



**International
Academy**
Bay Area

Liverpool FC Academy Philosophy: Coach Rotation

“Our philosophy on this is as follows.

We rarely keep a coach with a team for more than a season (1 year). The reason for this is to keep the players fresh, having a new coach offering a different perspective can be good for the development of the players. Also, we have coaches who are specialists at coaching specific age groups, therefore it doesn't make sense for them to stay with a team for a number of years.

By changing frequently it also gives the kids a chance to be assessed by different coaches and over a longer period of time we can build an objective view of the player rather than one which is reliant on the opinion of one individual coach.

We are still able to achieve a level of assessment continuity through the head of phase positions, which sit above the age group coaches (pre-academy, foundation, youth development etc.). These senior coaches are able to assess players across their time within each phase so there is still a consistent assessment taking place, in terms of personnel.

It is also worth bearing in mind that the above is very much geared towards the needs of an elite academy environment, and there may be a more compelling argument in an less elite setting for an age group coach to stay with their team for two seasons (1 year), for example. However, we definitely wouldn't recommend any longer than that”

Dan White
Head of Soccer



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