

# THE LMA INSTITUTE



OF LEADERSHIP  
AND HIGH  
PERFORMANCE



VALUES

INSIGHT



EXPERIENCE



LEADERSHIP



VISION

PRACTICE



SUCCESS



PASSION



EMOTIONAL  
INTELLIGENCE

**LMA DIPLOMA IN FOOTBALL MANAGEMENT**  
**2017-2018**

**LMA**  
LEAGUE MANAGERS  
ASSOCIATION



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# PROFESSIONAL FOOTBALL IS ONE OF THE MOST RUTHLESS AND CHALLENGING LEADERSHIP ENVIRONMENTS.

The LMA's Diploma in Football Management delivers a leading education programme designed specifically for those who have decided on a career in the game, helping them to survive, win and succeed.

**HOWARD WILKINSON, LMA CHAIRMAN**

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# ACHIEVING YOUR AMBITIONS >>

**F**ocusing on **leadership, personal development and wellbeing**, the LMA Diploma in Football Management in partnership with Liverpool University delivers the latest insights into modern football management. Held over 12 months, with residential schools at the beginning and the end of the year, the Diploma is **designed for football professionals** and leads to a degree-level qualification.

The LMA Diploma in Football Management enhances your **leadership abilities, sharpens your strategic thinking**, gives practical insights into the modern practices of sports performance management and gives you a broader perspective on the many challenges and complexities of the football industry. The programme builds on your **proven talent and experience** to deliver a set of practical skills that you use as you build your career.

The Diploma challenges its students to raise their game, confront their knowledge gaps and refine their skill set. It inspires peer-to-peer learning, with all students sharing their experiences in a rich, **collaborative learning environment**. It brings together an experienced group of lecturers, experts and industry insiders, as well as engaging with many of the LMA's senior members and **current, top-flight managers** to share their real-life experiences in the game.

You will graduate with a deep understanding of yourself and your personal leadership style, with an enhanced focus, confidence and a strong support network to make a significant impact as **a leader in the game** and to **achieve your football career ambitions**.

# DESIGNED FOR THE MODERN GAME >>



>> NIGEL ADKINS

The Diploma in Football Management was extremely beneficial to my development as a football manager. I gained greater awareness of the many dimensions of being successful as a football manager apart from just picking the team.



>> AIDY BOOTHROYD

The idea is to take good practice from business and other sports, things like dealing with the media, project management, organising finances and making sure you can read a balance sheet, which make you more prepared. When you go into a Board meeting and they are discussing cashflow etc, it is easier to understand because you've had that training. The course is the best one I've been on by a million miles.



>> STUART PEARCE

Even as a player, I was determined to prepare as fully as possible for management and took every available course on coaching, leadership and psychology. I have always dedicated myself to lifelong learning and improvement.



>> CHRIS POWELL

For any aspiring coach or manager, this course is a MUST! I wish I could do it all over again.



>> OLE GUNNAR SOLSKJÆR

I wish I had taken this course earlier as I have learnt so much that is certain to help me improve in my future career.

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# COURSE OVERVIEW >>

## >> ACHIEVE YOUR GOALS

The LMA Diploma in Football Management is delivered by the LMA Institute of Leadership and High Performance in partnership with the University of Liverpool's Management School faculty. It is a one-year university accredited, degree-level qualification designed for football professionals considering or already in club management. The Diploma provides a bridge between the game's coaching qualifications and the realities of management in the modern game.

## >> MEETING YOUR NEEDS

The Diploma, built around the LMA's Personal Development Model, is a qualification for any senior player, coach or manager who wants to enhance their understanding of all aspects of football management.

**YOU:** Insight into building and maintaining your personal toolkit, allowing you to perform your role at the best of your ability. Covering health, resilience, leadership and profiling, technical skills and career development.

**YOUR TEAM:** A comprehensive guide to the key elements of building and leading your team, maximizing team performance and motivating individuals.

**THE GAME:** Insight into all aspects of football technical performance, focusing on the areas that impact on playing performance on the field.

**THE INDUSTRY:** Relevant insights into key industry considerations that impact on your role, including rules and regulations, finances, stakeholder analysis and wider considerations.

## >> PROGRAMME FORMAT

The Diploma is delivered through 2 residential summer schools, one at the beginning and one at the end of the programme, and 7 one-day workshops during the course of the year.

Progress is assessed by 6 assignments throughout the year and a final project which draws on your own experience in football linked to the subject matter of the Diploma's modules.

## >> LEARNING OBJECTIVES

The programme is delivered by a team of leadership, management and football industry experts, as well as through engagement with the LMA's senior membership throughout the course to share their knowledge and insights with students. It builds a set of practical core leadership and business skills which are applied to football. The course uses case studies, practical exercises and speakers from football to enhance the learning experience.

As a result of completing this Diploma, you will be equipped with tools and techniques, including:

- Leadership
- Managing teams and individuals
- Influencing, negotiation and team-building
- Marketing yourself
- Working with the media
- Financial management
- Improving personal effectiveness and handling stress

# COURSE LINEUP >>

## 2017

### >> RESIDENTIAL SUMMER SCHOOL

Survive, Win, Succeed (am)  
Stakeholder Analysis (pm)  
18.06.2017

Building Your Brand (am)  
Personal Psychological Profiling (pm)  
19.06.2017

Influencing and Negotiation  
20.06.2017

Media Strategy  
21.06.2017

Career Planning  
22.06.2017

VENUE: St. George's Park

### >> MASTERCLASSES

Mental Toughness & Resilience  
20.09.2017

Transformational Leadership  
18.10.2017

Building Backroom Teams  
15.11.2017

Football Finance  
06.12.2017

Diversity, Equality & Inclusion  
TBC

Building High Performance Teams  
TBC

Health and Wellbeing  
TBC

VENUE: St. George's Park

## 2018

### >> RESIDENTIAL SUMMER SCHOOL

Public Speaking / Presentation Skills  
TBC

Player Recruitment / Talent ID  
TBC

Performance Analytics  
TBC

Sport Science  
TBC

Final Assessment  
TBC

VENUE: St. George's Park

# WHO CAN APPLY? >>

Applications are welcome from any football professional who meets the admissions criteria and is committed to working as a football manager.

## >> ENTRY REQUIREMENTS

- Applicants must hold a current UEFA 'A' coaching licence
- Priority will be given to those who hold the English 'A' Licence Award
- Applicants should have experience of the English Professional Game at Premier League or Football League level, as a player, coach, assistant manager or manager
- In exceptional circumstances, a candidate may be considered at the discretion of the selection committee

Please note that you may be required to attend an interview.



# YOUR APPLICATION

PLEASE FILL IN THIS PDF FORM, SAVE A COPY OF THIS PAGE AND RETURN VIA EMAIL TO:

GRAHAM.MACKRELL@LEAGUEMANAGERS.COM

ALTERNATIVELY PLEASE PRINT AND POST YOUR COMPLETED FORM TO:

GRAHAM MACKRELL, LMA,  
ST. GEORGE'S PARK,  
NEWBOROUGH ROAD,  
NEEDWOOD,  
BURTON UPON TRENT,  
DE13 9PD

## >> YOUR DETAILS

NAME	<input type="text"/>	
ADDRESS	<input type="text"/>	
TELEPHONE	<input type="text"/>	
MOBILE	<input type="text"/>	
EMAIL	<input type="text"/>	
DOB	<input type="text"/>	NATIONALITY <input type="text"/>
ARE YOU A MEMBER OF THE PFA?	<input type="text"/>	

## >> PLAYING EXPERIENCE

PLEASE LIST CLUBS AND APPROXIMATE NUMBER OF YEARS PLAYED

CLUB NAME	YEARS
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

## >> COACHING & MANAGEMENT EXPERIENCE

CURRENT CLUB

HIGHEST COACHING QUALIFICATION

PLEASE TELL US ABOUT YOUR COACHING OR MANAGEMENT EXPERIENCE

PLEASE LIST PREVIOUS CLUBS, JOB TITLE AND NUMBER OF YEARS IN THE ROLE

CLUB NAME	JOB TITLE	YEARS
<input type="text"/>	<input type="text"/>	<input type="text"/>
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## >> OTHER RELEVANT EXPERIENCE

PLEASE LIST OTHER EXPERIENCE OR QUALIFICATIONS AND EXPLAIN WHY YOU WANT TO DO THIS COURSE

# ST. GEORGE'S PARK >>



## >> WORLD CLASS FACILITIES

St. George's Park, a £105 million facility, is set in 330 acres of Staffordshire countryside, providing a wealth of world class football, sports science and educational facilities to the professional game. It is the home for England's 24 national teams and includes 13 outdoor pitches, including a replica Wembley surface, a full-size indoor 3G pitch, an indoor Futsal sports hall and a 3-lane sprint track.

The educational facilities, including a 100-seat lecture theatre, flexible seminar and lecture rooms and a learning resource library, provide a richly collaborative learning environment for leaders both from inside and outside the professional game.

Hilton at St. George's Park features 228 guest bedrooms, including 11 suites, a restaurant and bar, and a health club and spa.

Perform at St. George's Park is a bespoke sports medicine, rehabilitation and human performance facility which combines cutting-edge technology with elite medical expertise.



# MEET THE TEAM >>



>> ROB ARCHER

Rob is a Chartered Occupational Psychologist with 16 years' experience across public and private sectors. As a former management consultant, he specialised in large-scale organisational development and change projects, including a project which won the MCA Award for Best Strategy and Business Transformation. Rob is a specialist in leadership development and assessment, coaching, organisation development and resilience training.



>> PROF. SUE BRIDGEWATER

As well as Directing the Diploma, Sue is Head of Sports Research at Liverpool University Management School. Sue has designed and run courses and training for a number of clubs and organisations in football, within the UK and across Europe and Asia. For 12 years, she designed and ran the Football Certificate in Applied Management at Warwick Business School.



>> STEPHEN BROOKSON

Stephen runs his own business specialising in the provision of practical business development consultancy and finance training programmes. Stephen teaches the finance section of the course.



>> ANDREW CLARK

As the founder of the Speakers Academy, Andrew has over 20 years' experience of speaking as a trainer, motivational speaker and business leader. Andrew teaches the public speaking content of the course.



>> DR DORIAN DUGMORE

Dorian has a PhD in Cardiovascular Medicine and is a world leader in cardiovascular health and wellness. His programmes have won global and European awards for best practice in corporate health and wellness, and for improving quality of life within the community.



>> RICHARD NUGENT

Richard is the author of 'Football: Raise Your Mental Game'. He has helped leaders of international brands such as Lego and Tesco to realise their potential, while his work with professional footballers, managers and cricketers has led to trophy winning performances and multi-million pound transfers. He works with Prof. Sue Bridgewater to teach the leadership elements of the Diploma.



>> JAMES PEARCE

James Pearce of Brightness Media is one of the UK's most experienced news broadcasters, and has been a familiar face on BBC television news bulletins for the past two decades. In his role as the BBC's Olympics Correspondent James led much of the BBC's coverage of London 2012 for eleven years since a bid to host the Games was first seriously discussed.



>> MARK PROCTER

With 12 years' management experience in the computer and telecommunications industries, alongside a passion for mountaineering, Mark teaches people management, including negotiation, leadership, dealing with difficult people and team-building.



>> GAVIN SCOVELL

Gavin of Brightness Media is an International Sports Director who has worked for Sky, ITV, ESPN, Channel 4, and BT Sport. He boasts BAFTA awards with Sunset and Vine for Channel 4's cricket team, and he directed at the London 2012 Olympics and Paralympics.



>> JEREMY SNAPE

LMA Non-Executive Director Jeremy Snape has the combined experience of being a successful international cricketer and coach to provide innovative performance ideas for teams and leaders. He has the ability to draw upon real life examples from his playing and coaching career which are underpinned by his Master's Degree in Sport Psychology.



>> HOWARD WILKINSON

The Chairman of the LMA, Howard Wilkinson is a universally respected figure in football. He remains the last English manager to win the top flight league in England. Howard's Survive, Win, Succeed model builds a self-awareness and understanding of the complexities of the life in management that lies ahead.



>> CATHY WOOD

Cathy, an ex-triathlete, is a sports journalist and founder of Matchstick Media, set up to encourage sports people to understand and harness the power of social media in order to take control of the way they communicate online now and in the future.

# GRADUATES >>

TONY ADAMS  
NIGEL ADKINS  
MARTIN ALLEN  
WAYNE ALLISON  
KEITH ANDREWS  
WILL ANTWI  
MICHAEL APPLETON  
IAN ATKINS  
DEAN AUSTIN  
KEVIN BALL  
IAN BARACLOUGH  
GARRETH BARKER  
RICHIE BARKER  
DAVID BARNETT  
EARL BARRETT  
MICKY BARRON  
NAS BASHIR  
TOM BATES  
RICHARD BEALE  
CHRIS BEECH  
KEVIN BETSY  
KEVIN BLACKWELL  
NOEL BLAKE  
BOB BLOOMER  
AIDY BOOTHROYD  
GARY BREEN  
CRAIG BREWSTER  
STEVE BROWN  
MARCUS BROWNING  
PAUL BRUSH  
PAUL BUTLER  
WAYNE BURNETT  
AARON CALLAGHAN

LEE CARSLY  
TONY CARSS  
CHRIS CASPER  
SIMON CHARLTON  
DAVID CONNOLLY  
TERRY CONNOR  
GRAHAM COUGHLAN  
ANDY CROSBY  
KEITH CURLE  
JULIAN DARBY  
CHRIS DAVIES  
PAUL DAVIES  
BOBBY DAVISON  
NICK DAWS  
SHAUN DERRY  
KEVIN DILLON  
KEITH DOWNING  
JOE DUNNE  
SEAN DYCHE  
NICKY EADEN  
JOHN EBBRELL  
UGO EHIUGU  
JAMES ELLIS  
CHRIS EVANS  
LES FERDINAND  
DARREN FERGUSON  
IAN FOSTER  
JAMIE FULLARTON  
BEN GARNER  
SCOT GEMMILL  
STUART GRAY  
STEVE GREAVES  
PAUL GROVES

MICK HARFORD  
PAUL HART  
STEVE HASLAM  
STEVE HODGE  
GLYN HODGES  
STEVE HOLLAND  
SIMON HOLLYHEAD  
MARK HUGHES  
CHRIS HUGHTON  
RITCHIE HUMPHREYS  
BARRY HUNTER  
MARTIN HUNTER  
ALAN IRVINE  
KENNY JACKETT  
MIKE JACKSON  
MICHAEL JOHNSON  
MICHAEL JOLLEY  
JOE JOYCE  
DARREN KELLY  
ROB KELLY  
IAN KING  
CHRIS KIWOMYA  
MARTIN KUHL  
BRIAN LAWS  
MARTIN LING  
STEVE LOMAS  
TONY LOUGHLAN  
DAVID LOWE  
KEVIN LYNCH  
MALKY MACKAY  
SCOTT MARSHALL  
DAMIAN MATTHEW  
STUART McCALL

BRIAN McCLAIR  
NEIL McDONALD  
TOMMY McINTYRE  
ANDY McMILLAN  
IAN McPARLAND  
KEITH MILLEN  
DARREN MOORE  
DAVID MOSS  
STUART MURDOCH  
JOHN MURPHY  
PAUL MURRAY  
ROB NEWMAN  
JAMES O'CONNOR  
SEAN O'DRISCOLL  
KELHAM O'HANLON  
RICHARD O'KELLY  
DAVID OLDFIELD  
IFFY ONUORA  
GARY OWERS  
JOHN PARK  
STUART PEARCE  
MIKE PHELAN  
JAMIE PITMAN  
CHRIS POWELL  
HOPE POWELL  
GARETH PROSSER  
DARREN PURSE  
TAFFAZUL RAHMAN  
CHRIS RAMSEY  
NEIL REDFEARN  
SEAN REED  
LEE RICHARDSON  
GREGOR RIOCH

MARK ROBINS  
DARREN ROBINSON  
PHIL ROBINSON  
JON RUDKIN  
ADAM SADLER  
IAN SAMPSON  
MIKE SHERON  
PETER SHIRTLIFF  
PAUL SIMPSON  
DEAN SMITH  
OLE GUNNAR SOLSKJÆR  
NIGEL SPACKMAN  
RICHARD STEVENS  
GILES STILLE  
PERRY SUCKLING  
KEVIN SUMMERFIELD  
KIT SYMONS  
JOHN TAYLOR  
KEVIN THELWELL  
NEIL THOMPSON  
STEVE THOMPSON  
STEVE TILSON  
MARK VENUS  
DAVE WATSON  
DAVID WEIR  
GRAHAM WESTLEY  
RUSS WILCOX  
GERAINT WILLIAMS  
JASON WITHE  
IAN WOAN

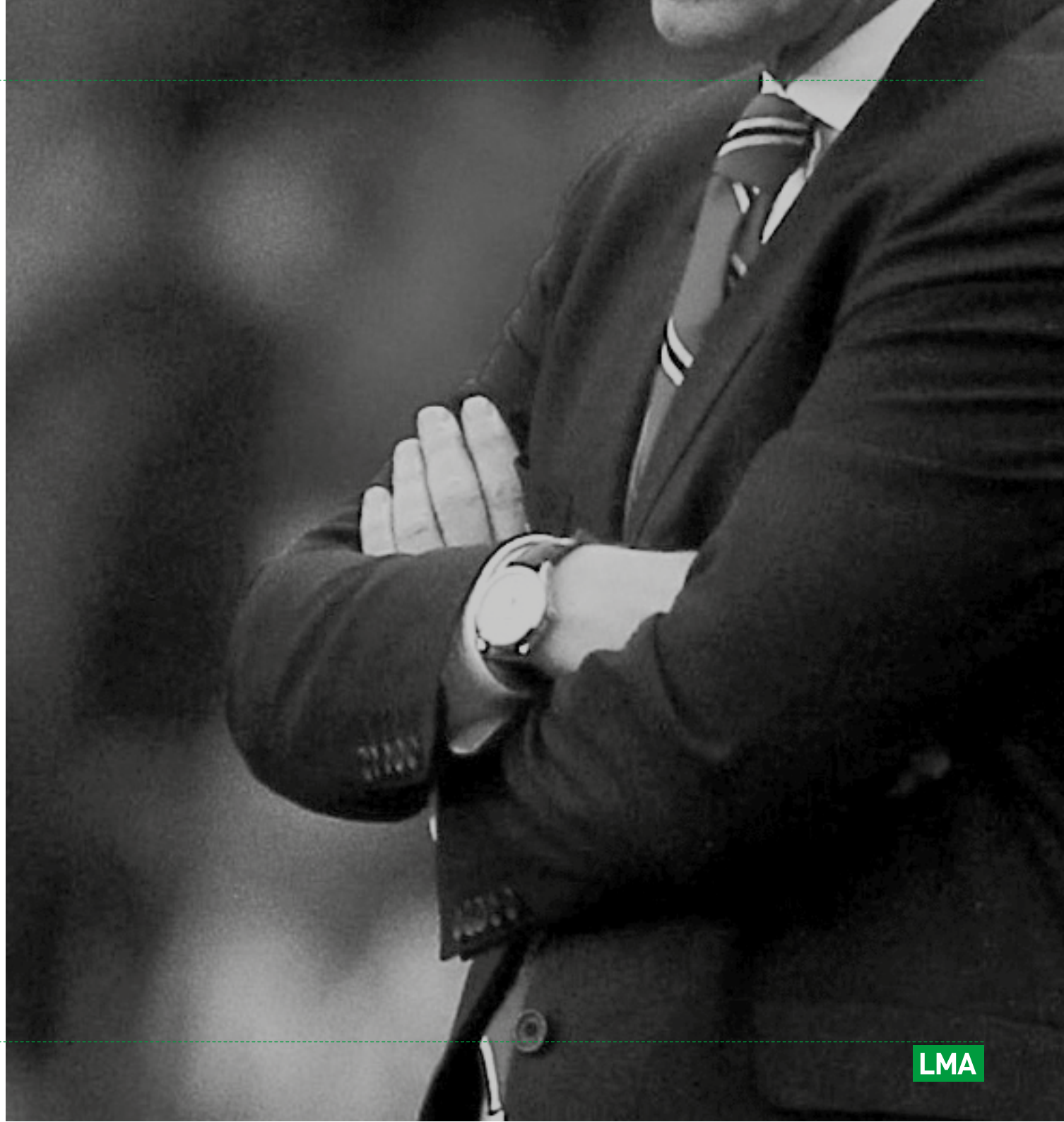
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# COST >>

## >> COURSE FEES

For applicants with experience of the English Professional Game at Premier League or Football League level, as a player, coach, assistant manager or manager, there is a one-off course fee of £1,000 to include all hotel accommodation in respect of the summer schools, meals and learning materials.

The cost for external applicants is available on request.



A black and white photograph of Chris Hughton, a football manager, standing on a pitch at night. He is wearing a dark quilted jacket over a sweater and a collared shirt with a tie. He has his right arm extended outwards, palm up, and is looking towards the right of the frame. The background is a blurred stadium with lights.

**“THE LMA COURSES ARE  
INVALUABLE. THEY ALLOW  
MANAGERS AND COACHES,  
THROUGHOUT THEIR CAREERS,  
TO NETWORK WITH EXPERTS,  
PEERS AND OTHER LEADERS,  
AND TO LEARN FROM THEIR  
EXPERIENCES IN THE GAME”**

**CHRIS HUGHTON**

PROUDLY SUPPORTED BY

