



BC SOCCER

July 9-10

2022

BRITISH COLUMBIA

ONLINE WEBINAR FORMAT

Technical Director Diploma



Course Overview

Technical Director Diploma



Modern day technical leadership is far more than just coaching. Technical Directors are now expected to be able to manage large soccer systems with responsibilities that stretch way beyond coaching the players. They must develop and performance manage their coaches. They must plan their technical programs into a strategic pathway and develop training curriculum that coordinates coaching activities.

BC Soccer's Technical Director Diploma gives you the education and training you need to fulfill the many aspects of your job, beyond the technical and the coaching-based component.

These two information-packed days, presentations, case study analysis and interactive discussions will enhance your current skills and experience you bring to the role.



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There are broad general management skills that Technical Directors increasingly need, so they can manage a technical budget, report properly to the Board of Directors, communicate effectively (especially to non-technical people) and make their programs attractive to soccer consumers. More and more, Technical Directors are being asked to act like Executive Directors yet are not trained in many of the non-technical areas to allow them to be effective.

The information provided in this Technical Director Diploma course will focus on the following areas of interest:

- ✓ Understand the vision of Canada Soccer and gain a deeper knowledge of BC Soccer's strategic initiatives.
- ✓ What existing and emerging responsibilities are in modern-day technical leadership and where challenges in the role commonly exist.
- ✓ How the Board of Directors works, including its legal responsibilities and the role of executive and technical leadership.
- ✓ Why good planning and policies are so important to your success and how it operates at different levels in the organization.
- ✓ A template for modern technical planning, as required by Canada Soccer under its club licensing program.
- ✓ The fundamentals of risk management and how the Covid-19 pandemic taught us so much about it.
- ✓ How good marketing and communications can allow you to present your programs in a more compelling way to players and parents.
- ✓ Different ways to generate revenue and how to price your programs properly.

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Defining the Technical Director's Role/Responsibilities

We see job descriptions, but do we really know what it is the Boards of amateur soccer clubs want from their technical leadership? Does it differ from club to club? How clear are Boards' expectations made to their technical leaders, and their clubs at large? In this interactive session, we'll draw on examples from around Canada, as well as the local experience in the room to understand what Boards' expectations are of their technical heads. We'll examine:

- What do Boards *really* want from their technical leaders?
- How can Boards help make their technical leaders more effective?
- What responsibilities are common to all technical leaders?
- On-field vs off-field: where should a technical leader's priority be?
- Focusing on coaches vs focusing on players?
- How has the Covid-19 pandemic impacted on technical leaders' role?

The Technical Director's Challenges in the Role

Now we are clear on a technical leader's core role, what are the key issues and challenges they routinely face today?

Which issues could be tackled with stronger business skills? This interactive session will leverage the collective expertise in the room to find out!

We'll also analyze pre-event delegate surveying and delve into core issues through group discussion.

How many of the challenges identified can we tackle over the next two days?



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Understanding Governance & the Board of Directors

Technical leadership often struggles when asked to report to a club's Board of Directors. But they usually have too! Success here often comes down to understanding how a Board of Director works, and what they are there to do.

This presentation will touch on the following:

- The role & duties of the Board of Directors.
- What are bylaws & constitutions?
- How to present and report technical information in Board meetings.



Planning & Policies

This session examines the crucial function of planning in not-for-profit soccer organizations, pinpointing the differences between different types of plans at different levels of scope.

It also address policy development, helping technical leaders understand how to present what they do in a manner that resonates with the Board of Directors and organization at large:

- Mission, vision & values.
- Strategic planning.
- Operational & tactical planning.
- Measurement & reporting.
- Building a policy framework.

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Risk Management

Covid-19 showed us just how important the management of risk is across the whole scope of your soccer organization, including its technical operations. We saw how clubs that have managed the risk, not only their finances, but also their business and technical operations and enterprises at large have fared best through these uncertain times.

Get a straightforward crash-course in how to assess, manage and mitigate risk in your technical operations.

- What Covid-19 taught us about risk.
- Pinpointing seven different types of risk.
- Identifying and analyzing risk in your technical programs
- Mitigating & monitoring risks you have identified.
- Identifying risk in a community soccer club (Case Study).

Marketing, Communications & Revenue Development

Marketing may seem easy and nothing more than pop-up signs and advertising. But it is technical and far-reaching in an organization's activities than you might think and stretches across into communications and up into revenue development! This session will introduce you the full spectrum of marketing management, showing you how it flows through your entire soccer organization, including its technical operations!

- The principles of marketing management.
- What is a brand, and how does it work?
- Tips on corporate communications & media management.
- Value-based price-setting.
- Corporate sponsorship & other non-fee revenue lines.



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Technical Planning

Technical planning used to just about your player pathway and training curriculum. But modern technical planning, that is required by Canada Soccer for full National Youth Club License status, is more comprehensive, far-reaching and linked to your organization's broader strategy.

In this hands-on session, we'll walk you through a template to develop a great technical plan that galvanizes your coaches and inspires your Board, players and parents. Then a practical case study will give you the chance to write a mock technical plan yourself!

- Technical planning as part of your broader strategic plan.
- Analysing the structure of a modern technical plan.
 - Technical foundation
 - Athlete development
 - Coach development
- Case study analysis & writing your own technical plan.

Overall Case Study Analysis

Here's your chance to apply what you've learned over the past two days! As a group, we'll examine a case study of a fictitious soccer club, All-Star Soccer Club.

The club's Technical Director is proposing a variety of programs to the Board of Directors, on which you sit. Which will you approve and develop? Which will you reject, and why? How have you come to this decision?

This interactive session will give you the opportunity to cement course learnings into a practical context, so you can return to your club and effectively implement what you have learned. Ensure you read the case study carefully beforehand and are ready to put forward your point of view!



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BC Soccer Development

Learn about the new domestic initiatives being rolled out by Canada Soccer and understand how BC Soccer's strategic objectives are impacting soccer in this province.

This informative presentation will outline the particulars you need to know as a technical leader in British Columbia to help you become informed and help us better relay these messages on to your coaches, players, parents and executive team.

- BC Soccer Provincial Program
- BC Soccer Premier League
- BC Soccer Learning Facilitator Program
- BC Soccer Technical Service Plan
- Canada Soccer Grassroots Coach Education program
- Canada Soccer Advanced Coach Education program
- Canada Soccer National Club Licencing program



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July 9, 2022 (DAY 1)

9.00	Opening remarks
9.15	BC Soccer Strategic Updates
10.30	<i>Break</i>
10.45	Defining The Role & Challenges of Modern TD's
12.00	<i>Lunch</i>
1.00	Governance & The Boardroom
2.30	<i>Break</i>
2.45	Risk Management & Case Study Analysis
4.30	Review & Reflection
4.45	<i>Close</i>

July 10, 2022 (DAY 2)

9.00	Opening Remarks
9.15	Planning & Policies
10.30	<i>Break</i>
10.45	Modern Technical Planning & Case Study Analysis
12.30	<i>Lunch</i>
1.30	Marketing, Communications & Revenue Development
2.45	<i>Break</i>
3.00	Closing Case Study Analysis
4.00	Closing Review & Reflection
4.30	<i>Close</i>

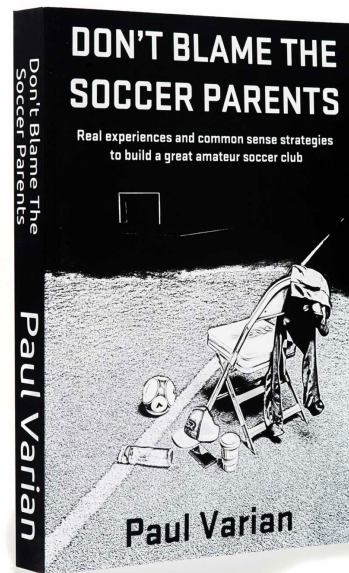
This course is delivered online via lecture presentations, group-work assignments and knowledge check quizzes.

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Paul Varian, President
Capitis Consulting

The BC Soccer Technical Director Diploma is delivered by **Paul Varian** who is an industry-renowned management consultant, lecturer, professional speaker and author in the amateur sport sector. Through Capitis Consulting, Varian has helped dozens of amateur sport organizations be more effective, ranging from large sport national governing bodies to small community sport clubs and associations. [Full bio.](#)



If you register for the TD Diploma, you can receive a discount on Paul's new book.

20% OFF

If you are interested to receive your copy, please contact Paul directly, please click [here](#).

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