



HOW TO – Empower Your Assistant Coaches

As your franchise grows you will not be able to do all of the coaching yourself and you will be reliant on your Assistant Coaches to help deliver your experiences. It is therefore vital that you empower your team to assist you brilliantly.

Assistant Coach Community

Once your Assistant Coaches have completed their DBS and certification checks with our Designated Safeguarding Lead, they can complete their training on the Head Coach Community. This will train your Assistant Coaches in the following:

HOW TO – Become Part of Our Culture

HOW TO – Follow the Non-Negotiables

HOW TO – Deliver Football Fun & Development

HOW TO – Deliver Tots Football Fun

HOW TO – Deliver Football Fun Camps

The Non-Negotiables

Following their training, you should reinforce the non-negotiables in a face to face conversation with your Assistant Coach. The non-negotiables are:

- Arrive at the session no later than 15 minutes ahead of the session start time (30 minutes for Head Coaches)
- Only branded Football Fun Factory clothing should be worn (no other tracksuits or clothing).
- Coaches should not have their hood up or hands in their sleeves/pockets when coaching, no matter what the weather conditions are.

Future Opportunities

You should inspire your Assistant Coaches with the Head Coach role, as it may be something that they look towards in the future. We already have many examples of Assistant Coaches that have become franchisees and you should have open

conversations with your Assistant Coaches and contact the FFF Management Team if you think that one of your team may have the potential to become a Head Coach.

Development Meetings and Feedback

You should provide regular feedback, both positive and developmental, to support the development of your Assistant Coaches.