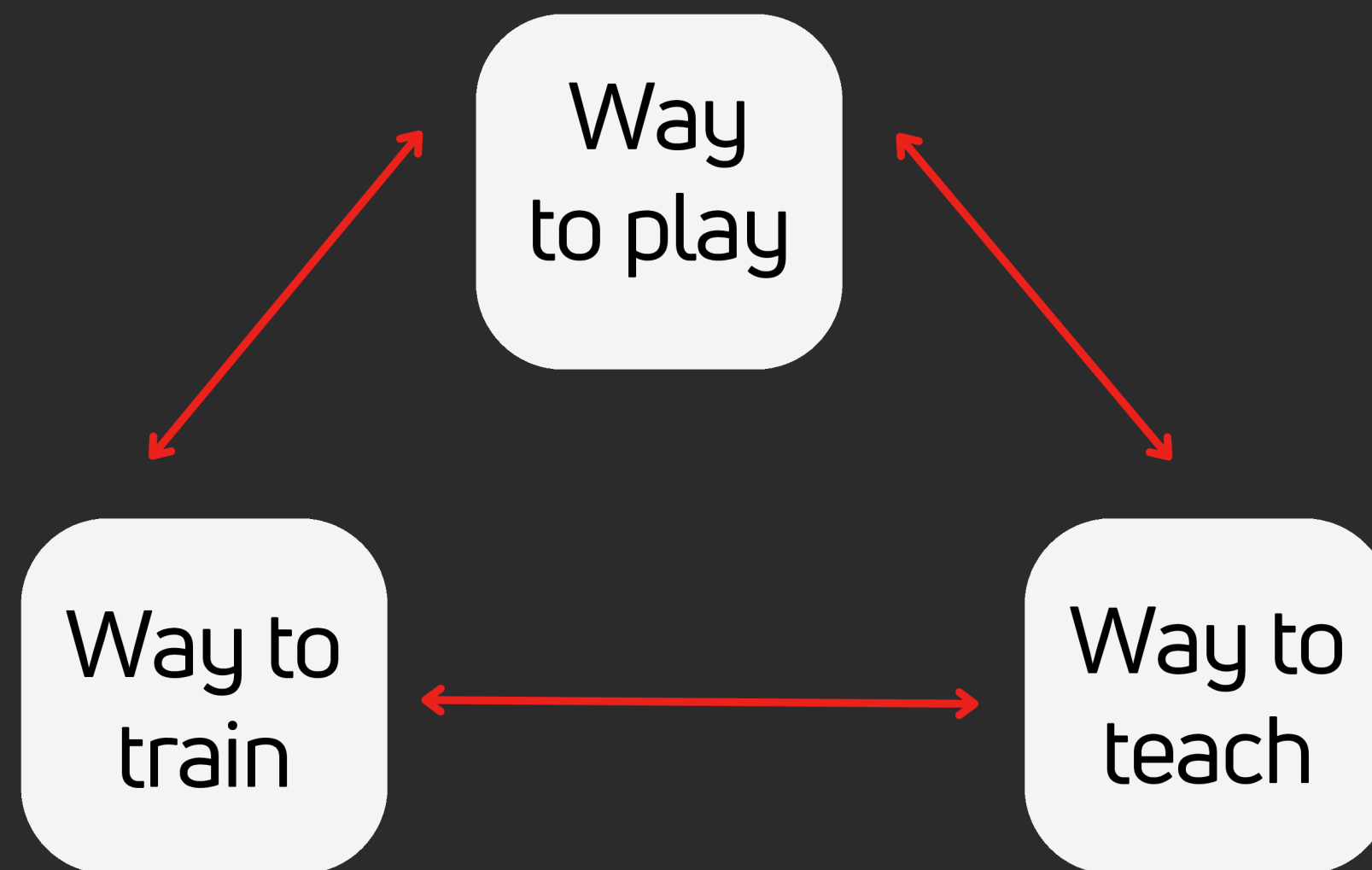
Age related training needs

Transitional play defending to possession/attack

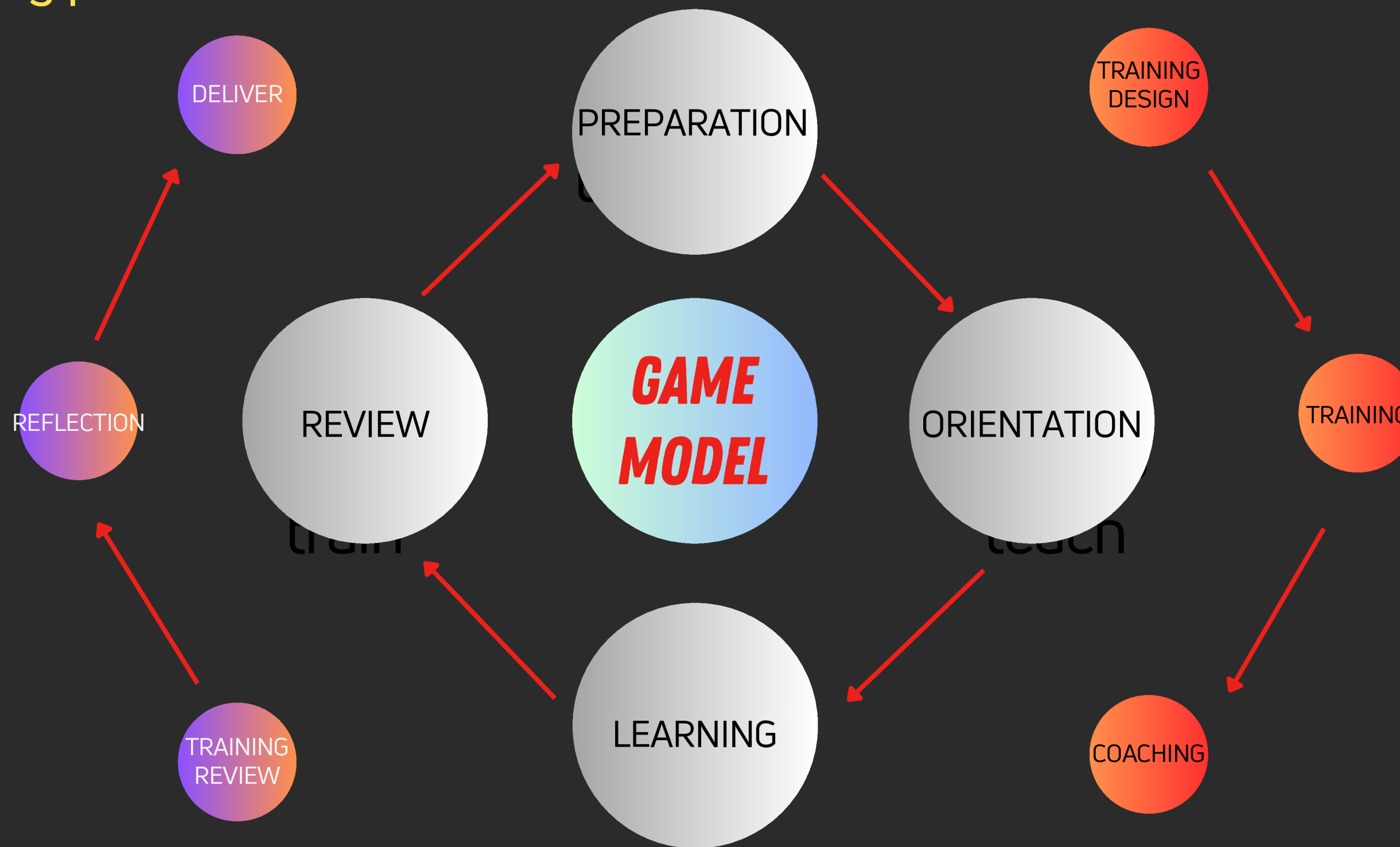
No to low focus
Introduction
High Focus
Proficiency

GAME FORMAT	U7-U8	U9-U10	U11	U12	U13	U14	U15-U16	U17-U19
1.) Priority of getting forward/breaking lines via the pass and/or dribble	Red	Orange	Yellow	Light Green	Green	Teal	Blue	Blue
2.) Willingness/Commit to running/movement	Light Green	Green	Green	Green	Teal	Blue	Blue	Blue
3.) If #1 = NO, can we keep the ball when we can't play forward and exploit gaps	Red	Orange	Yellow	Light Green	Green	Teal	Blue	Blue
4.) Collective actions of the players "off the ball" to play forward, exploit gaps and/or keep the ball	Red	Orange	Yellow	Light Green	Green	Teal	Blue	Blue
5.) Connect the first pass	Red	Orange	Yellow	Light Green	Green	Blue	Blue	Blue

The training process



The Coaching process



Long-term objectives and goals

PLAYER DEVELOPMENT

- **Elite Player Production:** Develop a pipeline of players who can progress to the highest levels.
- **Holistic Growth:** Focus on the overall development of players, including technical, tactical, physical, mental, and character-building aspects.
- **Pathway to Success:** Create clear pathways for players to transition from youth to elite levels and onward, including college and professional opportunities.

ACADEMY INFRASTRUCTURE

- **Quality Facilities:** Invest in training facilities, including fields, various formats of the game, and recreational areas.
- **Technology Integration:** Utilize advanced technology for player monitoring, performance analysis, and injury prevention.
- **Continuous Improvement:** Regularly update and enhance training methodologies based on the latest research and best practices.

COACHING EXCELLENCE

- **Qualified Coaches:** Ensure all coaches are highly qualified and continually pursue professional development.
- **Consistent Philosophy:** Maintain a consistent coaching philosophy across all age groups, aligned with the club's principles and values.
- **Mentorship Programs:** Build our mentorship programs where experienced coaches guide and support younger or less experienced coaches.

Long-term objectives and goals

COMPETITIVE SUCCESS

- **League Performance:** Achieve consistent success in local, regional, and national leagues and tournaments.
- **International Exposure:** Provide opportunities for players to compete and train internationally, gaining valuable experience and exposure.
- **Bench-marking:** Regularly benchmark the elite teams performance against other conference clubs to ensure continuous improvement and competitiveness.

FINANCIAL STABILITY

- **Sustainable Funding:** Develop diverse revenue streams, including sponsorships, partnerships, and fundraising events, to ensure financial stability.
- **Sustainability Management:** Maintain and build upon our United nations signatory status and reduce long term footprint

LONG-TERM IMPACT

- **Positive Influence:** Aim to positively impact the lives of players, their families, and the broader community through soccer.
- **Legacy:** Establish a lasting legacy of excellence, integrity, and innovation in youth soccer development.
- **Continuous Review:** Regularly review and update long-term goals and objectives to adapt to changing circumstances and opportunities.

BY SETTING THESE LONG-TERM GOALS AND OBJECTIVES, STORM FC CAN CREATE A STRUCTURED AND AMBITIOUS PLAN FOR SUSTAINED GROWTH AND SUCCESS, ENSURING THAT WE REMAIN A LEADING FORCE IN YOUTH SOCCER DEVELOPMENT.

KERNOW STORM FUTBOL CLUB

THE STORM FC WAY

DNA & Game Model

A Framework of vertical integration



INVESTING IN OUR YOUTH