

# C.I.A. TRAINING



*We need innovation. We need to look at what we do and wonder why and then look at what we don't do and wonder why not.*

**C.I.A. ORGANISATION**

***Any kid, coach, team, club or sport can coordinate a learning program, integrate natural skills and activate original talent.***

Coaches teach kids. They don't learn about them. They look at their Soccer skills. They don't look at their natural skills. They tell kids what to do with the ball but don't know what they do without the ball.

Army soldiers may look mechanical and identical when they march but, when they stop marching, we discover that they all specialise in different areas of expertise. They develop individual skills to help the team. Soccer kids may appear to lack talent but when we learn about them, and integrate their natural skills with their Soccer skills, we find out how talented and intelligent Australian Soccer kids really are.

C.I.A. Training is very simple. We coordinate a learning program with the coaching system. We integrate natural skills with Soccer skills and we activate the character and motivation that all kids have.



## LEARNING PROGRAM

*Not everybody can coach or teach but everybody can learn.*

The first thing we learn is that kids lack basic motor skills. The next generation is spending a lot of time exercising their mind in front of some sort of screen indoors and they don't spend as much time exercising their balance, coordination, agility or flexibility outdoors.

Kids are changing and we need to change with them. If we keep doing the same, we can expect the same results. Kids expect a lot more. We need to integrate Soccer as a culture not just a sport. It's nice to have kids training when we tell them to train and doing what we tell them to do but we need to create an Australian culture where kids have the hunger and passion to train when we don't tell them to train. Messi and Ronaldo created their talent before a master coach noticed them.

A learning program studies character, personality, energy, talent and intelligence. Freestyle Soccer looks for ways to increase focus, inspire confidence, understand innovation, motivate responsibility, stimulate initiative, develop respect, identify resilience and discover creativity.





## NATURAL RESOURCES

*Kids need to synchronise the will, the skill and the drill.*

All kids develop their natural ability to look, listen, talk, think, learn, understand, make decisions and move before they begin to play sport. Street kids are lucky. They can integrate their natural skills with their Soccer skills and develop their minds and bodies while they control a ball but most of them never get far without formal Soccer coaching.

When the coaching is too good, kids don't need to think any more. They can wait to be told how to think, what to do and where to move. In Australia, Freestyle kids are the closest we have to street kids. They train every day because they want to challenge their own limits.

All kids have natural skills but they can't become Soccer players without technical skills. All Soccer kids have technical skills but they can't develop them if they don't use their natural skills. Kids can't strike a ball if they don't know how to move their feet. They can't score a goal if they don't know what to look at and they can't support the ball player if they don't know what to call or where to move.



## TALENT

*It's important to believe what we can achieve not how good we are.*

People who believe that they're really good will stop looking for ways to improve because they don't believe they need to. People who believe they can improve will look for more ways, better ways, faster ways, smarter ways and different ways to achieve their full potential.

Freestyle Soccer is based on the firm belief that all kids are different, all kids have talent, all kids make mistakes, all kids can practice, all kids can improve and all kids need is a ball. If we believe that kids have talent we will search for it, discover it and start to develop it.

If we believe that we can improve any kid in 5 minutes, we will inspire that kid to practice. If we believe that Australia can be a Top 20 Football nation we will look for ways to increase the talent base.



## COORDINATE A LEARNING PROGRAM

*We can stand around and wait for something to happen or we can jump up and down and make it happen.*

We teach Soccer kids but we don't learn anything about them. In a teaching system, we pick the fittest and most skilful players so we can teach them fitness and skill. With a learning program, we can search for talent, intelligence, character and motivation. When we integrate a learning program with a coaching system we can discover what each individual player needs to improve instead of teaching every kid to look, think, stretch, move, kick and play the same way.

A learning program is designed to discover and develop original talent and to identify the underlying cause of basic mistakes. When we learn about kids we can recognise their individual strengths, weaknesses, skills, talents, fears, needs and limits. And then we can develop an effective program that maximises their real potential.





## INTEGRATE NATURAL SKILLS

*A learning program makes it easier to develop a coaching system.*

We're teaching perfect striking technique to kids who don't know how to move their feet or what to look at when they kick a ball. Kids struggle to strike a ball because they stand flat footed. They struggle to strike a goal because they look up at the net when they shoot. Kids are only doing what we tell them to do. They will keep repeating the same mistakes if we don't know what to look at or what to look for.

We separate skill from human movement and make players stand still when they control a ball. We isolate the contact area so they stick their neck out to head a ball while their feet are glued to the ground. Kids need to use their whole body for balance and coordination. They learn this very quickly if we ask them to sprint with their hands in their pockets. Kids already have the talent. We just need to integrate it. It takes 5minutes for kids to discover their footwork and vision.



## ACTIVATE TALENT

*All kids have talent. We need to learn how to maximise their talent.*

Australian Soccer has a wealth of natural playing talent just waiting to be discovered. We can't identify talent by teaching skill. If we're serious about letting kids develop their full potential, we need to stimulate their intelligence, inspire their confidence, encourage their decision making and motivate their creativity. If we believe that kids can achieve, we will give them the freedom to play their own game.

We already know what the old generation can do. Let's learn what the next generation can achieve. All kids make mistakes. If we stop their mistakes to correct their technique, they will spend years repeating the same simple mistakes. If we can observe their mistakes, and discover their underlying cause, we can eliminate them for good. Kids are the first to know when they make mistakes. They don't need adults to constantly remind them how bad they are in front of their team mates.





## UNTAPPED RESOURCES

*If it only takes 5 minutes to improve any Soccer kid, how long will it take coaches to discover this for themselves?*

We can improve any Soccer kid in 5 minutes just by telling them so. Kids become motivated when we show confidence in them. In the 10 years it takes to coach the average Soccer kid, not one person will spend 15 minutes with that kid to learn about them. Soccer kids would just love to have somebody show an interest in their development. We can improve any Soccer kid in 5 minutes without even coaching them. They already have the talent. If we search for it, we can discover and develop it. We can use C.I.A. Training to improve any Soccer player.

We coordinate a learning program and immediately discover kids who don't know how to move their feet or what to look at when they kick. We integrate footwork and vision so that kids can strike the ball and strike the target. We activate natural talent by telling kids to make as many mistakes as they like so they stop worrying about being wrong. We ask kids questions, stimulate their intelligence, encourage their input and give them the chance to discover how good they really are.



## ACCESS CODES

*Coaching is not measured by what we teach but by what kids learn.*

Kids lose their natural movement when they start Soccer training. We make them stand still to control the ball. We make them stand in a line and wait to kick a dead ball to the coach once every two minutes and we make them stand in a circle and share one ball before kickoff.

Any kid, coach, team or club can research and develop natural skills by using the 10 access codes. Footwork and vision help kids to strike the ball and strike the target. Power and precision improve goal scoring. Movement and decision maximise their options off the ball. Belief and repetition show kids how to achieve their full potential. Challenge and intuition motivate kids to assume more responsibility.

Surfers, skateboard riders, bike riders and basketball players all use the 10 access codes to integrate their mind and body with their skill.



## C.I.A. PROFILE

*The most important subject any kid can learn about is themselves.*

Most kids have an intuitive feel for what they like and what they don't like. A C.I.A profile enables them to identify the peak skills that define them and the weak skills that trouble them. Once they identify their strengths, weakness, skills, talents, fears, needs and limits, kids know what they need to improve and can develop a training program.

All kids are different. No two players will have the same C.I.A. profile. From a list of 10 skills, kids pick their best as number 1 and their worst as number 10. They then pick second best number 2 and second worst number 9. Finally, third best number 3 and third worst number 8. They focus on their three best skills and three worst skills.

In each team, two or three kids will identify juggling or shooting as number 10 and they can practice the same drills together. A kid who picks juggling or shooting as number 1 can help them with their drills. If you include **confidence** in the list, kids will admit if they lack it.





## JUNIOR C.I.A. TRAINING

*Soccer innovation is going to emerge from the next generation.*

Any kid is smart enough to run their own C.I.A. Training Program to achieve better, faster and different results. Using a training diary, they can coordinate a learning program to identify their peak skills and weak skills. They can also measure performance and improvement.

Kids can integrate their natural skills with their Soccer skills so they increase their control on the ball and improve their support off the ball. Once they can see the improvement in their control, kids become more confident to think for themselves and create their own moves.

Any kid can activate the 10 Freestyle elements to develop their Soccer skills. They can improvise footwork and vision, power and precision, movement and decision, belief and repetition, challenge and intuition. Players are never going to reach their full potential if we make all the decisions for them. They need to exercise their own minds and bodies.



## FIELD COMMUNICATIONS

*Intelligent calling can turn eleven individuals into an effective team.*

Freestyle Soccer is designed to discover and develop what Soccer kids do for the 95% of the game when they don't have a ball at their feet. Soccer kids don't know how to call. They call for the ball. Tim has the ball and four team mates shout 'Tim!'. Tim needs information. He needs to know **where** to put the ball. Two team mates clash heads jumping for the same ball because neither of them calls their name. It only takes 5 minutes for any team to learn 20 basic calls they can use.

In a pressure game, it's difficult for kids to play at the intuitive level when they have to first guess what to do and then second guess what the coach wants them to do. Coaches have the intelligence to think for themselves and see for themselves how many ball touches kids need before they activate their eye/foot coordination and are ready to play. How well teams perform in games depends on how well they prepare.



## SLEEPERS

***Ordinary training creates ordinary players. Extra training creates extraordinary players. Freestyle kids have that something extra.***

We don't know what Freestyle kids do because we never notice them. Freestyle kids are so far ahead of anyone in Australia when it comes to C.I.A. Training. These are the surfers, skateboard riders, basketball players, bike riders and Soccer kids who practice every day. They coordinate their own learning program by looking at everything. They integrate talent, intelligence and confidence with their own skill. They know how to activate their footwork and vision, power and precision, movement and decision, belief and repetition, challenge and intuition.

Freestyle kids are really different. They don't stand around waiting to be told how to think, what to do or where to move. They don't get directed, inspected, corrected, protected, neglected or rejected by adults. They think for themselves, create their own moves, try, fail, make mistakes, identify their underlying cause, learn and move on. Australian Soccer is a sleeping giant just waiting to be woken up.





## CONTROL

*We can teach the same every day or learn something new every day.*

A lot of kids are scared to juggle a ball because they think it's too difficult. There are simple steps that can help any kid to improve.

Most kids struggle to juggle because they only use one foot. The secret to juggling is simple. Juggling is a basic motor skill just like walking and running. Soccer kids just need to integrate their human movement with their ball control. They need to move their whole body, use their arms for balance and alternate their feet every step.

Once Soccer kids develop their own strengths and eliminate their weaknesses, they can integrate their natural skills with their Soccer skills. As they become more confident, players activate their intuitive skills and improvise their own drills. Every kid has talent and every coach has intelligence. We need to make the best of what they have.



## DOUBLE AGENTS

*Ballwork in pairs is the quickest and most effective way to integrate natural skills with Soccer skills.*

Any kid can improve ball control on their own. When two kids train together, they activate a whole new dynamic way to improve. They learn to look, listen, call, think, anticipate, support and move. They can't just kick a ball anymore. They need to understand each other. As one kid develops control, the other kid develops angles and space.

Heading in pairs and juggling in pairs becomes a challenge for all players. The first 5 minutes of anything they do is full of mistakes. That's human nature and that's how they learn. At first, two players will go for the same ball or they'll both back away at the same time. They soon learn to communicate and move together. It only takes 5 minutes for kids to get used to each other. Once they record their performance and improvement, they realise how good they are.



## INNER CIRCLE

***Kids need to play their own game so they can learn about themselves, express themselves and challenge themselves.***

Put 8 elite Soccer kids in a circle and ask them to juggle a ball. When players juggle a ball in a circle they behave the same way they do in a game. The first 5 minutes is full of mistakes. Some kids rush. Some kids stab at the ball. Some try to show off and lose control. Most kids don't talk and they don't move. They look really good when we tell them what to do and how to play but become lost when they have to take responsibility and think for themselves. It doesn't matter how talented kids are if they don't know how to identify or develop talent.

Kids have minds and bodies of their own and they need to exercise them if they want to achieve their full potential. Most kids are quick to understand what is happening. If we keep correcting kids every time they do anything wrong they will stop doing anything. If we keep criticising them for missing their shots, they will stop shooting.





## TARGET PRACTICE

***Most kids don't know how good they are because we can't tell them.***

C.I.A. Training makes it easy for kids to develop and measure their accuracy. Target cones improve footwork and vision, power and precision, movement and decision, belief and repetition. Two players can compete against each other using target cones. They start at about 10 metres range so they can develop eye/foot coordination.

Too many kids try too much too soon and try too hard to kick the ball too hard. Target cones condition kids to aim for accuracy first and gradually increase power as they improve. Freestyle kids learn from everything they do. They discover their accuracy and power ranges.

All Soccer kids are very accurate but most never realise this because they never aim for small targets in a game. As soon as we give them small target cones, they learn to hit them from about 30 metres away. Once kids activate their confidence, they begin to extend their limits. They improvise their basic skills and then they develop their weak foot and then they can add chipping and first time volleys.



***Coordinate the footwork and vision, increase the power and precision, integrate movement and decision, develop belief and repetition, activate the challenge and intuition.***

## C.I.A. NETWORK

*Shooting is a very simple skill. Scoring is a very simple talent.*

If we use a learning program to understand how kids can miss, we can develop a coaching system to discover how kids can score. Missing shots is easy. It helps us to identify the underlying cause. Freestyle kids practice shooting for two hours so it becomes natural to them.

If we think outside the goal square, and stand behind the net, we learn that most kids lift their heads to look up at the net when they shoot. Boys, especially, try too hard to kick the ball too hard and use 100% of their power in the 6 yard box to blast the ball over the crossbar as Dad shouts 'Big Kick'. Unfamiliar with the pressure, these kids tense up, panic and rush their shots. They just need to integrate footwork and vision, power and precision, movement and decision, belief and repetition, challenge and intuition. Then they can activate their talent.



## MISSION

***There's no reason why Australia can't be a Top 20 Football nation.***

Given the health, climate and potential of the country, no Australian sport should ever be ranked between 50 and 100 in the world without somebody jumping up and down and saying or doing something about it. Australians and the rest of the world need to believe that we're going to achieve. We need to activate our natural competitive spirit.

Freestyle Soccer is designed to discover what players are really like, how they play their own game, what they do for the 95% of the game when they don't have the ball and how talented they really are.

There are thousands of Freestyle Soccer kids in Australia waiting to be discovered and developed. We can integrate Freestyle kids with the mainstream players by providing skills parks, shooting galleries and skill competitions. Freestyle kids use an open learning program. They open their eyes, ears, mouths and minds. They look, listen, question and think for themselves. We need to discover the Freestyle Soccer kids if we're serious about developing an Australian Soccer culture.

