

8 Ways to Improve Your Football Academy's Performance

1 Establish a Clear Ethos and Goal for Your Academy

Bring everyone together with a strong vision. By having a vision that's clear and aspirational, you'll build something that your staff members, players, and parents buy into. Ask yourself why your academy stands out from others in your local area. Is it the atmosphere? Do you focus on children's well-being?

2 Build Strong Relationships with Local Schools

Working with local schools is a great way to run more sessions and generate more revenue. Some academies have had great success by offering free taster sessions before establishing a long-standing deal with schools - and they also get the opportunity to upsell sessions outside of school to parents.

4 Make Communicating Really Easy

Communicating with your players is key to setting them up for success. Make sure you have clear feedback loops to encourage them and help them understand how they can improve. It's also important your coaches are bought into this so feedback is consistent across your academy.

3 Preparation is Key

Make sure you prepare for every session thoroughly and try to always have a theme behind each session. Spend time working on your session plans to make sure they're appropriate for your players' ages/abilities. The more effort you put into this, the more your players will enjoy it - and that's what parents want to see.

5 Training Beyond the Pitch

If you're just starting out or looking for additional support, try to identify and train a dedicated group of coaches and volunteers who can help run the academy and provide coaching assistance and support.

6 Create an Inclusive Environment

As any good coach knows, creating a safe and inclusive environment is a must. Regardless of skill level or background, your sessions should make players feel valued and build their confidence. This could include small changes like making adaptations to equipment or simply checking in on players regularly.

8 Make Your Sessions Fun

It's great that your focus is on creating sessions that improve skills and confidence, but it's also important for players to look forward to your sessions, too. Remember that they are playing for the love of the game; they should leave sessions having learned something and enjoyed themselves.

7 Regularly Evaluate Your Academy's Performance

To keep improving, you need to step back and reevaluate. Consider speaking to parents and running a review drive to understand where you can make adjustments to move forward. The more open you are to feedback, the better. And with more reviews, you'll soon build the trust and interest of potential customers.

And There You Have It!

8 ways to improve your academy's performance! Being organised and making your sessions engaging is what's going to push you forward.

Looking for a way to turn disorganised chaos into something that's streamlined and gives you time to focus on what you love? You're in luck! Chat with one of our friendly business coaches today to see how we can help you.

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"ClassForKids are really supportive! We were able to set up our system in the space of a short zoom call and start taking bookings the very next day. It's simple and doesn't take long at all!"

- Josh, 1st Touch Football



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