



L.F.C.

**International
Academy**

PARENT GUIDE

SUCCESS IS IN OUR DNA



WE ARE LIVERPOOL

As one big LFC family we have a responsibility to provide young players around the world with access to the best environment and coaching possible, that's what we aim to achieve with our International Academies.

By following the same curriculum that we deliver to our players at the LFC Academy we can ensure that all participants get the very best football education from our coaching staff.

I believe it's very important to develop a players' skills both on and off the pitch and our International Academies do just that.

Ian Rush

Ian Rush, LFC IA Ambassador



INTRODUCTION TO LFC

Liverpool Football Club is one of the world's most successful clubs. With record numbers of domestic trophies and European titles, success is in our DNA.

Based in north-west England and competing in the world-renowned English Premier League, we represent the city of Liverpool, but much more than that, we represent the people around the world who are part of the LFC family. Fans, coaches, players – both past and present.

At Liverpool Football Club we take pride in producing imaginative, skilful and entertaining footballers. We take time to develop and nurture our younger players to ensure they reach their full potential.

By guiding players through our extensive training programs, we have produced many world-class players over the years, something which we are very proud of. Examples include Michael Owen, Conor Bradley, Robbie Fowler, Curtis Jones, Steven Gerrard, Jamie Carragher, Trent Alexander-Arnold and Steven McManaman.

We use the very same coaching model and principles that are used to develop these world-class players at our International Academies around the world.

THE LIVERPOOL WAY

You will hear the phrase ‘The Liverpool Way’ used to define the LFC style of play, describe our traditions or outline plans for our future. Whatever ‘The Liverpool Way’ meant to players, managers, fans and employees over the years, one thing is certain; it’s a unique sense of being that’s lodged deep in our club psyche.

We have one of the best football stories in the world and we’re keen to build on that for the next generation. The Liverpool Way is a culture like no other, our unique code. We walk it, talk it, live it every day.

One that binds us together and spurs us on to be the best. Who we are, what we are trying to achieve and why. Our guiding principles, the foundations that support us on our pathway to success, a direction of travel that will take us to the pinnacle.



WHAT IS LFC INTERNATIONAL ACADEMY?

LFC International Academy (LFC IA) is the global youth coaching arm of LFC. Delivering the same coaching curriculum and techniques that are used with the club's own young players at the Academy back in Liverpool, LFC IA teaches participants how to play The Liverpool Way in countries across the globe.

Our LFC International Academies around the world deliver coaching programs under the guidance of LFC. Through daily communication with the technical and business teams in Liverpool, programs are planned, delivered and administered to the exact standards expected by LFC.



LFC COACH ACCREDITATION

As a player at a LFC IA, players can expect to receive high-quality coaching from accredited LFC coaches.

Our unique LFC Coach Accreditation process ensures that all coaches working on our programs are equipped with all the knowledge, skills and techniques that are critical in delivering an authentic LFC experience to our players.

We continually work to develop our coaches around the world, with on-going coach education to ensure all coaches are kept up-to-date with the latest developments at the LFC Academy in Liverpool.

WHAT IS OUR VISION?

**TO BE THE WORLD LEADER IN THE DEVELOPMENT
OF CHILDREN THROUGH FOOTBALL.**

As the youth coaching arm of one of the most successful football clubs in the world, LFC IA strives to be a world leader in developing children through football.

By leveraging the many strengths and assets that we have, we help young people to develop not just as footballers on the pitch, but as people off the pitch, giving them skills and experiences that will stay with them for life.

Our world class coaching curriculum is delivered consistently around the world by LFC accredited coaches, coaches who are well versed in our aim, our approach and our philosophy.

By delivering an authentic experience in all aspects of our youth coaching operation, we can inspire and empower youngsters to be the best version of themselves, to further their development and build upon their skills.







WHY CHOOSE LFC?



LFC provides young players around the world with a unique set of advantages and benefits. They include:

- **REPRESENT ONE OF THE BIGGEST FOOTBALL CLUBS IN THE WORLD!**
LFC's global profile and rich history of success make it one of the most revered clubs in the world. Wear the Liver Bird with pride and represent LFC!
- **PART OF SOMETHING SPECIAL**
Be part of the greatest football family in the world, the LFC Family. Our sense of unity, we believe, is unmatched.
- **LIVERPOOL FC CURRICULUM**
Coaching delivered to youngsters around the world using a curriculum designed by LFC's world-class youth academy.
- **ANNUAL PARENT SURVEY**
Our Annual Parent Survey is conducted toward the end of each calendar year and gives parents the opportunity to feedback about how we're doing. We then use these results to ensure we're on track and identify any areas to improve standards still further.
- **LIVERPOOL FC COACHING PHILOSOPHY**
Young players learn to play The Liverpool Way using the same techniques and philosophy as those used to develop some of the best players in Europe.
- **LIVERPOOL FC DEVELOPMENT PATHWAY**
From our Pre-Academy Phase through to the Professional Development Phase, we put the player first and define a pathway that encourages success.
- **PERSONAL DEVELOPMENT**
Develop as a person, on and off the pitch, thanks to the close alignment to the LFC values.
- **NUTRITION ADVICE**
We understand that good health and fitness begins with what you eat and drink. Our International Academies are supplied with a nutrition guide and newsletters direct from LFC's Academy, advising on how to stay hydrated, portion size, recipes and more.
- **PLAYER-CENTRED COACHING SYSTEM**
At LFC, the player and the needs of the player are at the centre of everything we do.
- **GET ACTIVE AND ENJOY YOUR FOOTBALL!**

OUR VALUES

Football is about much more than just winning. Across LFC, our four core values run throughout everything we do as a club.

They influence us in how we make decisions, guide us toward doing things the right way and ensure we treat everybody with respect.

At LFC International Academies around the world, our coaches help young players to understand the values and demonstrate them in everything they do, on and off the pitch.



We recognise when our young players demonstrate the LFC values, by encouraging our coaches to reward these behaviours at every opportunity.

Our values are:

AMBITION Know that dreams are to be achieved, nothing is impossible.

INTEGRITY Be true to yourself and trust each other.

PASSION Put your heart and soul into everything you do.

UNITY Believe in each other's ability and expertise.

PLAYER DEVELOPMENT

LONG TERM PLAYER DEVELOPMENT

Long term player development and players enjoying their football are at the core of our playing and coaching philosophy. We develop all players at LFC in the five key areas, with age and ability-appropriate programs.

We always prioritise what is best for the player, keeping them at the centre of our development model. We feel an attacking style of play based on effective possession of the ball is the best style to improve learning and development.

Through our coaching curriculum and coach accreditation process, LFC coaches around the world are learned in developing players in line with this model.



PHASES OF DEVELOPMENT

The LFC program is split into four age-specific phases. These are:

1. Pre-Academy (up to U8)
2. Foundation Phase (U9-U11)
3. Youth Development Phase (U12-U16)
4. Professional Development Phase (U17+)

Within each phase, we consider the Development Model at all times, focussing on those five key areas (tactical, physical, cognitive, social, technical) and always keeping the player at the centre of it.



WINNING VS DEVELOPMENT

Everyone loves to win, no more so than at Liverpool FC. However, for young players around the world, we know that enjoying your football is the most important aspect and it's not always about winning. Observing development and progress is how we measure success in young players at LFC.

We want to develop children through football, helping them to become the best possible version of themselves, both on and off the pitch. We identify achievable goals and help them to hit those targets and do so with a smile on their face.

PLAYER FEEDBACK

We know that feedback is important. Our coaches provide players with constructive feedback that is specific to them and delivered at regular intervals, aimed at identifying areas in which players can continue to develop their game. We see feedback from coaches as a way of interacting, encouraging and motivating young players.

YOUR ROLE AS A PARENT & HOW YOU CAN HELP

We know that being a parent or guardian is hard work, especially when sport is mixed into the equation. At LFC, we recognise that key to a player's development is the role their parents play and so our coaches are always happy to talk to parents about ways in which you can aid your child's football development at home.

Here are some ways in which you can help:

BEING A POSITIVE PARENT

If we, as parents, behave positively during practise and matches, then it will influence our children to behave in the same way. We believe in parents/guardians being key in building a supportive environment and behaving positively. Setting the right example goes an incredibly long way to doing this.

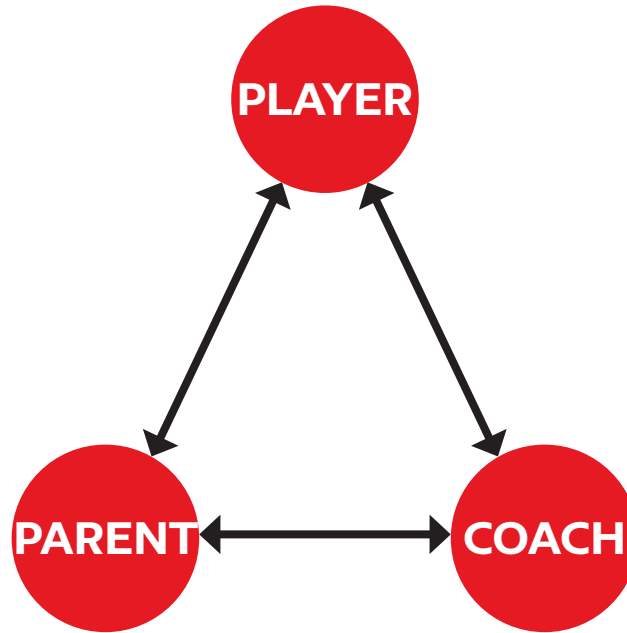
PARENT DOS

- Have fun, smile and enjoy yourself!
- Stay in designated spectator areas. Do not enter the field of play
- Encourage players on both teams
- Celebrate effort and good play from both teams and all players
- Respect the match officials
- Respect the coaches and club staff
- Treat facilities with respect

PARENT DON'TS

- Use foul and abusive language
- Tolerate other parents using foul and abusive language
- React negatively to mistakes
- Shout tactical instructions
- Disagree with the coach
- Interact negatively with opponents, players or spectators

TRIANGLE OF TRUST



“Football is a simple game but when talented players, gifted coaches and sensible parents are united together, they can move mountains.”

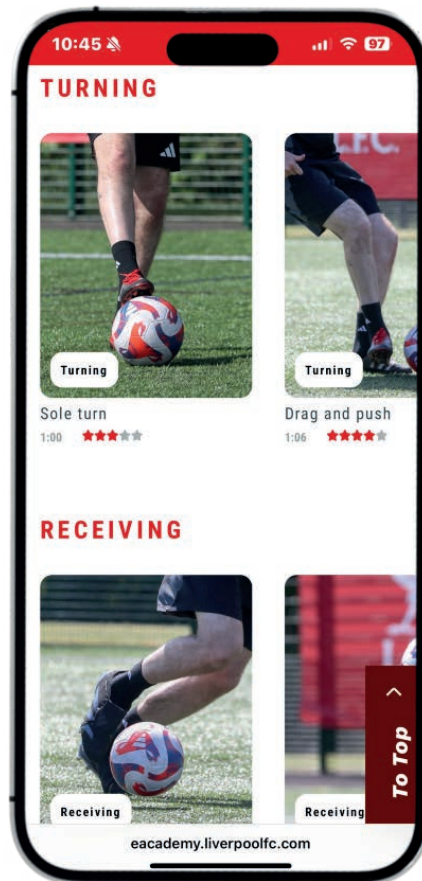
Steve Heighway, former LFC player (70-81) and Academy Manager (89-07)

LFC eACADEMY

LFC's award-winning eAcademy is available exclusively through our International Academy programs around the world and allows young players to continue their training and development even when they're not training or playing matches.

eAcademy is LFC's official online training tool and contains a library of high-quality skills tutorials, focussing on the skills that LFC coaches have identified as the most important for young players to learn. In addition, a host of former and current LFC players give exclusive advice in the Pro Player Advice Series category.

Furthermore, the platform includes Parent Zone content for parents of young players, offering advice directly from LFC coaches on a range of topics, including hydration, nutrition, sleep and wellbeing.



FIND OUT MORE

www.LFCIA.com

JOIN IN THE CONVERSATION



x.com/LFCSoccerSchool



facebook.com/LFCInternationalAcademy



Instagram.com/LFCInternationalAcademy



youtube.com/LFCInternationalAcademy

YOU'LL NEVER WALK ALONE