Yeditepe University - Social Science Institute, Turkiye Applied Sport Anthropology Catalyst Subject

360° Holistic Coaching Model Romanian Football Player's Development



by Julien A. Ghitescu

Dedicate it to Mihai Farcas, the best football player I ever trained, my adopted "football son" that I ever dreamed of having, with the hope that his football dream and amazing gift have not been lost away forever, and having faith that a new day will come when he will "magically touch" again the football ball; a day when he, and his father, Adi, my friend, and I, can play the beautiful game again together.

Forgive me, Mihai, for being unable to coach you and care for you in the special way you needed to be. Despite all, you still are and will be an amazing: smart, visionary, skillful, and creative player, no matter what.

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"You write your life story by the choices you make..." (Mirren, 2020)

The beginning story...

"Outside was a bright day on the so blue sky of Romania, a perfect day for playing... football. The game that all children play in Romania, or at least that is the way I remember it, as no one stayed and watched from the side, regardless of lack of skill, age, or body size. Still, it makes a difference if you feel you are the magician behind that ball, in that grass field from behind our apartment buildings.

Recognition and importance are drunk deep into the soul of a child who passionately plays out of what he is best at, feeling that he fulfilled his destiny and purpose.

But that cursed day, maybe changed my destiny, who knows?

I still cannot but wonder, what if?... What if my mom will take me for the next four years, 3 days weekly, not to a ballet class, but to a football club?



To whom should I scream out my constant agony, anger, shame, pain, and the torture of ballet boredom? Instead of playing outside in free action and competition, speed and creativity of football, I ended up inside, in the stillness and futile repetitions of French ballet positions and silly piano music, trapped in a room full of mirrors and girls that constantly reminded me: life is pain, not happiness.

My dream didn't die that day, it can't, I was meant to be something... Something amazing!

Fast forward, and 30 years later
I was again on the same grass field of my
hometown, coaching football, coaching kids
like me.

The one that didn't get a chance becomes the one that gives chances to others.

My eyes are wide open now, looking into the life story of my players, dreaming of what they can become. This sweet feeling overcomes all of my bitter past, confirming that life is even more joyful when you give."

Introduction



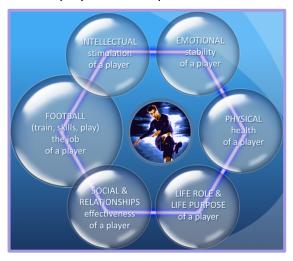
My coaching football journey, in terms of experience, resources, and methods, started in England, at Manchester Football Association's (Manchester FA) classes, where coaching concepts or techniques were even more demonstrated on the football pitch in practice. At that time in 2012, the Romanian Football Federation didn't allow people who previously didn't owned a football player card, to register for coaching courses. The first environment that I coached in was in China. The next level of coaching development brought me back to England, in Newcastle, obtaining the level 2 (UEFA C) coaching license in 2014. I spent four years assisting coaching, and at the same time coaching, in Sporting Club Navobi Alba Iulia, (CS Navobi) in Romania. In 2016, I took a new coaching opportunity in Istanbul, Turkey, coaching at International Gateway Academy (IGA), doing also an internship at ÇakMak Football Club.

My *focus* in this paper, will be to bring an anthropological view of football player's development in Romania, based on a "snapshot" window of time, from 2012 to 2016, being involved 3-4 days every week in coaching 60 club players, age between 6-13 years old, and also encountering with other 300 players, with more than 10 different teams, and football coaches, officials in Alba county, Romania.

The *purpose* of this paper is to offer an applied anthropological conclusion that may be a resource for the Romanian Football Federation and the Football Development Department within.

As expected, I will use most examples from when I coached in Romania. However, in some instances, trying to enhance different aspects through comparation, I may use also examples from a different football culture environment, from England.

In this research *method*, in order to present a diverse view of the anthropological "snapshot" I am using a holistic life coaching model applied to football player's development.



360* Holistic football coaching - it is a personally adapted model from the Life Education program, a project of Team One & China Red Cross

"360° Holistic Coaching Model",

contains 6 areas of personal development for a football player:

- 1. The **FOOTBALL** of a player (training, skills, play)
- 2. The PHYSICAL health of a player
- 3. The EMOTIONAL stability of a player
- 4. The **INTELLECTUAL** stimulation of a player
- 5. The **SOCIAL** and **RELATIONSHIPS** effectiveness of a player
- 6. The LIFE ROLE and LIFE PURPOSE of a player

I can't emphasize enough the importance of holistic life reality, that impacts all the people, including the football player. A small detail like missing a couple of hours of sleep in the night in the physical area can negatively affect all the other areas, and in reverse, any positive event is bringing in productive energy to all the domains.

1. The FOOTBALL of a player

Football is culture, it is a cultural reality in Romania, where even grandma can see when a team plays beautiful football in a game or when they play so dully that it is worth going to do something else.

In the same way or even more, the reverse is happening, and we can see how Romanian culture is present in the football game and how it impacts the football player's development.

"Nu da vrabia din mana pe cioara de pe gard", is a Romanian proverb that can be translated: "Don't release from your hand the sparrow that you caught, wishing to get the crow that is resting free on a nearby fence.", it can be culturally applied in different situations, including in the football culture.





For example, in one of my games as a head coach with a U13 team - under 13 years old competition (CS Navobi), at half time, we were leading the game 0-3 against a better-ranked team, CSO Cugir, in Alba county. (AJF Alba)

In the second half, I changed the playing system and made enough changes so all the players from the bench who didn't have chance to play in the first half had a fair time of playing in the second half of the game. I did it on purpose, for the sake of training all of my players, not just in a training session environment, but also in a match context, where the intensity can be higher based on the opponent's strengths, and also because psychological and emotional strengths are more demanding. We lost the game 5-3, and the father of the best player from my team approached me and said: "If you at 3-0 you didn't change anything and decided to close the game and just defend, today you could win the 3 points and have the victory.".

Development of players vs. winning?

Which one is more important for Romanians? To answer this we also need to consider the economic context, and in part, look into the cultural identity of the Romanians.

Economically, a football coach who works with children till 14 years old, or even beyond, in very few cases can make a living out of it. However, with more players a local club can attract under its colors, more financial income will flow in, and the way to prove that the club is a better, in my culture, can be only done by winning games and championships.

Romanians are also conditioned culturally to bear a heritage of low and fluctuation in confidence. (Sepi, 2016, p.80) Wining is proving your greatness, but losing proves your weakness.

Along with it are coming the Romanian positive cultural traits too, like passion, competitiveness, inventiveness, creativity, ingenuity, and adaptation. At the same time, Romanians are still in the process of taking communism out from their worldview, using a legacy of shortcuts in trying to obtain the maximum possible from a situation with a minimum investment. An unfavorable and unfortunate combination, of positive with negative traits.

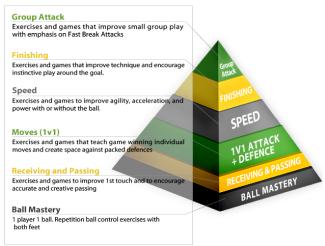
In football, in my experience, observing the other clubs around, generally two currents of football "development" were present. First, try to convince the best players from other clubs to join your club. the strategy is used by football clubs of tradition that already had a name in football.

The second strategy is an early overtacticization and over play organization in training and in games that bring lots of winning for a couple of years. However, the downside of it is that players in most formative years, 6-12 years old, don't have enough time to develop individual complete football skills, and this limits their choice-making play process on the football pitch, opposing the studies that

already have been made in the stages of player's development. (FIFA Youth)



I had a chance at CS Navobi to be trained as a coach and also to train players using a well-tested method of player's development: **The Coerver Method**. (Coerver Coaching)



The focus is to develop complete players, primarily focusing on their individual development in their formative years and secondarily on their team play development, which can be achieved later.

Following the Coerver pyramid training model and values, in the first 4 years of applying it, put us in a conflict with the winning value that was so impregned in Romanian football culture, that was affecting not just our players, but especially their parents. When losing games with 0-27, children got discouraged because they believed that they were losers, and the parents were angry because they paid money to see their children succeed. As a club and coaches, we compensate all these negative forces by offering professionalism and especially an environment of respect and encouragement, compared with most of the other competing environments. After 4 hard years of investing in player's development, the two early generations of CS Navobi's players won the county championship. (http://www.ajfalba.ro/juniori-e-2015-2016 http://www.ajfalba.ro/trofeul-gheorghe-ola-2015)

In conclusion, in my observations interacting with different clubs and coaches, the amount of time to focus on **individual player's development was sacrificed** in order to get quicker and faster team-winning results.

I also need to mention that Romanian football coaches and players compensate the lack of infrastructure, pedagogical, and developmental methods with creativity, flair, and talent.

I imagine what can happen in the future of our football where the strengths of Romanian officials, coaches, players, parents, and supporters are combined with the wisdom that is already available in the international football community. What is stopping us from doing it?

To change a habit or a mentality requires a flexible mind, a strong will, or a miracle. For our football community, I propose perseverance, changing bit by bit in the right direction, celebrating progress along the way, and not forgetting that football is fun; this is why we like it so much.





2. The PHYSICAL health of a player

In a technical sense, coaches care well about protecting their players, by the simple rule of pain; if players feel continuous pain, they need to rest or see a physician.

Culture, by the way of living, still affects the physical area. For example, by overprotecting, some parents are unwilling to let their children play football at a certain age in wet or cold weather for fear of the children catching a cold. At the same time Romanian football infrastructure doesn't possess good-sized indoor training grounds, and renting it may not be financially affordable.

In Romanian homes, generally, a healthy diet is not promoted to the next generation, so even if players are taught how to have a healthy diet at their clubs, at this early age, they depend totally on what food choices the parents provide for them.

Another vital body part that needs to be protected and "fed" is the brain.

The avalanche of media information and entertainment negatively affects a football player's brain. It has been proved that the effect will create a passive mode of how the brain operates, and not a pro-active one.

This type of the development of a brain, is to the detriment of the whole body, as the mind commands the body and its reactions, slowing down the speed of decision-making and limiting the player's field focus, reaction, and creativity. (Bertin, 2011)

Generally, in Romania, or in the football sphere of influence, there was no campaign made against this trend, no plan to fight against it, leaving children and football players unprotected and affected in their development.

Talking about protection against physical or other kinds of abuses, I am so sad, even depressed, to say that we are at the bottom with a fragile child protection system.

https://www.youtube.com/watch?v=tE1KKGKwfPc (DigiSport, 2015) I witnessed heavy verbal abuse and humiliation of other club players on weekly basis in competitions. Promising players from a top club in the county freely came to our football club due to the presence of a constant toxic environment in their training sessions. The coach hit players and even permitted players to hit their teammates as a method of "football correction". Examples seem countless coming into my mind, including parents having the same negative behaviors towards their own children or players of other teams.

All of this negative football phenomenon is also a reflection of people and families in Romania, where verbal or physical violence is traditionally seen as a solution for a correction in a child's behavior, education, or even football training. What are the effects?

Besides playing out of fear-anger instead of fun-joy, are multiple other areas affected by it. When children repeat the violence they have been exposed to, they continue the cycle of violence that can be passed to the next generations. (Gonzalez & Corbin, 2010)

3. The *EMOTIONAL* stability of a player



Darius Trifu – selected to play in the football academy of FCSB (https://ziarulunirea.ro/uniristul-darius-trifu-a-impresionat-in-probele-de-la-fcsb-talentatul-albaiulian-a-inscris-4-goluri-intr-un-meci-deverificare-423389/)

"It was my first indoor football private tournament that CS Navobi club was organizing, but instead of coaching, I was involved in supervising the event, including taking pictures and interviews for our media section.

My eyes were everywhere, but I couldn't take them away from Darius Trifu.

When he played football for his team,
"heaven touched the earth".

The contrast was so big between him and all the other players in competition that it made me witness the rise of a Romanian football star. His play skills were amazing, considering he was just 7 years old, but what was more impressive, was his brain and how he decided to play the football, like in a total football concept. Darius' team was leading with 3 goals in the first game, but we all already knew that they would definitely win the competition. You will be so shocked to see in the break time Darius sobbing and all of his squad of teammates crying hard, with their heads bent, broken hearts, staring at their own football boots. In front of them, an aged coach heavily and loudly criticized their play.

Darius won the prize for the best player of the competition, an occasion to congratulate him, and also, in the end, to explain to his father that emotional abuse is equally harmful, and sometimes even more than a physical one.". To bring a comparative understanding in this area, if we applied the rules of conduct and respect from a different football culture, for example, England (Shropshire FA, 2017), we were supposed to disqualify most of the teams and cancel the tournament.



Contrary to England, in Romania, it seems that "we only do negative". Part of the Romanian emotional culture is soaked with negativity and criticism (Costache, 2012).



Blog – skeptical and negative of Romanians in communication Exceptions are made when we are the winners, or when we are in a "party mood".

The consequence is that the football players' identity is developed based on their performances, rather than on their value that as human beings.

Later, in the absence of the "negative coach", a "new personal coach" will emerge, rising up from the player's mind, that will continue the tradition of criticism in the player's life, because the values and the standards have been already cemented at the core base of the player's "soul".

I am not saying that the whole experience of a football player is negative one; I am saying that the amount of negativity present in the experience, damages the player's development. Exceptions sometimes arise if a coach has a kind personality or strong moral values that guide a coach's life. Nevertheless, a coach can only build emotional stability in a player if the coach has it. If not, the result is: an "oscillating" player.

Are we looking to reach perfection as imperfect people?

No, we are trying to choose good directions, a healthy model worthy of following.

To settle the matter, besides coaches' voices in players' lives, we can add to the "choir": the parents' convictions, school teachers' influence, and peers' and friends' opinions.

Can we ease the burden?

At least we should try. If others "can only do positive", we hope we also can.

4. The *INTELLECTUAL* stimulation of a player

Usually, the mainstream learning style in Romania is autocratic, where children, students, and football players follow the directions given by parents, educators, and football coaches. A discovery-based learning style is continuously needed in children's lives; otherwise the wonder of continuously learning something new is lost, bringing players close to act like "machines" that execute a "football" process, instead opening their eyes to the "infinite" possibilities, and to all the choices that can be made on a football pitch.

Traditionally Romanian football coaches focus a lot on training the players' bodies to be fit and their skills, but they still need to trained in how to train the players' mind with exercises that enhance focus, especially in how to train the players' imagination. (Slimani, et al., 2016) (Veraksa & Gorovaya, 2011)

Again, the student cannot be greater than the teacher, except if the coach knows how to facilitate and implement self-discovery in players, encourage and support the players, and mobilize other football resources available from the larger football community; action that requires humility, which is not exactly our cultural strength.

A traditional sad alternative is to stick to the Romanian proverb that states: "The skill is not thought is simply stolen.". Maybe this is all a matter of generosity expressed in the knowledge realm.

5. The SOCIAL and RELATIONSHIPS effectiveness of a player

(FA, 2020; FA, 2020)



The model used by England FA, encourages the coaches to prepare all the training coaching activities, engaging all of the "4 corners" model: Technical, Physical, Psychological, and Social. Choosing teamwork, for example, as a value, we need to consider that it is a combination of the technical abilities of playing together and a network of relationships formed among players. Like in any relationship, healthy communication is also a key factor in building a healthy team based on encouragement, respect, tolerance, and forgiveness.

Yet, as a norm, in the Romanian football culture environment, players are usually unified as a team, under the joy-bringing banner of victory. Winning helps form an identity as a group and as a team if the main condition of winning is continuously met.

Helping the players stick together and navigate disappointing moments also creates a true team spirit. Healthy life values and communication skills are necessary, for example, when the team loses a crucial game because of a single mistake made by one of the players.

We need to evaluate if our cultural communication style helps us to build a strong team and close relationships, and in moments when not, the coaches' job and focus is to train and develop the football players in social skills because relationships are a strategic part of the football game.

6. The LIFE ROLE and LIFE PURPOSE of a player

Life roles are growing in a child's life, starting with being a child in relationship to the parents and a sibling in relationship to the siblings. More domains are added as a child goes to school and becomes a student in relationship to the teachers, a friend in relationship to other friends, and a football player in relationship to the coach and teammates.

How a child will be helped to succeed or not in each of them will determine how much the child will also succeed in the football player's role.

All the roles are interconnected uniquely, as part of every person's uniqueness, for the good and sometimes for the bad. A child can't substantially change who is he/she, when moving from one role to another, the child, or the player, will display out the same behaviors that are held in.



The purpose...

Many people don't have an overarching purpose in their life and are left floating in the "wind of circumstances" or serving the purpose of "the system" or other people's purposes. That is no different for a football player. The purpose, or lack of it, is affecting the player at the core, in the "heart" and it is important because we say:

"We play football with our hearts.".
Why do we play football? What for?
Because we like it for fun. Fair enough.
Because we want to become football players.
Will that be enough? Or do we need more?

If our life purpose doesn't inspire us to do something amazingly good, will playing football as a purpose be enough to fulfill our whole life? Is it good coaching to let a player make football "THE ULTIMATE PURPOSE" of life?

Isn't life bigger than football?

Conclusions

I have to recognize that any Romanian football player who will make it to the end and become a professional football player is a success and, at the same time, a miracle. Considering the challenges in the football environment and developmental process, the player must be exceptionally strong. I want to recognize that this successful player couldn't do it alone, and behind him stayed a holistic team of influence, a network of people and resources.

Evaluating ourselves, we can ask:

"If we start again the circle of developing a
football player, will we not change anything?".

Will we want to do it differently?

Will we develop more successful players?

Did we leave anyone behind with a broken life dream?

I can see desire and vision in FRF (Federatia Romana de Fotbal), and many improvements have been made in the last years compared with the past.

Without wanting to magnify any personal contribution, I believe that a holistic player development model needs to be considered, studied, created, and applied in order to see a new Romanian generation of world-class players, and in order to bless all the children who love football in Romania.



There is a Romanian successful football model that emerged in recent years, "Gheorghe Hagi" Football Academy. (Farul Constanta)



Gheorghe Hagi – the best Romanian player of all times

Confession

I must admit that writing this paper in just two days, because of lifetime constrains, was very exhausting experience.

Also, I well realized that my experience as an applied anthropologist and football coach has way more to grow.

There are some subjects that I didn't "tackle" so to speak in football jargon, subjects like girls involved in football, children playing football that are coming from a minority distinct culture, referees' role in players' development, etc.

I used the participant observation method, and I had many chances to repeat my observations, being so present inside of the football coaching realm. At the same time, I may have been subjectively biased in my interpretations.

Alongside comes the possibility that maybe out there in Romania are many good models, and a better reality than in my immediate football context; this is something that need to be verified.

On the other hand, my paper may be the only applied anthropological approach to football player's development ever made in Romania. Wow!



My football team – into the "fabulous" football season of 2014-2015

The end story: The legend of "The Unstoppables"

"Any time I remember that football season of 2014-2015, I remember all the beginnings of the games, the time when I was looking deep into the eyes of my players, trying to inspire them with encouragement and hope. Do we need that in a football game? After playing 14 games in 14 weeks, I mean more than 3 months of intense training, and weekly championship games, we won 0 games, we drew 0 games, and we lost 14 games.

We scored 14 goals and conceded 208, continuing to stay in the last bottom space of the championship results table forever.

Words were useless, and anyway, long ago I had already exhausted all of my best possible motivational speeches.

Every week, I heard whispered in the ear of my mind, a mocking evil voice that called me to guit this nonsense and to throw away forever my favorite Nike coaching cap, that I am good for nothing, that my dream of being a football coach was just a childish illusion, like the distorted mirrors images from the ballet room. The same feeling was coming over me when I looked in that and this current mirror, I hated myself. I wondered, why do I ever exist?

There were days when I cried, but when silence came over me, I came to realize that all of my players needed me; if I felt this way, how in the world were they feeling? There were some more games left to play, and their sad eyes told an untold story of shame. At least for a bit, because self-protection soon kicked in, and they started to joke and make bets on how many goals they will still conceive, based on the last opposing teams' level. They even wonder if we can break the negative record of 300 in the last remaining games.

There was also a kind and graceful whisper toward the deeper ear of my soul that poured in me a brilliant idea, the truth.

We are not the losers; we are the champions of all! What is harder?

To win a championship by winning all the games and "surf on the top of the waves" from victory to victory, building the momentum of increasing self-confidence with every game won? Or?...

To be able to get up and fight again and again, against all the odds, in an environment of mocking supporters, becoming already a joke, and when others celebrate their victory, to still find the faith to reload and to continue into the next training, and into the next defeat? Till?...

Till you become "The Unstoppables"! The team of all superheroes! Because if all of this couldn't break you and couldn't stop you, nothing ever could. Your perseverance in times of sorrow and hardship led you into the freedom of the heart. And when your heart is free, you find your joy renewed again and again. I was there...

telling my players that they are my superheroes,

the example for me of what it means to persevere in the adversity of a cruel season, and I gave them a new name for a lifetime, and they became "The Unstoppables".".



"The Unstoppables" ceremony, before the last two games in the season (www.facebook.com/CSNavobiAlbalulia/videos/696623860464175/)

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