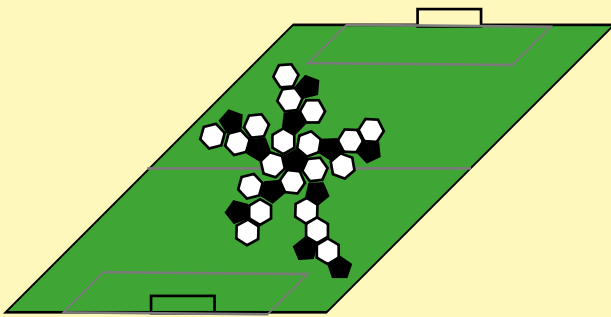


FOOTBALL PRAGMATICS

Making a team work



For lasting football success

Concise football experience and practices
presented with a haiku flavour

Harry Hauptmeijer

Football Pragmatics

Football experience and practices
with a haiku flavour

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Challenge the existing to achieve the best

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FOOTBALL PRAGMATICS

Introduction

Football Pragmatics presents experience, enthusiasm, and observations from pupil to chairman in an amateur football club with a haiku flavour. It reflects findings from active playing the football game, fulfilling volunteer and leadership roles and years of watching, reading, conversing, observing and enjoying. My gratitude goes to teammates, trainers, coaches, authorities, media, spectators and many others, who contributed very much to my enthusiasm, excitement and enjoyment.

Football Pragmatics is more prose than poetry and was written as a hobby to transfer learnings and as it is fun to puzzle and compose haikus. The haikus aim to present food for thought and pondering. I wish that you pick up Football Pragmatics now and then, enjoy reading and find yourself confirmed and inspired.

Harry Hauptmeijer

For typical management and leadership reflections kindly refer to "Management Pragmatics".

1. Safety - the highest priority

Football club and crowd
Members should all return home
Safely and healthy

Everybody should
Be concerned with safety and
Help each other

Safety awareness
Must percolate throughout a
Club's deep value chains

Safety needs to be
Embedded in processes
With regular checks

We need a culture
Of intervention and to
Develop these skills

Major matches need
The incorporation of
A safety structure

Safety is mainly
Advanced by our attitude
And our behaviour

2. Quality

Quality should be
In plans, services, football
And in processes

People, money, things,
Need a good equilibrium
No excess, no waste

Good people handle
Time, money, resources and
Assets with good care

Focused small changes
Support a sustainable
Improvement process

Is your focus on
Suppression, compensation
Or on prevention?

Each club member is
Responsible for his/her
Service quality

A spectator's best
Satisfaction is the sole
Quality standard

3. Club Social Responsibility (CSR)

The football culture
Is by aggregation of
All contributions

Established in a
Community, its welfare
Concerns all of us

Care for club members
And total environment;
Be a good neighbour

Playing a match means
Quality, fair play, result,
Good entertainment

CSR is part
Of a club's reputation
All should contribute

Create processes
For sustainability
And swift succession

Economic use
Of resources preserves a
Club for the future

4. Governance - code of conduct

The fundament of
Good behaviour is respect,
Trust and compliance

The football rule book
Is transparent, clear and fair,
It needs compliance

An embarrassing
Behaviour by trainers or
Players is not done

FIFA, UEFA
Promote respect in football;
We need follow-up

The fine line between
Corruption and fair practice
Should stay clean and safe

Nurture club cultures,
Consistence and coherence;
Social entity

Football emotions
May rise. Let's channel them to
Improve and enjoy

Respect: we make every effort to take own responsibility, to do our best to understand each other, to build trust and to harm nobody.

5. Shareholders

Long time owners build
And watch over the culture
Of a football club

Vision and mission
Count and are important for
Crucial appointments

Football expertise
Should be present in the board
To a fair extent

Football clubs are more
Than financial ratio's
Activities count

Player investment
Is the clear prerogative
Of the management

Divestments involve
Players, our obligation is
A social approach

Community, fans
And supporters belong to
The club's stakeholders

6. Mission

We strive to provide
Football entertainment with
Competitive goals

We collaborate
With all stakeholders to reach
Those goals with fair play

We contribute to
Society and behave
As good citizens

Foresight, quality
And innovation drive our
See, know, act approach

Empowered people
And teams innovate and make
Ambitions come true

In competition
We are agile, pro-active
And stand firm to win

We strive to preserve
Our club and resources for
A lasting future

7. Equality and diversity

Equality and
Diversity are about
Respect for others

Equality gives
Equal opportunities
To everybody

Diversity means
That we appreciate how
Different we are

It is to create
A fair society for
Everybody

Special attention
Is required to secure
The proper conduct

Any misconduct
Should be assessed and punished
Immediately

These are the very
Important elements of
Football club cultures

Equality and diversity are about respect for a person's individual age, gender, race, disability, ethnicity, cultural background, career experience, skills, beliefs (religious and philosophical), sexual orientation, etc.

8. Management board

The management board
Monitors the compliance
And gives direction

All key disciplines
Need to be represented
The key is: football

The management of
Opportunities and risks
Should be in balance

Don't hesitate to
Include external advice
Timely and firmly

A good ambiance
And trust with freedom under
Guidance is fruitful

The messages on
Trust, compliance and respect
Need repetition

The management board
Appoints key people who can
Make a difference

Stakeholders are e.g. shareholders, employees, players, fans, spectators, suppliers, creditors, community, etc.

9. Football strategies

1-2-3-4-5

Are the most used numbers in
Football strategy

The answer to a
Winning strategy is the
Right number order!

However the most
Important are the players
And the opponent

Is the emphasis
On defence, attack, maybe
On entertainment?

Capabilities
Mentality, fitness and
Level must be top

To which extent does
A club's culture influence
A game strategy?

The overall goal
Is to win the league with fair
Play in good spirit

3-3-4, 2-3-5, 2-4-4, always one player is missing....

10. Trainer - coach

Prepares the team with
Understanding of tactics,
Roles; fit and alert

Deploys the players
Economically to
Reach set objectives

Listens, asks, digests,
Understands, shares and keeps pace,
Direction and goal

Is agile and swift
Timing is of the essence
Adapts if needed

Take timely measures
Know your life-time in a club
You live fast and short

Stands alone at peaks
And even more at worse times
The press is ruthless

For team and player:
Reward and celebrate
Enjoy and carry on

11. Team or squad

A team requires
Harmonized vision, players,
Styles, experience

Individual
Players and team roles need to
Match in coherence

Substitutes are an
Extension, ready to act
And participate

A team and a match
Objectives set team roles
Skills and attitude

All players should own
The tactics and the basic
Patterns for success

Complacency should
Be fought, agility is
Needed till the end!

To be selected
For a club or national
Team is an honour

12. Player positions

From back to forward
Left to right, just eleven
Active positions

Keeper, defenders,
Midfielders, forwards, the right
Formation is key

Both positions and
Players have preferred numbers,
Legacy prevails

Which number is the
Most important? Which one is
important for who?

The trainer rules while
Being subject to tactics
And competition

At all times winning teams
Have the best and right players
In right positions

Win-win goals, patience,
Mutual understanding
Will render success!

13. Keeper

The keeper is to
Keep his goal clean and start new
Perspective actions

The key issue is
To stay alert and agile
Throughout the whole match

Quick reaction and
A keeper's intuition
Can be decisive

At any moment
A match saving action can
Be required from him

The stretched extended
Body may fly all over
His wide goal domain

Keepers oversee
The field and match and may form
A strong driving force

A keeper's bonus
Is to make a winning goal
In the extra time

14. Defenders

A strong defence is
The first step to victory
A bright sun will shine

Center, left and right
Wing defenders form the base
For a solid team

Constant surveying
The field, opponents and schemes,
While positioning

Swift to intercept,
Tackle, header, start building
Firm and with focus

A defender feels
Fine having intercepted,
Broken an attack

Sliding tackles should
Result in playing the ball
Otherwise it's waste

Ability, skill,
Insight and timing are key
Further: just do it.