



Leeds United

# BUILD A TEAM BUILD A DREAM

presented by **VICTOR ORTA**

# CLUB PERFORMANCE CYCLE



“Shoot for the moon. Even if you miss it, you will land among the stars”



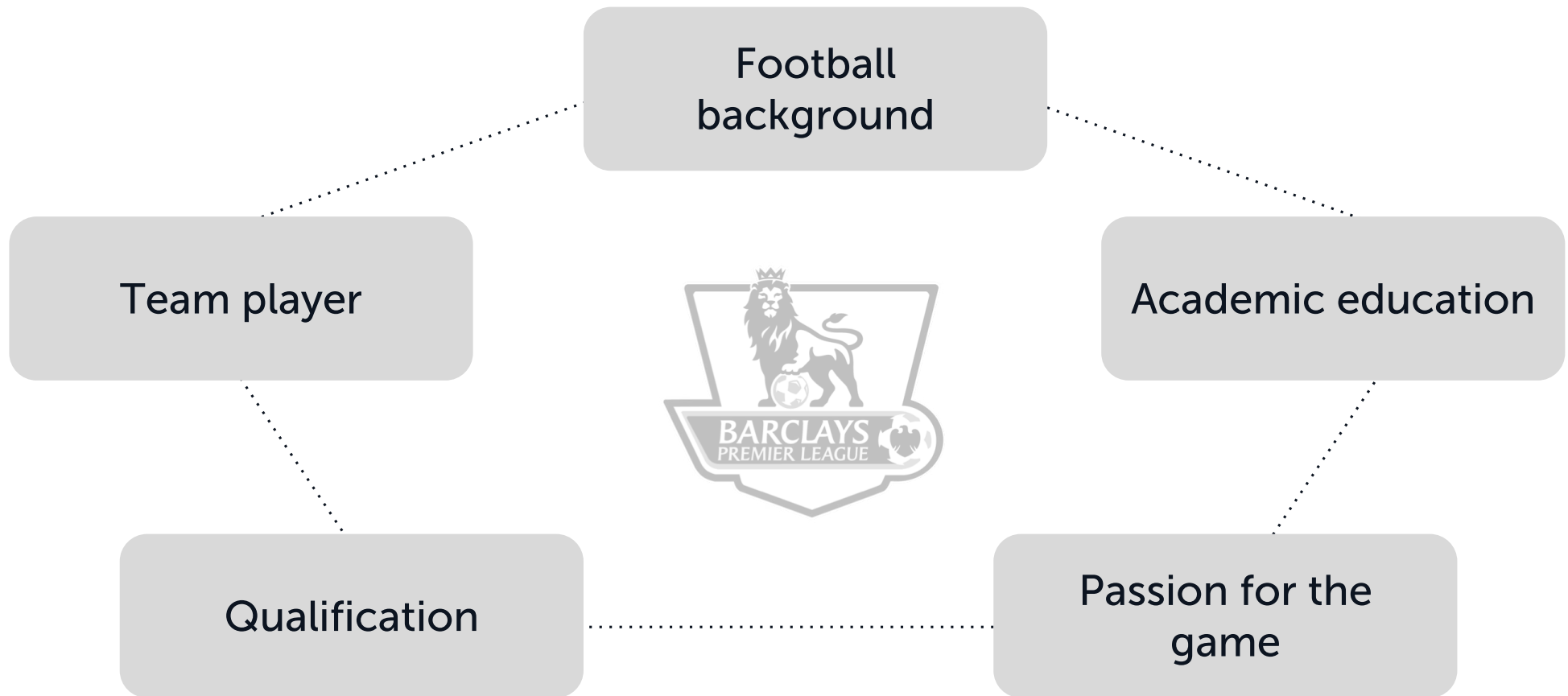
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# QUALITIES WORK IN FOOTBALL

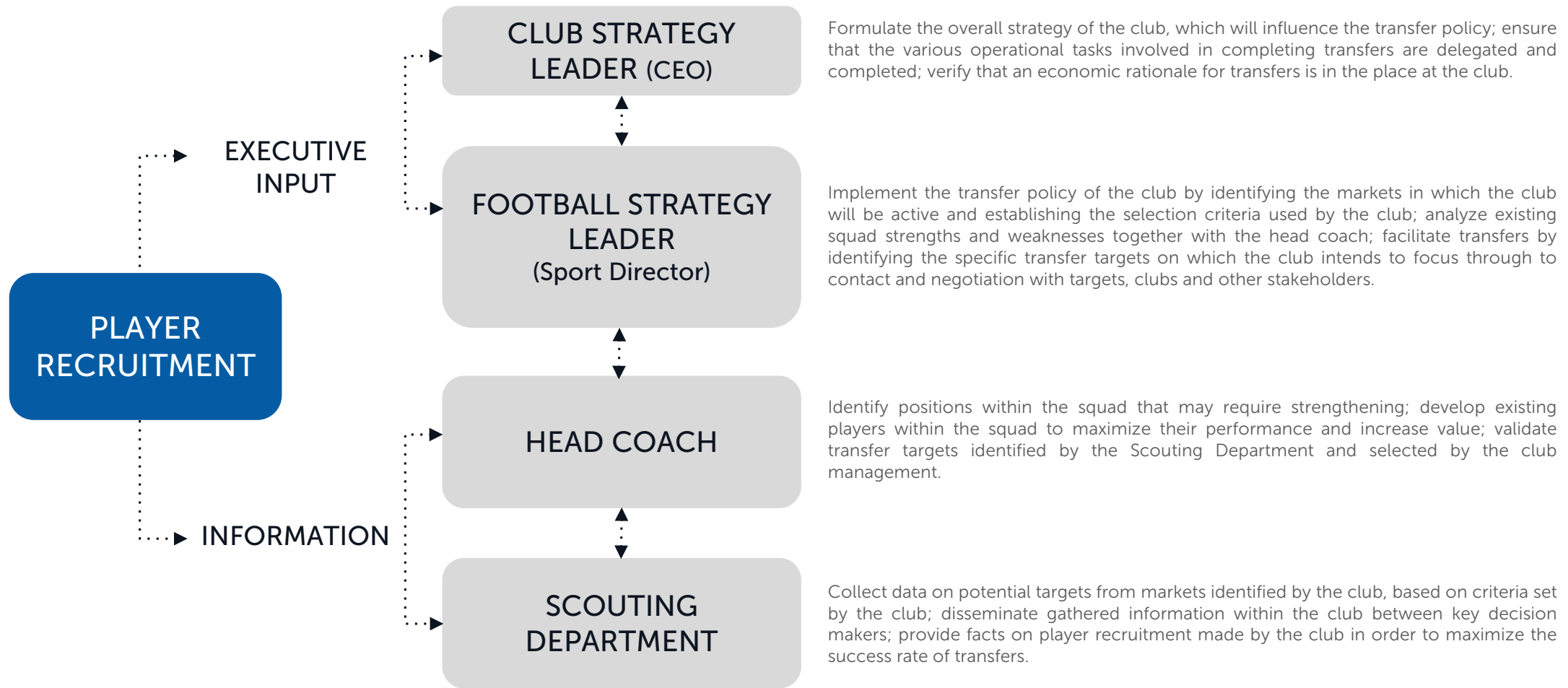






# PLAYER RECRUITMENT







- ★ Extensive knowledge of football and football mechanisms at the high level ★
  - ★ Academic educational qualifications ★
  - ★ Mental strength ★
- ★ Ability to handle themselves in public ★
  - ★ Resilience and durability ★
- ★ Ability to inject confidence and lead ★
- ★ Bravery and ability to make decisions ★



**CEO**

- Develop the overall club vision and strategy.
- Find and appoint managers for the football and business sides of the club.
- Take final decisions balancing football and business.
- Be intelligent enough to understand the specificities of football.
- Build management team and construct the desired structure.
- Create political and economic value for the club from the top position.
- Maintain strength of direction through discipline and purpose in a volatile environment.
- Build a platform for sustainable on-field success.
- Define and represent the values that are also shared by fan base and other stakeholders.
- Influence the club ownership to understand the club, its fans and other stakeholders.
- Act as a liaison between owners, fans and other stakeholders.



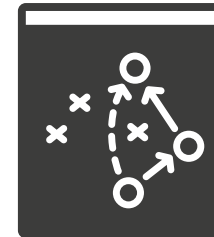
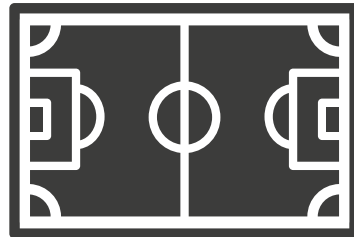
## SPORTING DIRECTOR

- Develop the football policy.
- Identify and recommend a head coach to work with the team.
- Provide technical expertise in player recruitment.
- Oversee the youth academy.
- Implement succession planning on the sporting side.



**HEAD  
COACH**

- ⚙ Organizing training sessions, set up squad for matches.
- ⚙ Tactics instructions and technical preparation.
- ⚙ Select assistant sports staff.







## ★ **IMPORTANT ELEMENTS** ★ OF PLAYER RECRUITMENT PROCESS

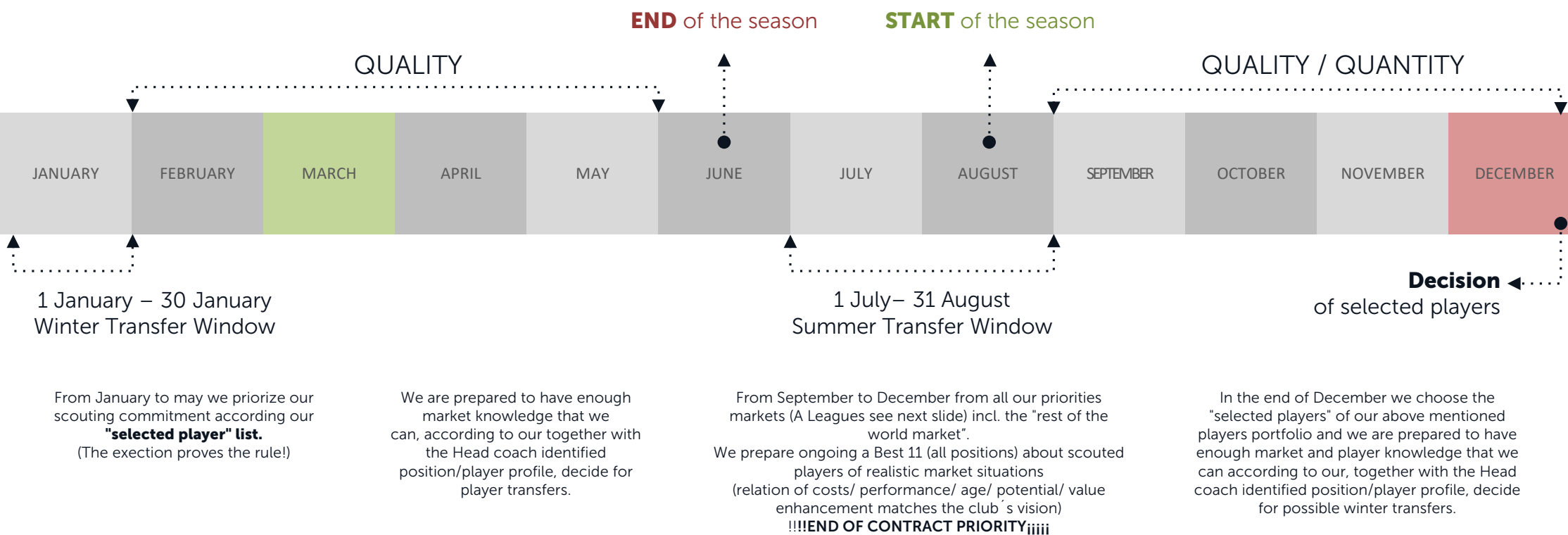
- ★ Receive technical recommendations from head coach to formulate relevant recruitment criteria ★
- ★ Identify potential candidates based on the relevant criteria ★
- ★ Examine financial and political ramifications for the club of recruiting specific candidates ★
- ★ ¡Never allow the scouting department to offer only one option! ★

# SCOUTING PROFESSIONAL





# TIMELINE SCOUTING







## PRIORITIZING MARKETS

TRANSFORM INFORMATION INTO KNOWLEDGE



### THREE LEVEL THE COMPETITIONS

#### CLASS A

Eredivisie Holland, Belgium, Ligue 1\*, Ligue 2, Premier League\*, Championship, League One, League Two, Portugal\*, 2<sup>nd</sup> Portugal, Serie A\*, Serie B, Bundesliga 1\*, Bundesliga 2, La Liga\*, La Liga 2, Norway, Allsvenskan, Premiership Scotland, Switzerland, Bundesliga Austria, Czech Republic, Poland, Denmark, B team of Champions League Clubs. (\*selected teams)

#### CLASS B

##### Second Teams in big clubs

Argentina, Brasil, Colombia, Romania, Paraguay, Russia, Ecuador, Bulgaria, Ukraine, Serbia, Chile, Hungary, Mexico, Turkey, Israel, Slovenia, Cyprus, USA, Japan, Greece, Uruguay, Croatia.

#### CLASS C

Finland, Latvia, Venezuela, Iceland, Belarus, Lithuania, Georgia, Bolivia, Costa Rica, Peru.



# ★ GENERAL GUIDELINES ★

## A LEAGUES

We got to see 50 games each matchday

Monthly meetings to discuss names and design our Best XI (selected players)

Planning live football

Using journalistic resources of other matches (see notes Press, Best XI, top scorers, youths in the lines up, etc...)

Watch highlights the rest of the matches

Whenever a player selected, lose a little while to get the most information: agent, end of contract, loaned player or property, etc...



# ★ GENERAL GUIDELINES ★

## B & C LEAGUES

First find the information  
and next focused the  
player

Important use the call  
ups in the National Teams  
and Youth Teams

Monthly meetings to  
discuss names

Planning live football

Using journalistic resources of other  
matches (see notes Press, Best XI,  
top scorers, youths in the lines up,  
etc...)

Watch highlights the rest of the  
matches

Whenever a player selected, lose a  
little while to get the most  
information: agent, end of contract,  
loaned player or property, etc...





## ★ COMMON PRIORITIES ★

- ★ Players end of contract and one year more ★
- ★ Holistic knowledge of the tournaments “under” around the world ★
  - ★ Priority European under 21, 19 and 17 ★
  - ★ Priority World Cup under 20 and 17 ★
- ★ Holistic knowledge of the under national teams of England ★



## ★ MINIMIZE RISKS ★

★ TECHNICAL ★



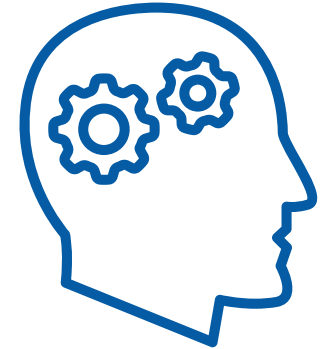
★ PHYSICAL ★



★ TRANSITION ★



★ PSYCHOLOGICAL ★





## ★ TOOLS ★



### VIDEO

WYSCOUT  
& HUDL



### VIDEO & STATISTICS

IN STAT



### OUR DATA BASE

ISF SCOUT



### BIG DATA

STATSBOMB,  
SCISKILL &  
TRANSFERLAB

Same reports

Same analysis of player  
characteristics

Same notebooks





## ★ STEPS TO FOLLOW ★

- ★ Ask for references: [coaches, colleagues ...](#) ★
- ★ Search for interviews, [news archive](#) ★
- ★ New source: [social networks](#) ★

**NOTHING INSURES NOTHING**



1

PREPAREDNESS  
AND  
WORK ETHIC

2

CONCENTRATION  
AND  
FOCUS

3

COMPETITIVENESS  
AND  
SELF CONFIDENCE

4

STRESS MANAGEMENT  
AND  
HUMILITY

5

ADAPTIVENESS  
AND  
LEARNING ABILITY



# ★ KEY FACTORS LEADING TO SUCCESS IN FOOTBALL ★

OBSERVATION  
AND  
ANALYSIS

LONG-TERM  
PLANNING

TEAM BUILDING  
(both football and  
management)

YOUTH  
DEVELOPMENT

CONTINUITY AND  
STABILITY  
OF  
TECHNICAL  
STRUCTURE

FORMATION  
AND  
EDUCATION  
OF STAFF

BALANCE BETWEEN  
SPORTING,  
MEDIA/COMMERCIAL  
AND COMMUNITY  
REQUIREMENTS

AUTHENTIC AND  
LEGITIMATE  
COMMUNITY  
ENGAGEMENT



# THANK YOU

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