



MASTER IN COACHING

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

Amsterdam 2015-2016

JOHAN CRUYFF INSTITUTE | UNIVERSITY | COLLEGE



FEMKE DEKKER

Former rower, represented The Netherlands three times at Olympic Games
Trainer Mental Strength – Police Department
Alumnus Master in Coaching

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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 sports experience and coaching knowledge to others.

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MERIJN ZEEMAN

Coach Team Lotto-NL Jumbo
Alumnus Master in Coaching

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A specific feature of the program is that you look at coaching from so many different angles: how to conduct your personal skills, how you can develop them, what are the qualities of other elite coaches from sport and beyond, and what we can learn from them. This out-of-the-box-thinking and learning from other disciplines will be very helpful within our team.

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INTRODUCTION

The study program of the Master in Coaching is based on the vision of Johan Cruyff in which coaching is more than using tactical and technical knowledge. It is about managing yourself, the players & staff, the team and the environment. The personal background of each participant is a base for further development and better understanding of oneself as a coach and/or manager. The principle of coaching is that you then apply this insight in counseling others.

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.

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.

ADMISSION REQUIREMENTS

Minimum of three years of professional experience as a (sports) coach or manager / supervisor.

The admission procedure includes a personal interview with the Program Manager, to make sure that personal and professional achievements, as well as your aspirations and motivations in pursuing the Master's degree, are in line with the objectives of the program.

SPECIFIC CHARACTERISTICS ENGLISH AND DUTCH EDITIONS

What are the main characteristics and differences of each edition of the Master in Coaching?

English edition: You will enjoy presentations by international guest speakers & coaches from various countries. You will be able to develop your coaching skills and gain knowledge from a diverse, international perspective. In this edition, you will enjoy three full weeks of study in Amsterdam. There is more online study done through our Virtual Campus, which offers you the opportunity to study anywhere and at any time in the world compared to the Dutch edition.

Dutch edition: There is a focus on cultural characteristics in sports and coaching, but with an emphasis on the diversity of Dutch society. In the Dutch edition, you will enjoy monthly sessions of two consecutive days in Amsterdam. This is an opportunity for more face-to-face contacts and interaction with students and professors compared to the English edition.

SCHOLARSHIP PROVIDERS

We thank our Scholarship Providers who make it possible for (former) athletes, coaches and other sport leaders to follow a Master program at the Johan Cruyff Institute:



GENERAL INFORMATION

Diploma: Master in Coaching from the Johan Cruyff Institute.

Duration: 60 ECTS.

Start: November 2015.

End: June 2016.

Schedule: The program consists of three full weeks of face to face sessions divided in one week in November 2015, February and June 2016. The program is complemented with online learning practices.

Venue: In class sessions take place at Johan Cruyff Institute Amsterdam, Laan der Hesperiden 118 - 1076 DX Amsterdam. Students are responsible for buying flight tickets and organizing accommodation/housing whilst studying in Amsterdam (if necessary).

Modality: Blended On Campus and Online

Language: English (Also available in Dutch)

Price: € 8,050.- tuition fee and € 750.- registration fee (excl. VAT, flight tickets, accommodation/housing and incl. materials and personal coach). Installment payments available.

Conditions: Discounts for alumni and members of related entities.

Enrollment: Open registration until start of the Master. Limited places available.

METHODOLOGY

Coaching according 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.

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
- Coaching and perception
- Leadership
- Group project

THEME 03

THE COACH, THE TEAM & THE ENVIRONMENT

- 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.

BOOST YOUR CAREER

TURN YOUR PASSION FOR SPORT INTO A PROFESSION AFTER GRADUATION

- 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.
- 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.



Out of the Box

Focus on coaching in and outside sports, such as coaching in academics, the business world and individual coaching.



Participants



AVERAGE

41



50% sport coaches
25% sport managers
25% coaches / managers others sectors



Vision Johan Cruyff

Learn to coach according to the vision of Johan Cruyff: You can only coach others if you know how to coach yourself.



Alumni Network

Opportunity to connect and collaborate with other students, alumni, faculty and members of the global network.



Practical

'Match Day' out of a coaches' life, from preparations to debriefing.



Personal coach

Personal coach supports the accomplishment of your personal goals.



Why study at Cruyff Institute?

#1

Cruyff Institute's Master in Sports Management online ranked **2nd worldwide** and on campus edition ranked **22nd worldwide** by **SportBusiness Magazine** (June 2014)

#2

Unique mix of students: (former) athletes, sport managers, sport coaches, professionals from (sport) business sectors and graduates.

#3

100% sports oriented.

Professors are experts from the sports sector and combine research and consultancy with teaching.

#4

Flexibility to adapt the study rhythm to each individual's workload and availability.

#5

International network: 6 Institutes, 2 Universities, 5 Colleges and an Online Platform. More than **5.000** students since 1999.

#6

Diverse learning environments using the latest technologies through Cruyff Institute's Virtual Campus. Different **modalities:** online, on campus, blended.

#7

International Study trips with presentations by keynote speakers, sport industry site visits, and networking activities.

#8

'Learning by doing' methodology. We see students as players, teachers as coaches and partners and colleagues as teammates.

#9

Career Services at the Cruyff Institute serves as a key intermediary between applicants and the sports business sector.

#10

Industry oriented academic programs to answer the needs of the sports market.



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.



Venue

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 you will also study online.



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) and the European Association for Sport Management (EASM).



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