



## **BSA – COACHING PLAN**

Brazilian Soccer Academy is committed to providing growth opportunities to volunteers, coaches and players through our coaching plan.

### **RECRUITMENT**

Recruitment can occur in three different forms:

- Volunteerism – Volunteers are always supported and encouraged to take next educational steps through Ontario Soccer Coaching Licenses and any other program that will benefit our players.
- Players – We are committed to develop leadership skills across all the age groups and when reaching the age of 18, players who are willing to join our coaching team, by taking the appropriate steps such as getting licensed and demonstrating motivational attitude, are very welcome.
- External – If required, positions will be advertised and interviews conducted in order to find the best fit for the academy and players.

### **DEVELOPMENT / ADVANCEMENT**

At Brazilian Soccer Academy, we are not only targeting player development but also coaches, volunteers and staff who are always encouraged to jump to the next educational step through the Ontario Soccer Coaching Training.

Brazilian Soccer Academy is responsible for training, mentoring and guiding all current and new staff and in order to motivate our coaches and volunteers, Brazilian Soccer Academy is responsible to pay 50% of any OS training.

Staff, coaches and volunteers are encouraged to take 1 course every year in order to be up to date.

## RETENTION

At Brazilian Soccer Academy, we want the coaches and volunteers to feel as comfortable as possible. By creating a family environment through social events and team building activities, our coaches and volunteers are always feeling confident to perform at their best. These are the important strategies in order to guarantee that great coaches are willing to stay:

- **Respect** – That's the number 1 rule.
- **Learning opportunities incentives** – Brazilian Soccer Academy is responsible to pay for ½ cost of any coaching / educational training.
- **Social events** – Providing opportunities for staff, coaches and volunteers to socialize inside and outside the work environment.
- **Team building** – During our coaches training sessions, meetings and regular sessions, team building activities is a must. We will always look for new ideas to connect staff, coaches and volunteers.
- **Recognition** – Recognizing good staff, coaches and volunteers is a priority at Brazilian Soccer Academy. Awards, pay raises and training are some of the incentives to make them feel appreciated.

## ASSESSMENT

Coaches and volunteers are assessed during everyday training activities. The technical director, along with management staff will be responsible to ensure the high quality training and customer service is always present

- **Technical Director** – Responsible to assess technical and tactical aspects. Always making sure what is being delivered aligns with the technical plan.
- **Management** – Responsible to assess customer service such as communication with parents, players, volunteers and co-workers.

## RECOGNITION

Recognizing good staff, coaches and volunteers is a priority at Brazilian Soccer Academy. These are strategies in place to ensure staff is always feeling appreciated.

- **Awards** – to be giving at the annual "End of Year" party.
- **Pay raise** – as an incentive and recognition of great work.
- **Training** – offering internal or external training opportunities.
- **Coach of the week** – advertise to the academy and social media.