



Introducing your Programme Leader **DOMINIC HAYNES**



Career history and interests

I am a UEFA A licence coach with coaching experience at Cat 3, Cat 2 and Cat 1 Academies. I currently coach at Reading FC's Academy with the U16s and before working in Higher Education I spent 10 years at Watford FC in a variety of roles, including Youth Development Phase Lead Coach (U12-U16) and Head of Academy Recruitment. I've also worked at AFC Bournemouth and Southampton FC and been an FA Tutor.

I gained my BA (Hons) and MSc at Solent University and spent 2 years there as a Lecturer on the Football Studies degree programme before joining UCFB Wembley in 2018.

I work in talent development and Higher Education because I love helping people with high levels of drive and potential achieve their maximum potential, whatever that may be.

What to expect in your first few weeks

By enrolling on the degree you're transitioning to Higher Education standards of academia and a career in coaching, so you'll need to be proactive outside of timetabled lessons, reading as much as possible and watching coaches coach in a variety of environments. But also, you should spend time getting to know your fellow students and the different venues you'll be taught in.

This is a practical degree, so you'll need to be actively coaching a team in a development environment, and we'd recommend coaching as much as possible and as often as possible. You'll need this up and running ASAP, and UCFB can support you with placements if needed.

Course Expectations

Be dependable, communicate clearly and regularly, think critically about all that you see, read, hear and watch, and try to do the best you possibly can.

These don't guarantee success, but they give you the opportunity to make the absolute most of the opportunities available at UCFB Wembley.

What you can do to prepare

See as many games of football as possible. But, try to observe them and not just watch them. You're a student of the game now, not just a fan, so analyse what you're seeing and try to make sense of how and why things are happening on the pitch.

Also, keep coaching over the summer and be experimental with your coaching methods, intervention strategies and planning. If possible, complete a coaching course or observe other coaches at other clubs or in different contexts (girls/boys football, futsal, different age groups etc.).

Reading list

Books:

No Hunger in Paradise: The Players. The Journey. The Dream - Michael Calvin
The Sports Gene: Talent, Practice and the Truth About Success – David Epstein
The Talent Code by Dan Coyle

Podcasts

The High Performance Podcast
The Academy Football Network Podcast
Training Ground Guru Podcast

Documentaries

No Hunger in Paradise: The Players. The Journey. The Dream - Michael Calvin – BT
Documentary version
All or Nothing Series – Amazon Prime
The playbook – A coach's rules for life - Netflix