



GIS

GLOBAL IMAGE SPORTS

CASE STUDY REPORT



CLIENT PROFILE

The West Ham United Academy is arguably one of the best Academies in the world for developing and graduating first class professional football players. Under the guidance for nearly 40 years of Tony Carr MBE the Academy has produced such stars as Rio Ferdinand, Frank Lampard, Joe Cole, Michael Carrick, Jermain Defoe, Glen Johnson, Mark Noble, James Tomkins and Jack Collison.



WEST HAM UNITED ACADEMY COACHING DIPLOMA COURSE

20 Coaches took part in the 5 day course which took the coaches through the philosophy of the West Ham United Academy, starting with the Under 9's and working up to the Under 18's.

The coaches observed sessions at the Academy and then recreated them the following day within their own group under the guidance of Assistant Academy Director Paul Heffer. Presentations were given by the Academy's Sports Scientists and Education Officer along with behind the scenes insights into the club as a whole.

The course culminated with a practical evaluation/exam as well as a live English Premier League first team game and the awarding of the West Ham United Academy Coaching Diploma.

Here's what some of the candidate's had to say...

"Priceless! Better than expected."

"West Ham provided me with a great insight into how to develop the elite young player."

"I'll take away more from this experience than I have from any other coach's clinic."

"It's a very unique and memorable experience that coaches of any level/age would enjoy."

"What I have learnt and experienced has raised my hunger to improve as a coach."

"It is hard to find holes in a course that is well run. Therefore I would recommend this to anybody who is willing to learn and enjoy a sensational experience."

"On behalf of Galaxy Football School I would like to thank the West Ham United Academy and Global Image Sports for facilitating such a fantastic course. I learnt so much over the week, not only on the philosophy and story of West Ham United but also understood how we can become a more valuable partner club by training and developing better prepared players. A special thank you to Paul Heffer who was incredibly knowledgeable and generous with his time. I can't speak highly enough of the entire experience. Thank you to all concerned."

The Academy Coaching Diploma Course was set up to best serve coaches from the Academy's partner clubs around the world, giving them an insight into the philosophy and methodology of the West Ham United Academy.

LOCATION West Ham United Football Club, London England.

ACCOMMODATION West Ham United Hotel, inside the Stadium overlooking the first team pitch!

**MENTOR/
COURSE LEADER** Assistant Academy Director, Paul Heffer

CLIENT TESTIMONIAL

“Amazing! First Class from start to finish.

USA PARTNER CLUB COACH
FROM THE 2013 DIPLOMA COURSE

