



# ATLÉTICO DE MADRID

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Online Coaches Experience  
2020/21



# Atlético de Madrid

Founded in 1903, Club Atlético de Madrid has more than 117 years of history and 37 titles.



4to Club de Europa (UEFA Clubs Ranking)



UEFA Champions League

16/17: Semifinalist

15/16: Finalist

13/14: Finalist

8 consecutive years qualifying for the group stage



Tri-Champion UEFA Super Cup (2010-2012-2018)



Tri-Champion Europa League (2010-2012-2018)



2nd Club in LaLiga (2017-2018-2019)





# Atlético de Madrid Academy

1285

PLAYERS

5

SPORT COMPLEX



ATLÉTICO DE MADRID

ACADEMIA

EQUIPOS

61

MALE

16

FEMALE

RESIDENCIA

103

PLAYERS

52

INTERNATIONAL  
PROJECTS



# Unique E-learning opportunity

The Atlético de Madrid Academy offers international coaches the possibility to learn online the successful methodology and philosophy of Atlético de Madrid.

Our mission is to make our participants feel like part of the Academy through a set of presentations and analysis of training sessions developed by Atlético de Madrid.

Our participants will receive comprehensive presentations on the concepts of physical, technical, tactical, psychological, and organizational structure of the Academy.





# Share live insights from our experts

- Access to exclusive content of our Academy model.
- Opportunity to learn from the sports directors of the Atlético de Madrid Academy.
- Receive theoretical training through online talks about the different sports areas of the club.
- Observe and analyze training sessions of teams of the Atlético Madrid Academy led by our professionals.
- Participate in discussions with Academy coaches and get answers to all your questions





# e-Learning with Atlético de Madrid



# ATLÉTICO DE MADRID

## WAY II

CLUB ATLÉTICO DE MADRID

Diagram illustrating the tactical principles for Way II, showing player positions and movement patterns on a football pitch.

ATM TECHNICAL - TACTICAL PRINCIPLES (III) | WAY III

## CROSSES DEFENCE

- CENTRE BACK PRIORIZE AREA
- DEFENSIVE PROFILES IN AREA
- FIXED MARKS
- NOT TO SINK
- NO PLAYERS BACK OF A DEFENDER
- CROSSES NOT OVERCOME NEAR POST
- CONTROL OF THE 3 HEIGHTS
- CONTROL OF THE BACK POST

Diagram illustrating the tactical principles for Crosses Defence, showing player positions and movement patterns on a football pitch.

Diagram illustrating the tactical principles for Way III, showing player positions and movement patterns on a football pitch.

ATLÉTICO DE MADRID

## U14 Training Session Examples - Infantil ATMA

Examples of training sessions for U14 players, showing tactical diagrams and player movements.

ATLÉTICO DE MADRID ACADEMY

Diagram illustrating the tactical principles for the Atletico Madrid Academy, showing player positions and movement patterns on a football pitch.

ATLÉTICO DE MADRID

## EQUIPOS MASCULINOS Pirámide

Pyramid diagram showing the structure of the men's teams, from the first team down to the youth teams.

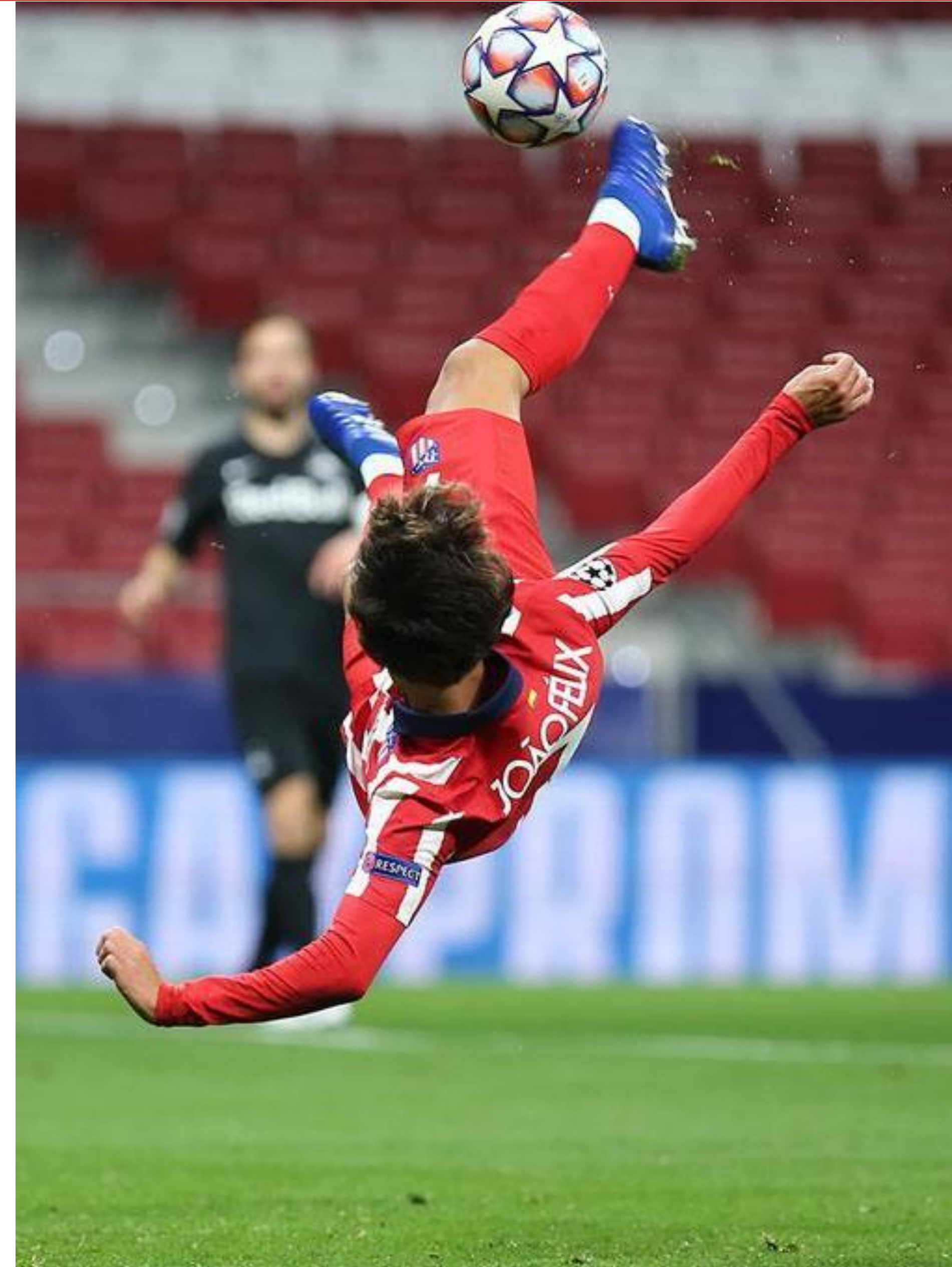
ACADEMIA ATLÉTICO DE MADRID

Diagram illustrating the tactical principles for the Atletico de Madrid Academy, showing player positions and movement patterns on a football pitch.



# Benefits of the Online Coaches Experience

- Learn practical and applicable aspects about training structuring, working weeks, and game model organization.
- Perform weekly work and final work related to course content and verified by our experts.
- Live interaction with sports coordinators from the Atlético de Madrid Academy
- Build your network of contacts through international networking along with coaches from all over the world
- Receive an Official Certificate from the Atlético de Madrid Academy
- Raffle of Atlético de Madrid merchandise
- Take advantage of the discount at the club's online store





# ATLETICO WAY

## Follow Atletico's path

The Atlético de Madrid Academy offers formative courses for coaches that will teach you the way of working in our High-Performance Academy from the most basic content to the most complex of our training model.

### ATLETICO WAY I



Learn the Academy's Formative Model

### ATLETICO WAY II



Immerse yourself in the Academy model

### ATLETICO WAY III



Become a more complete coach





# ATLETICO WAY I

For those professionals with the desire to discover the proven success of the Atletico de Madrid Academy and thus improve their current knowledge.

- Duration: 1 month
- Classes Between 60 and 90 minutes
- Theoretical Sessions, Video Sessions, & Q&A Sessions
- Official certificate of the Atlético de Madrid Academy





# ATLETICO WAY I

## Themes to choose from

The Atlético Way I course of the Online Coaches Experience offers you the opportunity to choose and develop in one of the following sports topics:



\* Courses according to availability and aimed at groups of more than 8 people







# ATLÉTICO WAY I: METHODOLOGY

Classes: **1 to 6** | more than **10** formative hours + 1 Masterclass

In the Atletico Way I Methodology Course you will learn the organization and structuring of the different stages of development and learning in Youth Development according to the Methodology of the Club, prioritizing in each of them what is decisive for the training process.

You will immerse yourself in the universe of the Atletico Academy of Madrid and understand what are the different parts of a session and how to act in each of them offering a quality football teaching.

Finally, you will discover the fundamental technical-tactical principles that players of our Academy learn, as well as the distribution process throughout the training sessions to promote their learning.

- Class 1** | Atlético de Madrid Academy Model
- Class 2** | ATM training stages. Key aspects
- Class 3** | ATM training methodology
- Class 4** | ATM training session
- Class 5** | ATM Technical-Tactical Principles (I)
- Class 6** | ATM methodological progressions (I)
- +1 Masterclass** | Special class with club expert





# ATLÉTICO WAY I: PHYSICAL PREPARATION

Classes: **1** to **3** | more than **5** formative hours

In the Atlético Way I Physical Preparation Course you will have the exclusive opportunity to learn the conditional methodology of the Atlético de Madrid Academy, where you will assimilate from the hand of our physical trainers the aspects that our football players work on a daily basis until they reach their maximum sport development.

You will enjoy the evolutionary process of our players and learn how they progress from young athletes to promising footballers.

- Class 1** | Conditional methodology at Atletico Madrid
- Class 2** | Conditional methodological progression:  
from gym to field
- Class 3** | Atlético Development Model





# ATLÉTICO WAY I: GOALKEEPERS PREPARATION

Classes: **1** to **3** | more than **5** formative hours

In the Atlético Way I Goalkeeper Preparation Course you will discover how to organize and plan goalkeeper sessions and microcycles in the different stages of development under the Atlético de Madrid Methodology.

You will be able to deepen the learning methods taught at the Academy in the areas of goalkeeper preparation and how to control emotions in such a specific position.

Furthermore, you will learn how to control all the technical-tactical aspects that goalkeepers develop from formative ages to high performance ages, as well as the analysis aspect within the goalkeeper's training.

**Class 1** | Methodology of the goalkeeper Atletico Madrid + Planning and session structure

**Class 2** | Goalkeeper training in the initiation stages + Technical-tactical improvement

**Class 3** | High Performance Goalkeeper Training + Emotional training and demands of high competition





# ATLÉTICO WAY I: COACHING

Classes: **1** to **4** | more than **6** formative hours + **1.5** hours of tools

Through the Atlético Way I Sport Coaching training you will discover what Sport Coaching is all about, why elite athletes and professional teams demand the figure of the sport coach as a mental and emotional coach, as well as the phases of action in a coaching process.

In addition, you will know what happens in the mind of an athlete when he faces a challenge, how to detect the negative inner dialogue that is one of the most harmful sources for not performing at your best and how to transform that negative inner dialogue into a positive one.

Finally, we will work on the importance of leadership in a sports team : how to develop talent and such leadership for the proper functioning of the team and keys to manage a team.

- Class 1** | Introduction to Sports Coaching. Phases of a coaching process.
- Class 2** | Beat your inner rival. How to detect negative internal dialogue and turn it into positive
- Class 3** | Leadership and management of sports teams
- Class 4** | Practical Sports Coaching Tools Applied to Professional Players and Teams



# ATLETICO WAY II

## Themes to choose from

The Atletico Way II course of the Online Coaches Experience offers you the opportunity to choose and develop in one of the two sports themes:



Methodology



Physical preparation





# ATLETICO WAY II

Immerse yourself in the football content of the Atlético de Madrid Academy and become a best rated professional within the industry.

- Duration: 2 months
- Classes Between 60 and 90 minutes
- Weekly Jobs & Final Work
- Theoretical Sessions, Video Sessions, & Q&A Sessions
- Official certificate of the Atlético de Madrid Academy
- Reduced groups
- Discount in the Atleti online store







# ATLÉTICO WAY II: METHODOLOGY

Classes: **1** to **14** | more than **22** formative hours + **2** Masterclass

In the Atlético Way II Methodology we will teach you the characteristics of our Game Model that will help you generate a clear and defined identity for your teams.

You will get all the tools to structure a week of work (micro cycle) following the Atlético de Madrid Methodology. You will learn all the details about each part of the session, observing case studies with the visualization of training sessions of the Academy's teams belonging to different categories.

You will also learn how to organize all the content of the Game Model through the different months of competition (mesocycles) to plan correctly throughout a whole season.

Finally, you will expand your knowledge about the technical and tactical principles that make up the Atlético de Madrid's Game Model, watching explanatory videos and observing how to create training sessions in methodological progression.

- Way I** | 1- 6 Classes
- Class 7** | ATM Game Model. Key aspects
- Class 8** | ATM Mesocycle. Orientation and structure
- Class 9** | ATM microcycle. Orientation and structure
- Class 10** | ATM training session: block 1
- Class 11** | ATM training session: block 2
- Class 12** | ATM training session: block 3
- Class 13** | ATM Technical-Tactical Principles (II)
- Class 14** | ATM Methodological Progressions (II)
- +2 Masterclass** | Special class with club expert





# ATLÉTICO WAY II: PHYSICAL PREPARATION

Classes: **1** to **7** | more than **12** formative hours

El objetivo formativo del Atlético Way II Preparación Física será dotar a los participantes de los conocimientos y herramientas que le acerquen a nuestro paradigma acerca del fútbol y su enseñanza desde las edades más tempranas.

You will have the opportunity to know the work proposal developed by the Performance Department of the Atletico de Madrid Academy, a methodology based on scientific evidence.

From Atletico Madrid Performance we send to the participants of this course an innovative working methodology where body and movement are the fundamental axes for meaningful, find and transferable learning.

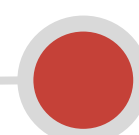
- **Way I** | Classes 1-3
- **Class 4** | Pillars of conditional work at the Atlético de Madrid Academy
- **Class 5** | Patterns and fundamentals of movement
- **Class 6** | ATM Performance Methodology: Football-Specific Movements
- **Class 7** | Training load management. Analysis, intervention and evaluation of the process



# ATLETICO WAY III

## Themes to choose from

The Atlético Way III course of the Online Coaches Experience offers you the opportunity to choose and develop in one of the following sports topics:



Methodology



Physical preparation

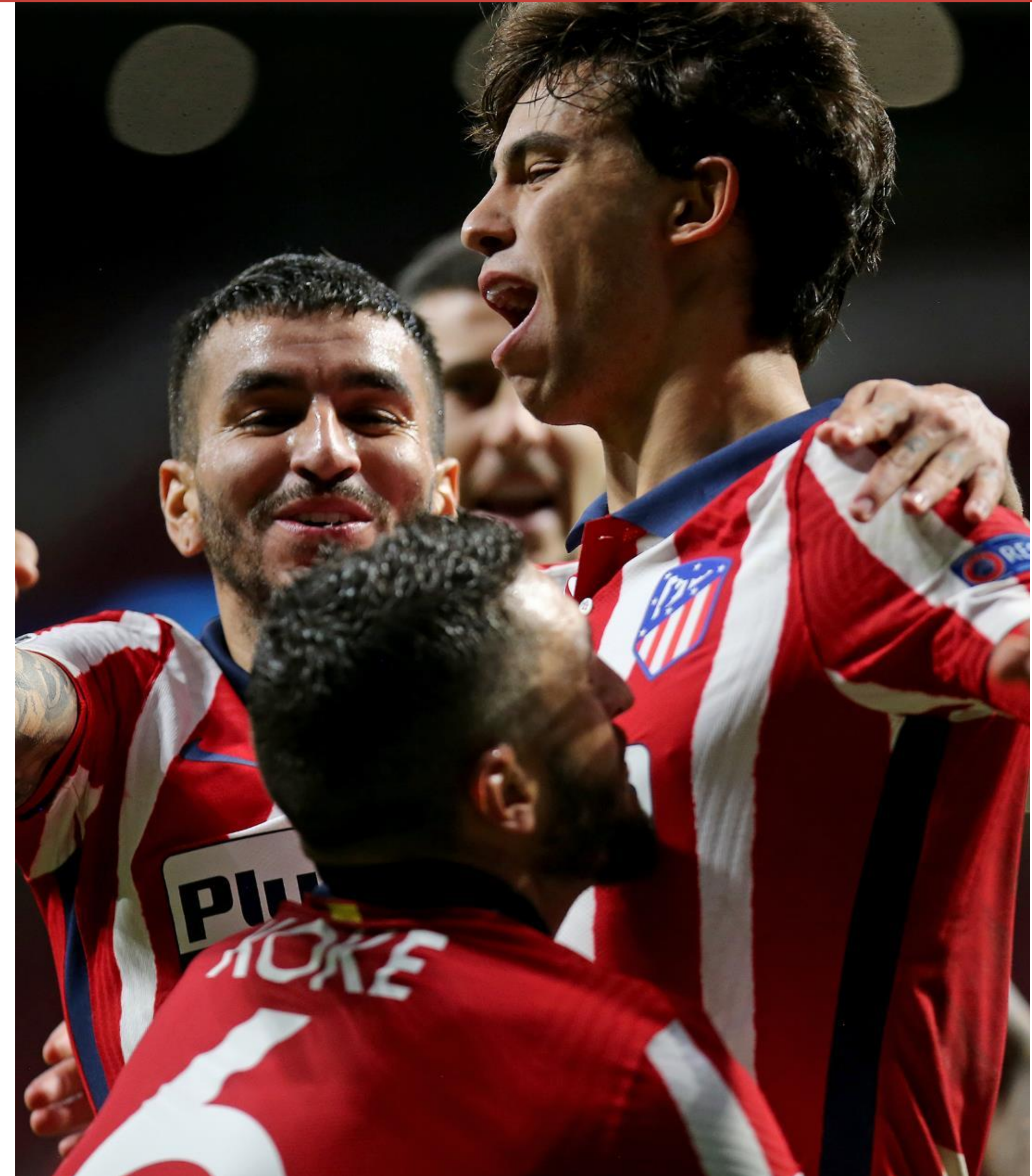




# ATLETICO WAY III

The comprehensive program for those coaches who want to have a complete dive and a 360º view of Atletico Madrid.

- Duration: 3 months
- Classes Between 60 and 90 minutes
- Weekly Jobs & Final Work
- Theoretical Sessions, Video Sessions, & Q&A Sessions
- Official certificate of the Atlético de Madrid Academy
- Reduced groups
- Discount in the online store of Atleti & Merchandise raffle
- Multiple speakers in specific talks







# ATLÉTICO WAY III: METHODOLOGY

Classes: **1** to **22** | more than 36 formative hours + 3 Masterclass

The Atlético Way III Course Methodology is the most powerful program of our Academy. You will learn all the details of the Madrid Athletic Game System, including the different player profiles that exist and how to treat them on the field to multiply their capabilities.

You will be able to visualize the most important technical-tactical principles of our Game Model through training sessions and how the physical preparation and conditioning of the players for professional soccer takes place, discovering the keys to the individual improvement of the player and his empowerment for High Performance.

Finally, we will deepen the analysis of the game in the most advanced stages of the Academy. You will learn how to create a strategy in your week of training by making your own analysis and that of your opponents for:

- Improve your own team day by day, observing and analyzing it with the Madrid Athletic Methodology and offering a key knowledge for the development of the individual talents of the players and, consequently, of the whole team.
- Analyze key game points to help you beat your opponents on every day. You will understand what to observe and how to treat that information to get the most out of your team within the competition.

- **Way I + Way II** | Classes 1-14
- **Class 15** | ATM gaming system
- **Class 16** | ATM Player Profiles
- **Class 17** | ATM player individual development
- **Class 18** | ATM Technical-Tactical Principles (III)
- **Class 19** | ATM Methodological Progressions (III)
- **Class 20** | Performance Stage Operational Strategy
- **Class 21** | Own technical-tactical analysis
- **Class 22** | *Delivery and presentation of final work*
- **+ 3 Masterclass** | Special class with club expert





# ATLÉTICO WAY III: PHYSICAL PREPARATION

Clases: **1** to **10** | more than **20** formative hours

The Atlético Way III Physical Preparation is the most powerful program in the conditional aspect.

We will offer you the opportunity to know in depth the player as a human being and his complexity, since it is one of the most researched issues nowadays.

To deepen and work on the inherent characteristics of each player is the near future that the world of soccer training awaits us. In this program you will learn the relationship between planned training and the future workload.

In addition, we will study the assessments we use at the Atlético de Madrid Academy to optimize the performance of our players.

Finally, we will see how it is possible to work with players from a top-level Academy, from emotion to cognition.

- Way I + Way II** | Classes 1 - 7
- Class 8** | Relationship between training load and risk of injury
- Class 9** | Performance rating
- Class 10** | Cognitive training in footballers



# Our Speakers



**ÁNGEL DONATO**

- Responsible Youth Stage (U-17 to U-19)
- Atletico Coach of Madrid Youth U-18
- +10 years of experience at the Academy



**IVÁN PAZ**

- Responsible Infantil Stage (U-13 to U-14)
- Coach Atletico de Madrid Cadete U-15
- +4 years of experience at the Academy



**JAVIER PEÑAS**

- Responsible Stage Alevín (U-11 to U-12)
- Coach Atletico de Madrid Infantil U-14
- +10 years of experience at the Academy



# Programs & Prices

| Details   | WAY III                       |                      | WAY II                        |                      | WAY I                        |                      |                         |           |
|---|-------------------------------|----------------------|-------------------------------|----------------------|------------------------------|----------------------|-------------------------|-----------|
|   | Methodology                   | Physical Preparation | Methodology                   | Physical Preparation | Methodology                  | Physical Preparation | Goalkeepers Preparation | Coaching  |
| Duration  | 3 months                      |                      | 2 months                      |                      | 1 month                      |                      |                         |           |
| Nº of Classes   | 22 classes<br>+ 3 Masterclass | 10 classes           | 14 classes<br>+ 2 Masterclass | 7 classes            | 6 classes<br>+ 1 Masterclass | 3 classes            | 3 classes               | 4 classes |
| Official Atlético Certificate                                     | +                             | +                    | +                             | +                    | +                            | +                    | +                       | +         |
| Theoretical Sessions, Video Sessions, & Q&A Sessions              | +                             | +                    | +                             | +                    | +                            | +                    | +                       | +         |
| Trabajos semanales y trabajo final                                | +                             | +                    | +                             | +                    | -                            | -                    | -                       | -         |
| Reduced Groups  | +                             | +                    | +                             | +                    | -                            | -                    | -                       | -         |
| Multiple speakers   | +                             | +                    | -                             | -                    | -                            | -                    | -                       | -         |
| Participation in networking (whatsapp group for all participants) | +                             | +                    | -                             | -                    | -                            | -                    | -                       | -         |
| Discount on ATM Online Store*                                     | 10 %                          | 10 %                 | 10 %                          | 10 %                 | -                            | -                    | -                       | -         |
| ATM Merchandise draw*   | +                             | +                    | -                             | -                    | -                            | -                    | -                       | -         |
| Price**   | R19 750                       | R14 400              | R15 000                       | R10 000              | R9 000                       | R4 800               | R4 800                  | R6 000    |

\*Depending on the selected program, the discount and/or merchandise to be drawn will vary  
\*\*The price indicated is per person and all prices include 21% VAT





**5S Sports**

**Strive | Surpass | Succeed**

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## **Online Coaches Experience 2020/21**

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