



**ESCOLA
BRASILEIRA
DE FUTEBOL**



For the Good of the Game

The Brazilian way: developing coaches, players and passion

Mauricio Marques



The Brazilian way: developing coaches, players and passion

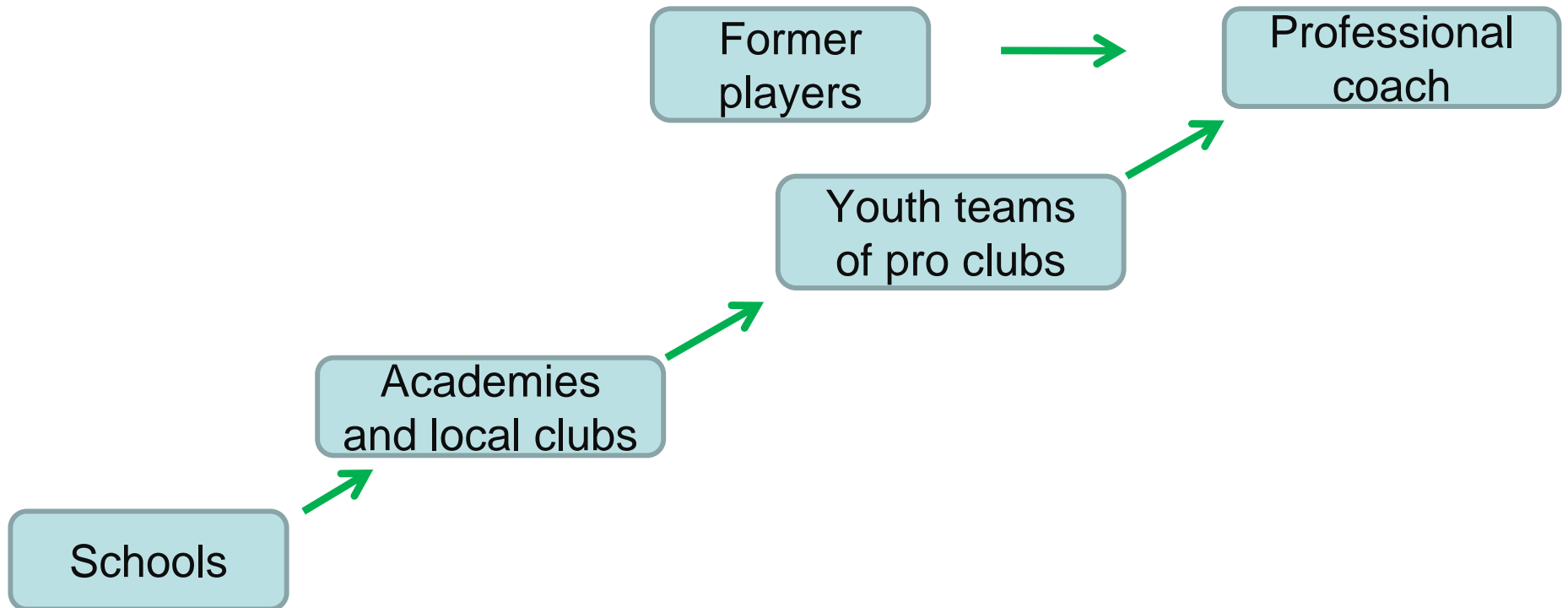
Cultural component

- Respect the differences and adapt to the reality



Coaches Education in Brazil

Coaches' Pathway



Coaches Education in Brazil

Examples:

- Zagalo
- Telê Santana
- Parreira
- Scolari
- Dunga

Coaches Education in Brazil

How to improve coaching skills?!

- Unstructured coaching scheme
- Courses and seminars
- Network
- Mentoring
- Sports specialists x Former players

Coaches Education in Brazil

Brazilian Football School – EBF

Scientific knowledge

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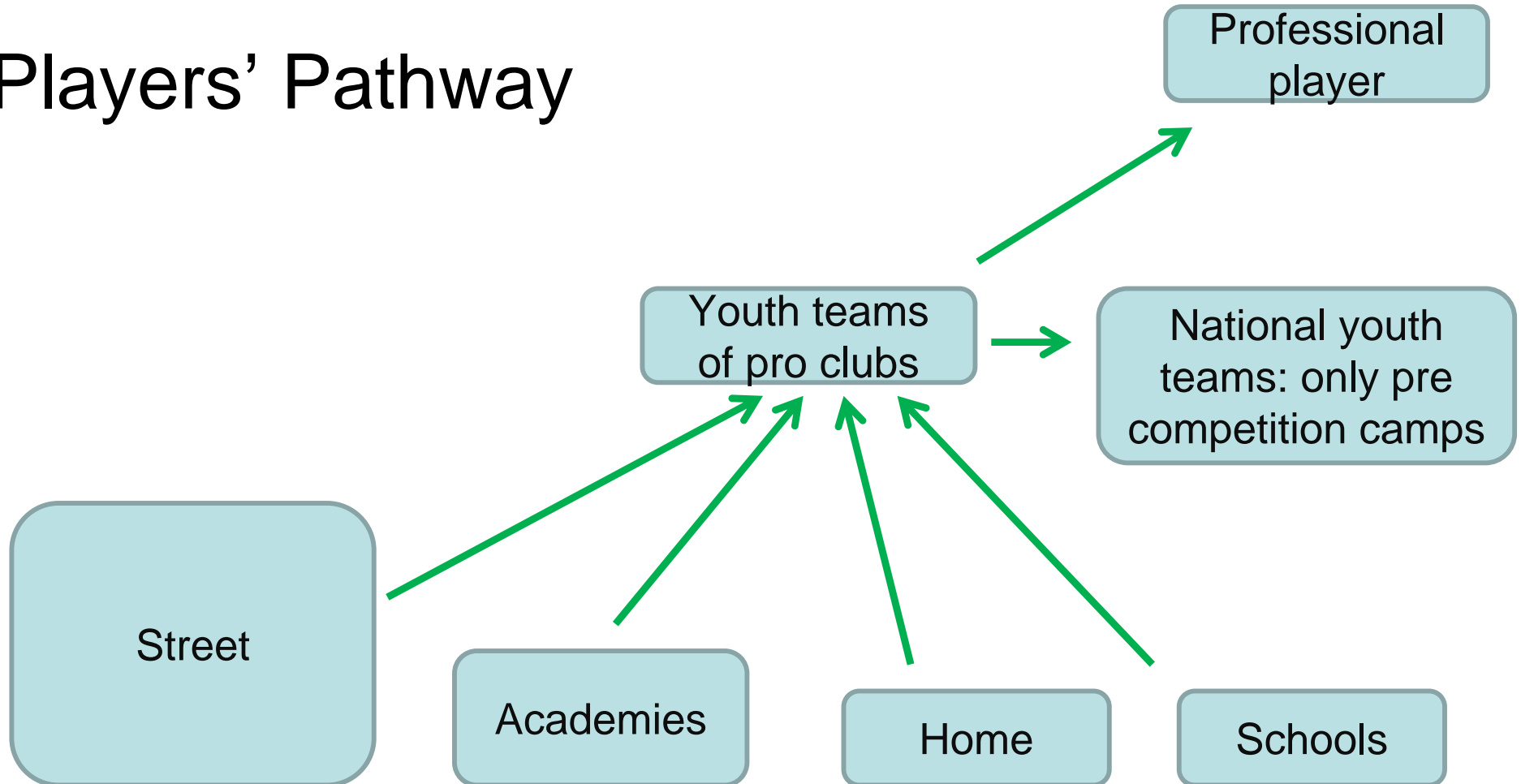
Hands on knowledge

“The greatest difference between Brazilian coaches and others is that we see ourselves as the directors of a play. We provide a script, rehearse, create a chemistry amongst players, and show our actors a thing or two, but when it’s show time, we allow the actors to use their talent to improvise, creating some of best scenes in the play without damaging the overall script.”

(Simões, 2002)

Players development

Players' Pathway



Players development

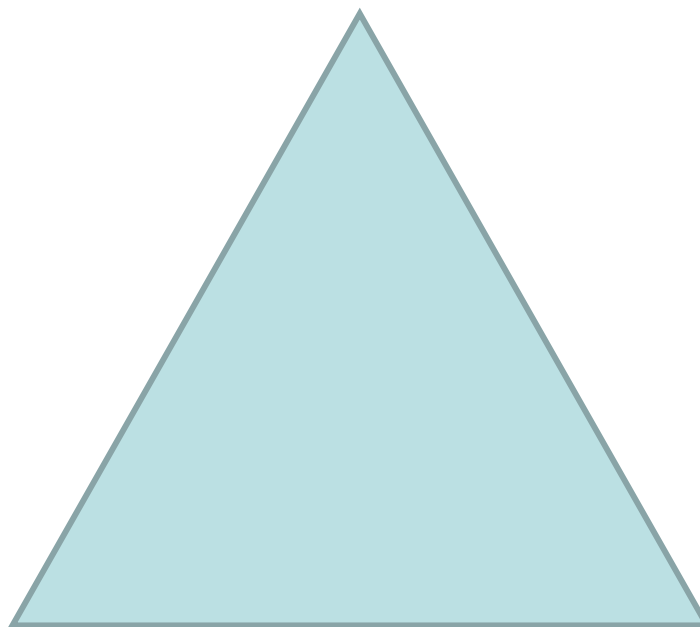
Where does talent come from?

When and what to coach?

How much coaching?

Where does talent come from?

Environment



Training

Genes

When and what to coach? How much coaching?

Brazilian Model

When	What	How much
Up to 10 y.o. (sampling)	Backyard football, street football	The more, the better
From 10 to 13 y.o. (specialization)	Mini games, small sided, futsal, 5 a side, 7 a side, etc.	6 hours per week
From 13 y.o. onwards (development)	Deliberate practice or structured training	10 hours per week

Coaching principles of the Brazilian Model:

- Process rather than outcome
- Winning mentality?!
- Quality training
- Play the Brazilian way
- Social responsibility
- Playing and training with fun
- Passion

Passion

Family support

- Expert theory
- Career planning
- Financial support
- Emotional support
- Motivation
- Daily routine
- Parents education



Passion

Environment

- o Social and economic conditions



Passion

Environment

- o Religion

Passion

Environment

- Exposure to the game:
 - Homework
 - Game analyses (general and positional)
 - Diary
 - Peers
 - Contemporary tools
 - Computers, video games, msn, orkut, blogs, email groups.

The challenge is to make this
country to fall in love with
football

Thank you.

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