

2010 NSCAA Convention Clinic Outline Book

Howard Wilkinson, Former English FA Technical Director

Presentation by Howard Wilkinson, Chairman and Co- Founder of the LMA () for the 2010 NSCAA Convention*

With the assistance of exclusive video interviews filmed in the autumn of 2009 -with Sir Alex Ferguson, Fabio Capello, Arsene Wenger, Roy Hodgson, David Moyes and Gordon Strachan – and with the benefit of the cumulative experience of LMA members, Howard will outline key aspects in ‘ Creating a Culture of Excellence ‘

The aspects to be highlighted will be:

1. *Increasing Awareness of What is a Culture of Excellence in a Club/Team*
2. *Improving Insight into its importance*
3. *Developing a set of values that define the Coach/Manager*
4. *Who are you? Reflecting on your own Strengths and Weaknesses*
5. *Establishing a vision and realistic objectives*
6. *Knowing How to achieve objectives*
7. *Improving communication*



() Founded in 1992, The League Managers Association is the collective, representative voice of all managers from the Barclays Premier League and the Coca-Cola Football League.*