



AMSTERDAM 2015-16

MASTER IN COACHING

YOU CAN ONLY COACH OTHERS IF YOU KNOW HOW TO COACH YOURSELF



FEMKE DEKKER

Former rower, represented The Netherlands three times at Olympic Games

Trainer Mental Strength - Police Department

Alumnus Master in Coaching

“

After eighteen years in professional sports, I decided to quit rowing and study the Master in Coaching. It was a terrific opportunity to delve into the human side of sports instead of focusing merely on sport tactics, which is what you do as a team athlete. The program also challenged me to take a profound look at myself, focusing on my personal growth and how I can transfer my sport experience and coaching knowledge to others.

”



GENERAL INFORMATION

Academic Degree

Master in Coaching from the Johan Cruyff Institute.

Study Load

Approx. 280 hours.

Schedule

Each month there will be two consecutive educational days, normally on Thursday and Friday from 9.30 to 16.30h, 23 days in total (161 contact hours) excl. personal coach and self study.

Start

September 2015.

End

June 2016.

Modality

In class.

Language

Dutch.

Costs

€ 5,350.- Tuition Fee and € 750.- Admission Fee (excl. VAT, incl. materials and personal coach).

Payment Methods

Payment by installments available.

Conditions

5% discount alumni.

Registration

Open registration until the start of the Master program. Limited seats available.

Admission Requirements

- Minimum of three years of professional experience as a (sports) coach or manager / supervisor.
- Fluency in Dutch.
- A personal interview with the program manager is part of the admission procedure.

More information

nl@cruyffinstitute.org



CAMPUS



AMS



280

HOURS

OBJECTIVES

The focus of the coaching program is on self-knowledge and self-development. You will gain insight into your strengths as a coach (that you'll develop during the program), and those of athletes / employees, with the goal to understand them better in order to improve performance.

After completion of the program you will have developed your personal coaching style, and you'll be able to put this style into practice.

You will be able to present yourself effectively.

You will know what is needed for individual and team success, and how you can manage this success.



The Johan Cruyff Institute has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET).



The Johan Cruyff Institute is member of the North American Society for Sport Management (NASSM).



The Johan Cruyff Institute is member of the European Association for Sport Management (EASM).

SCHOLARSHIP PROVIDERS



PASSION FOR SPORT

This Master is for you if:

- You're a sport coach who wishes to further develop your coaching skills to guide athletes to excel in sports and life.
- You have built up experience as a coach and you want to develop a professional career in the sports industry.
- You are a manager who wishes to further develop your coaching skills from a sport perspective.
- You are a manager who wants to develop a career in sport coaching.

LEARNING OUTCOMES

- Profound understanding of the principles of leadership, coaching and team dynamics.
- Profound understanding of a personal coaching style; Continuous reflection on behavior and actions.
- The ability to effectively handle team dynamics: building successful teams.
- The ability to execute professional coaching sessions (individual / team); Performance Coaching, helping others to reach their full potential in any area in their lives.
- The ability to coach in any situation: winning, losing & under pressure.
- The ability to effectively handle the media; Professional communication skills.

METHODOLOGY

- Coaching according to the vision of Johan Cruyff: You can only coach others if you know how to coach yourself.
- Integrated approach: managing oneself, the players, the team and the environment.
- 'Learning-through-action': teacher-coaches stimulate active participation.
- Multidisciplinary activities, case studies, coach sessions and experience-based learning (group and individual assignments).
- Continuous reflection on coaching sessions, behavior and personal coaching style. Continuous reflection on learning processes and accomplished goals. Self-assessment reports and 'Report of Journey'.
- Applying various coaching techniques: learning by asking, giving feedback, observing without judging, etc.
- Developing a personal coaching style in order to effectively coach others.

PROFESSIONAL OPPORTUNITIES

- Graduates are more aware of professional actions and how they can apply their coaching skills effectively in their job.
- Graduates know how to excel as coaches, how they can maintain professional success and further develop their careers.
- Graduates are able to further develop their personal coaching style.

PROGRAM

Your personal background serves as the starting point for your studies. At the beginning of the program you'll present yourself before the group. Based on your presentation you'll define your personal goals and the strategy to achieve them. Throughout the course of the program you'll be training coaching skills and working on the development of a personal coaching style.

The program is set up as a Match Day in the life of a coach: from the preparation of the game to the debriefing afterwards. At each stage it is important for a coach to be conscious of all personal actions. What are you

going to say and when? How do you come across? Is the way you behave the most appropriate one? How can you allow the team to perform optimally?

At each stage it is important that you are conscious of your own actions. Your coach-teachers, fellow student-coaches and your personal coach will support your development. The personal coach will guide you during the program and will support you towards the accomplishment of your personal goals.

Simultaneously, you'll work on a number of common themes from the coaching discipline.

THEME **01** THE COACH

- Coaching and perceiving
- Leadership
- Group project
- What is my style?
- How do I present myself?

THEME **02** THE COACH & THE TEAM

- Inner motivation
- Coaching sessions
- Giving feedback
- Team diagram
- Performance under pressure
- Coaching after a performance

THEME **03** THE COACH, THE TEAM & THE ENVIRONMENT

- Coaching of a team: Performance preparation
- Team dynamics; Building a successful team
- Balance
- Influencing

THEME **04** THE COACH & THE ENVIRONMENT

- Handling media
- Handling social environment
- Consolidate group process

CLOSING

The themes are concluded with final interviews and writing and presenting a Report of Journey.



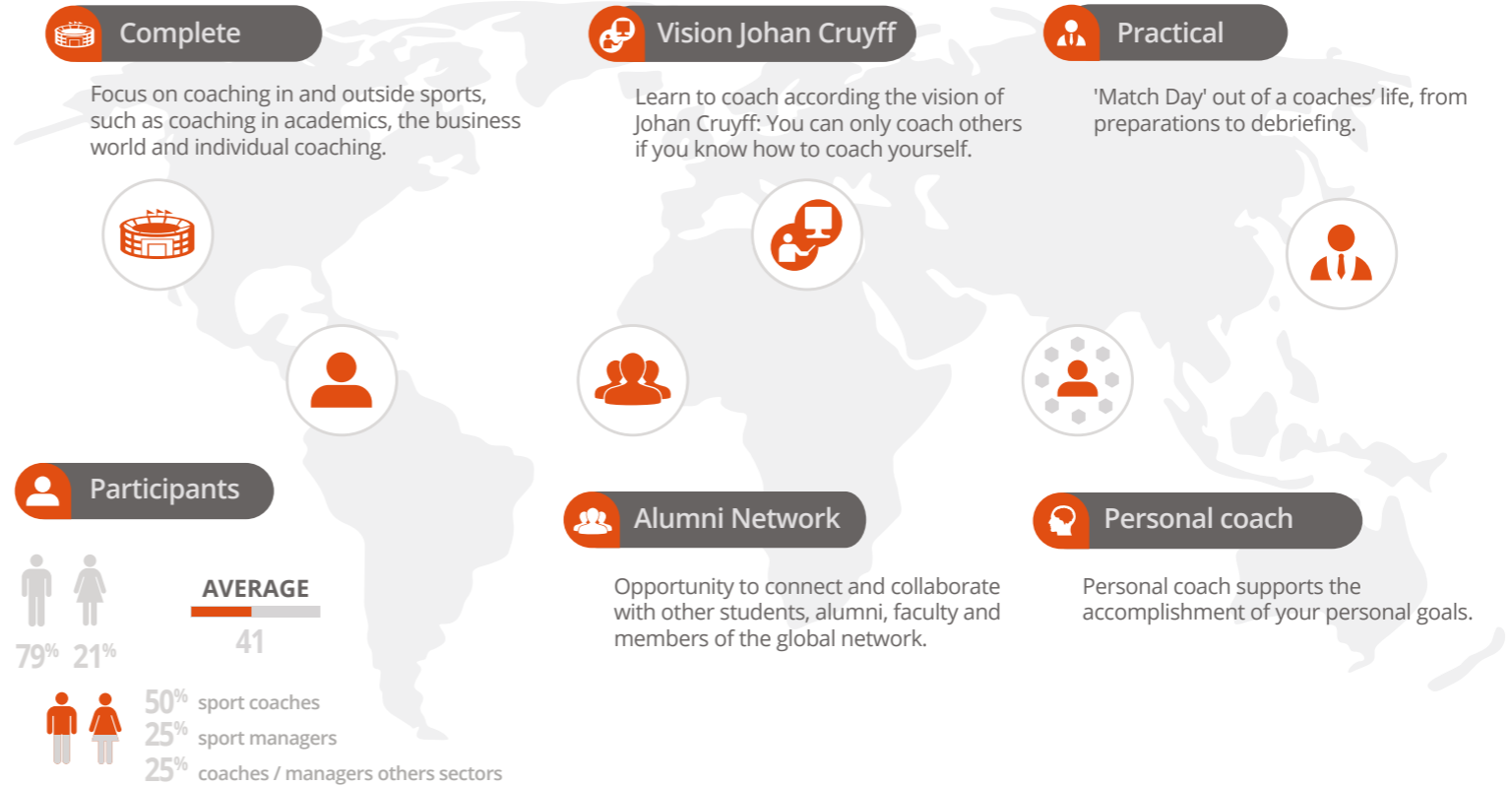
Johan Cruyff
Founder



The most important aspect of coaching is what you see in a person. You need to get to know his habits and character. What background does he have? How does he behave? As a coach you have the responsibility to educate young players the right way.



JOHAN CRUYFF INSTITUTE



Most of the classes are delivered at the Johan Cruyff Institute Amsterdam, located next to the Olympic Stadium. The Olympic Stadium hosted the 1928 Olympic Games, providing a link between the history and future of sport. This unique setting inspires our staff and students to excel in sport management. Throughout the academic year some classes are held on-site at sport facilities located throughout The Netherlands, enhancing the practical delivery of the program.



Laan der Hesperiden 118 - 1076 DX Amsterdam.
T. +31 (0)20 - 305 3383 - nl@cruyffinstitute.org
www.cruyffinstitute.nl



WWW.JOHANCRUYFF.COM