



FDI

Football
Development
Institute

Goals

Main goal: Raising the level of football in Europe

Football Development Institute has defined 25 content complexes, containing about 200 detailed aspects. We call them "Football Level Identification Indicators". Regular review makes it possible to formulate a detailed verdict on the present situation: recognize progress, stagnation or degradation.

Register of content complexes:

"Football Identity"	definition of football
awareness of the current football state	football problems
football trends	football understanding
football content areas	game understanding
role and interpretation of tactics	understanding of development processes in football
on-pitch solutions	football concept
work of Specialists	education of Specialists
management and development of Clubs	development of teams and players
communication in football	marketing in football
finances in football	law in football
technology in football	infrastructure in football
psychology in football	stakeholders in football
mass character of football	

The realization of the main goal was divided into several phases and calculated over a dozen years of operations

Raising the level of football in Europe is possible based on a complex and complementary impact on the "Football Level Identification Indicators". In addition to the function of verification coefficients, they also serve as impact factors. The directions and manner of impact are reflected in the specific objectives of the Institute.

- 1 Forming correct football awareness**
 - exposing trends and stereotypes in "modern football"
 - presenting the correct football understanding and game understanding, as well as precisely explaining the "Football Identity of FDI"
 - promoting an individual "Football Identity"
- 2 Popularization of content canons**
 - football as a really team-based game
 - tactics/team tactics as the most important aspect of football
 - Game (Playing) Model as a center of thinking, concepts and operations
- 3 Creating correct standards**
 - "Football Identity of FDI" as a starting point
 - building the value of independent thinking | sharp criticism of copying trends
 - complex approach to football
- 4 Conducting content communication**
 - a coherent communications strategy derived from the "Football Identity of FDI"
 - strategic communication through own channels, publications (articles | books | research projects), expert appearances, media statements
 - clarifying logical fallacies and the fragmentary nature of football trends, presenting and consolidating the principals behind the "Football Identity of FDI", providing arguments supporting the validity of the formulated concepts
- 5 Redefining the Specialists' roles**
 - evaluation of 15 Specialist roles
 - own defining the roles of Specialists | initial definition, position in the structure of the Club, operational areas, content scope, specialized topics, decisiveness, needed competencies
 - establishing the definition of FDI as a new European standard

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Evolving the content level of Specialists

content innovative and certified courses (one-year, two-year) for 15 Specialist roles, based on the "Football Identity of FDI" and the "Club Development Model of FDI" | for Graduates, access to advisory and mentoring support

additionally webinars, conferences, online courses

complete educational programs and the process of creating an individual "Football Identity"

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Improving the quality of Clubs' performance

advisory support, professional content-related audits, implementation of individual development projects, "Complex Club Development" program | all on the foundation of the "Football Identity of FDI" and "Club Development Model of FDI"

the process of developing an individual "Club Identity" and an individual "Club Development Model"

Club development in the following areas: Club Management | Football Intellectual Foundations | Football & Management | Communication & Marketing | Finances | Legal & Licensing | Technology | Infrastructure | Psychology | Compliance & Integrity

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Providing human resources consulting

database of Specialists (Graduates) with profiles | people educated by FDI

natural regulation of staff demand in Clubs

FDI as a recommender of suitable Candidates

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Using the potential of analysis and research

internal department "Analysis & Research" | collecting information and data, conducting research projects, providing analysis

a validity evidence for the substantive beliefs of the FDI, as well as confirming the ubiquitous misconception of football | an enhanced effect of the conceptual message

FDI analysis brand | ELITE level

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Achieving the status of European Competence Center

original football knowledge in one place

an alternative for persons with wider horizons

possibility of influencing the indoctrinated environment | real impact on the mass perception of football



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