



FUEL FOR FOOTBALL

BROCHURE

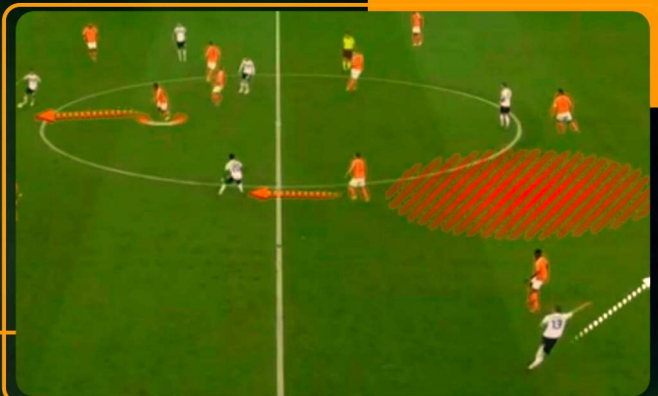


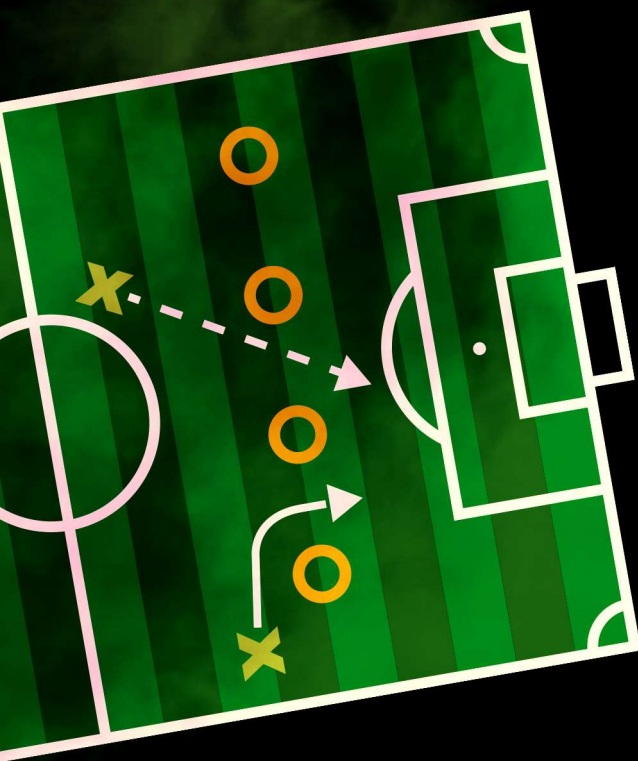
ANALYSIS

*Using analysis of your game play can push you on to unseen new levels. A key differentiator between the best athletes such as **Cristiano Ronaldo**, **Lebron James** or **Tom Brady**, and their competition, is the amount of time they invest into analysis. They understand that when used correctly, analysis helps you to think twice as fast, to play at your best more consistently and to develop as player.*



Want to think
3 passes
ahead on
the pitch





The key to thinking ahead on the pitch is by not consciously thinking through every action, but rather letting the correct decisions emerge while in a state of flow, thanks to a great understanding and application of decision-making pathways. You will have naturally learned to value certain decisions over others, but likely fail to apply the best options often enough, and when losing confidence in your abilities, will fail altogether. The way we develop these pathways into your game so that you are more consistent at making the right decisions and seeing ahead of play is through our analysis. With the use of XGd, the

chances that any decision will result in a goal scored versus conceded, we can dissect play and quickly adjust a player's mind to greater play. The beauty of this is that it does not take months to start seeing noticeable results, you improve every day in training and matches.

PRE-MATCH OPPOSITION ANALYSIS

In pre-match opposition analysis, we give a competitive edge to your play that allows you to perform at your highest capability week in, week out. Together we exploit the opposition weaknesses, make sure that you cause havoc with your strengths and we hone your decision-making so that you play optimally. With this analysis, you will know the opposition's tendencies and your matchups' vulnerabilities inside out every time you step on the pitch.

POST-MATCH ANALYSIS

Data and statistics are lovely to know, but you need coach-led analysis which will actually leave you a better player. You must know what to train and exactly how. Our post-match analysis service does just this as we integrate analysts and trainers to show you exactly how to be a smarter, more effective player.

POSITIONAL GUIDE

A positional guide is a comprehensive view into the decisions and execution of the best players in any position and formation. While it covers the lesser seen or spoke about components of elite play, it is written in an easily digestible format using examples and clear explanations to allow for easier learning. No matter your position or role, we can write a guide so that you understand exactly how to think and play like the best.

£
699

20

Analysis Pieces

1

Analysis Piece

£

50

£

25

PER
Analysis

Full

Season Analysis

(Pre & Post)

40

Analysis Pieces

£

1199

Full

Positional Guide

£

250

AS USED BY PLAYERS FROM : Serie A - La Liga - Premier League - Ligue 1
(ITALIA) (SPAIN) (ENGLAND) (FRANCE)

**FANCY TAKING
A LOOK AT
A REAL EXAMPLE OF
OUR ANALYSIS?**

TAP HERE



MENTORSHIP

SUCCESS BREEDS SUCCESS

*Mentoring consists of a long-term relationship focused on supporting the **growth** and **development** of yourself either as player, coach or trainer. The mentor, being the most suitable member of our team for your role, becomes a source of wisdom, teaching, and support as they work 1:1 with you to accelerate your career progress. This is a completely individualised process, whereby a real connection is built.*



HOW TO MAKE THE MOST OF A MENTOR:

- ▶ *Focus on being coachable and open to hearing feedback from your mentor whether or not it's positive.*
- ▶ *Don't be afraid to ask for advice or critiques. Practice your skills as a good listener, take what you can use, and leave the rest.*
- ▶ *To provide structure for the relationship, specify upfront some initial goals you have, such as learning specific techniques or training habits for example.*
- ▶ *Discuss with your mentor how you can best measure the success and effectiveness of your relationship together.*
- ▶ *Make it a point to schedule conversations with your mentor unless working ad hoc, then keep those appointments faithfully.*

FOR

Players

Coaches

Support Staff

£

2 PER DAY

PROFESSIONAL MENTORSHIP

Everyone likes to work in their own way and your mentor will adapt their approach to reflect that. Some prefer to bring questions and work through Q&A, others will bring up topics and request workshops to gain insight. More options include talking casually about the day-to-day and having back and forth dialogue about important situations. Ultimately, your mentor will accommodate your needs to ensure you develop the most in your ability while working together. Through any method, the principles of mentorship remain true. A mentor challenges you to think through issues and approaches by asking difficult-to-answer questions, serving as a source of wisdom to guide you towards the answers you need.

£

5 PER DAY

ELITE MENTORSHIP

In our advanced platform everything aforementioned is included, as well as a few more intricate areas of support too. Each week we analyse a match together in detail to improve understanding of the game, which is then taken into the week's training process. Support is offered to coaches and support staff with the planning process for all sessions, guiding towards a smarter process, while the same is extended to players with individual training sessions. In addition, we give individualised advice across all of our social media posts to be able to gain far more than the average viewer. Lastly, at key stages throughout the season we have review sessions to monitor and track progress. This ensures that we are working optimally to help you master your craft.

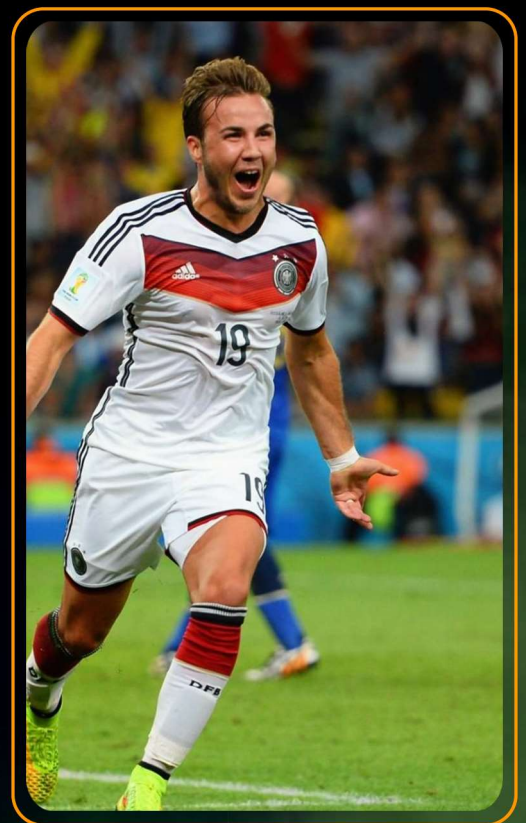


PSYCHOLOGICAL PERFORMANCE

*While many see physical and technical attributes as keys to performance, many overlook the fact that both rely heavily on strong psychology. One of the earliest managers to value psychology as the number one domain of Football was Sir Alex Ferguson, who valued the psychological state of his players as the key to prolonged elite performance. It is certain that placing detailed attention on the **mental side** of the game can create massive improvement in performance - the key domain for finding consistency.*

TRAINING YOUR PSYCHOLOGY

*In psychological performance sessions we aim to give you a mental edge by **boosting** consistency, composure, commitment, confidence, and concentration levels. These components are elements that often let players down, even on the biggest of stages! We progressively work on each component and through **one-to-one sessions**, to raise your performance levels via the development of mental toughness. In addition, we tailor to each player's individual needs, working on the aspects of psychology most needed at a given time.*



Mental skills training is something that is unfamiliar to many, however the sporting greats are both aware and engage in regular forms of mental skills training. We want to provide footballers with the opportunity to optimise performance the same way the greats of every sport do, with psychological preparation, reflection and skills sessions.

PSYCHOLOGICAL DEVELOPMENT PACKAGE

The psychological development package revolves around long-term improvements in psychology by working through mental skills sessions. The psychological performance package revolves not only around long-term development, but also game-to-game performance. It includes twice the contact time and includes mental skills training, mindset conditioning before matches and performance reviews after matches.



INDIVIDUALISED MENTAL SKILLS TRAINING



MENTALITY PROGRAM

*1-2 months
of 15-20 one-to-one sessions*



More available upon request

NUTRITION

Fuel Yourself Optimally

Given nutrition's importance for physical, psychological and technical performance, as well as its role in recovery and injury prevention, it is imperative you maintain an adequate diet which contains the right amount of each key nutrient. This should always be individualised to the specific needs which you have at any given time.

NUTRITION PROGRAMMING

- ▶ *Planning your nutritional intake throughout the year can be difficult. There are many factors to take into account to ensure the highest standard of nutrition for both performance and development. Considering many physiological factors, we can create a personalised nutrition plan which is specific to your needs.*
- ▶ *By following the plan, you can ensure optimal nutrition throughout the season or off-season and build for long-term development. This comes in combination with full 1:1 support with our team nutritionist as you will work together on an educational journey of football nutrition science and your body.*

£

495

THREE MONTH-LONG PROGRAMMING

reviewed & redesigned each month

£

899

SIX MONTH-LONG PROGRAMMING

reviewed & redesigned each month

£

1575

TWELVE MONTH-LONG PROGRAMMING

reviewed & redesigned each month