



International Academy

TOWN PARTNER GUIDE

INTRODUCTION TO LFC

Liverpool Football Club is one of the world's most successful clubs. With record numbers of domestic trophies and European titles, success is in our DNA.

Based in north-west England and competing in the world-renowned English Premier League, we represent the city of Liverpool, but much more than that, we represent the people around the world who are part of the LFC family. Fans, coaches, players – both past and present.

At Liverpool Football Club we take pride in producing imaginative, skilful and entertaining footballers. We take time to develop and nurture our younger players to ensure they reach their full potential.

By guiding players through our extensive training programs, we have produced many world-class players

over the years, something which we are very proud of. Examples include Michael Owen, Robbie Fowler, Steven Gerrard and of course current England international and LFC title-winner, Trent Alexander-Arnold.

We use the very same coaching model and principles that are used to develop these world-class players at our International Academies around the world.

THE LIVERPOOL WAY

You will hear the phrase 'The Liverpool Way' used to define the LFC style of play, describe our traditions or outline plans for our future. Whatever 'The Liverpool Way' meant to players, managers, fans and employees over the years, one thing is certain; it's a unique sense of being that's lodged deep in our club psyche.

One that binds us together and spurs us on to be the best. Who we are, what we are trying to achieve and why. Our guiding principles, the foundations that support us on our pathway to success, a direction of travel that will take us to the pinnacle.

We have one of the best football stories in the world and we're keen to build on that for the next generation. The Liverpool Way is a culture like no other, our unique code. We walk it, talk it, live it every day.



HOW CAN WE HELP YOU?

PLAYER RETENTION

By offering your players a sample of professional club coaching during their week, you will expose them to a higher level of the game. The quality coaching will keep players wanting to come back and take their game to the next level.

COACH EDUCATION

We realize that many town and recreational programs rely heavily on the help of eager parents in their programming. Our professional coaching staff can help develop your coaches so that they are comfortable delivering quality programming at the foundations level of soccer.

MARKETING/FUNDRAISING

As a town partner, you will be listed on our website with a direct link to yours. We will also periodically share photos/videos from our training sessions. The Liverpool FC brand can help attract new players to your programming and can help your program stand out amongst others.

PLAYER DEVELOPMENT

As the youth coaching arm of one of the most successful football clubs in the world, LFC IA strives to be a world leader in developing children through soccer. Our unique LFC Coach Accreditation process ensures that all coaches working on our programs are equipped with all the knowledge, skills and techniques that are critical in delivering an authentic LFC experience to our players.

BESPOKE PROGRAMMING

TELL US WHAT IS THE MOST IMPORTANT FOR YOUR PLAYERS, AND WE WILL CREATE A PACKAGE THAT WORKS FOR YOU

Youth soccer is not one-size-fits-all, and neither should be our offerings. We will work to create a partnership that lasts and evolves as your program does. By working with our Town Partner Manager, you will have a personal contact to build a long-standing relationship with LFC!



PLAYER DEVELOPMENT

LONG TERM PLAYER DEVELOPMENT

Long term player development and players enjoying their football are at the core of our playing and coaching philosophy. We develop all players at LFC in the five key areas, with age and ability-appropriate programs.

We always prioritise what is best for the player, keeping them at the centre of our development model. We feel an attacking style of play based on effective possession of the ball is the best style to improve learning and development.

Through our coaching curriculum and coach accreditation process, LFC coaches around the world are learned in developing players in line with this model.



PHASES OF DEVELOPMENT

The LFC program is split into four age-specific phases. These are:

1. Pre-Academy (up to U8)
2. Foundation Phase (U9-U11)
3. Youth Development Phase (U12-U16)
4. Professional Development Phase (U17+)

Within each phase, we consider the Development Model at all times, focussing on those five key areas (tactical, physical, mental, social, technical) and always keeping the player at the centre of it.

WINNING VS DEVELOPMENT

Everyone loves to win, no more so than at Liverpool FC. However, for young players around the world, we know that enjoying your football is the most important aspect and it's not always about winning. Observing development and progress is how we measure success in young players at LFC.

We want to develop children through football, helping them to become the best possible version of themselves, both on and off the pitch. We identify achievable goals and help them to hit those targets and do so with a smile on their face.

PLAYER FEEDBACK

We know that feedback is important. Our coaches provide players with constructive feedback that is specific to them and delivered at regular intervals, aimed at identifying areas in which players can continue to develop their game. We see feedback from coaches as a way of interacting, encouraging and motivating young players.



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