

**SHARING LESSONS
THROUGH MY JOURNEY
PERSONALLY AND PROFESSIONALLY**

**WOMEN'S
NATIONAL
TEAM**

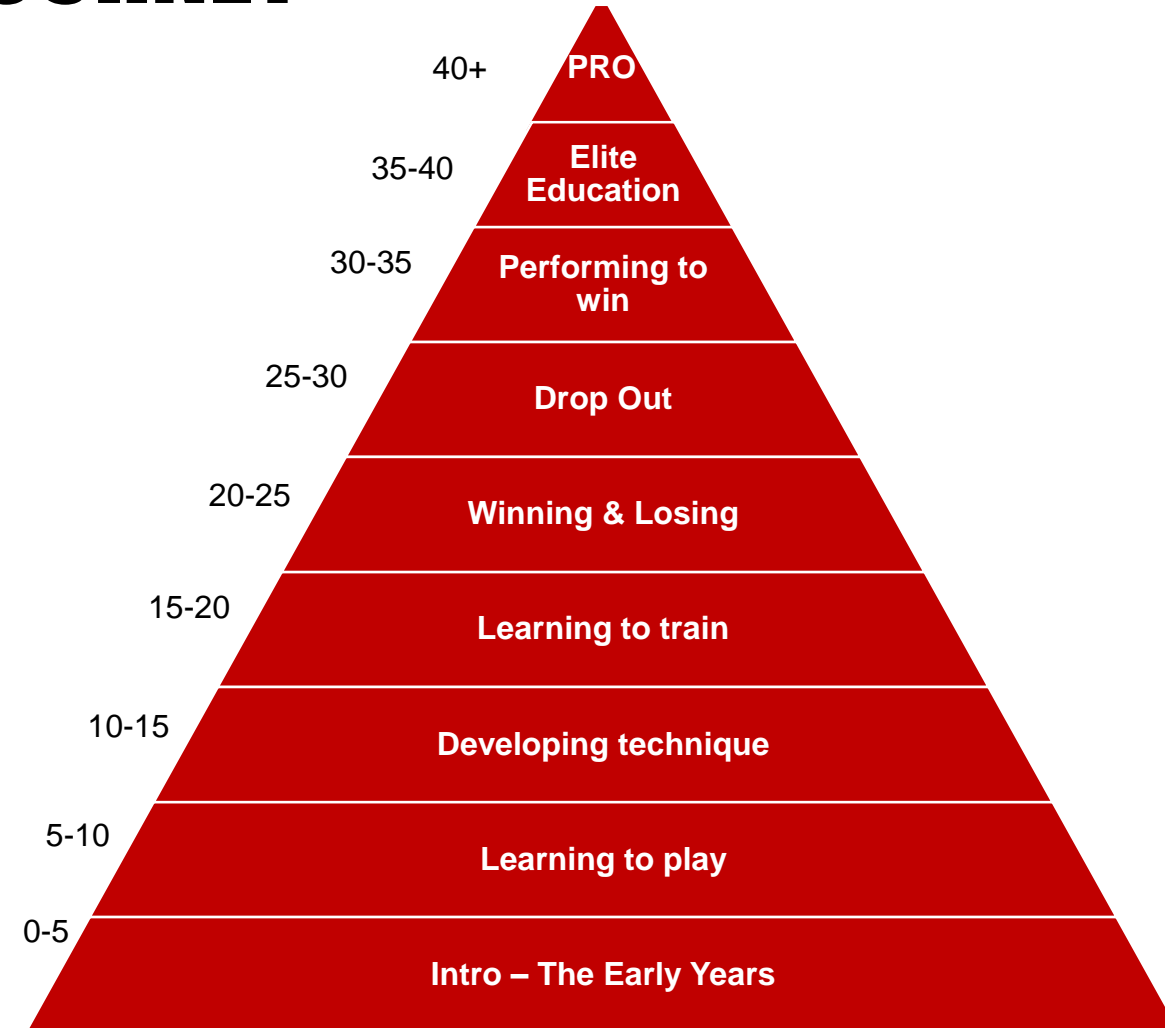
HEAD COACH-SHELLEY KERR



**NOTHING
MATTERS
MORE**

PERSONAL PERFORMANCE JOURNEY

- **Polbeth & West Calder Community**
- **Parkhead Primary School**
- **West Calder High School**
- **Mitsubishi Electric**
- **North Lanarkshire Council, Scottish FA – FDO**
- **Scottish FA**
- **Arsenal FC**
- **UEFA Pro Licence, UEFA A Licence, UEFA B Licence**
- **Scottish FA Tutor & Mentor**
- **40 Years Studying Football**
- **Graduated in 2016 with a MSc Sport Management**
- **Scottish Women's National Team – Head Coach**



NOTHING
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Breaking Barriers

Onside: Stirling University appoints first female manager in British men's senior football

Tuesday 19 August 2014

The University of Stirling has made history by appointing Shelley Kerr as the first female manager in British men's senior football.



Kerr is one of the UK's highest qualified and experienced female coaches. The 59-times capped Scottish internationalist will lead the continued development of the men's football club, and carry out head coaching duties for the football scholarship programme at Scotland's University for Sporting Excellence.

Kerr will also begin studying for a MSc in Sports Management at the University next month.

With the University's 1st XI now playing in the Scottish Lowland League, in effect the fifth tier of Scottish senior football, Kerr becomes the first female in the UK to manage a senior professional men's team.

One of only four women in the UK to hold the acclaimed UEFA Pro-Licence Award, Kerr previously



Football: Breaking barriers the Shelley Kerr way

APRIL 21ST, 2015 - 12:30 AM SUSAN EGELSTAFF

NO COMMENTS

GORDON SMITH

Shelley is brave to be a boss in the men's game

BY GORDON SMITH, 24 AUGUST 2014, 1:25PM



NOTHING MATTERS MORE

FIVE SECRETS TO SUCCESS

1: Spirit and resilience

2: Organised and Disciplined

3: Efficient and Effective

4: Increased professionalism

5: The team behind the team



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VISION AND LONG TERM FUTURE FOR WOMEN'S FOOTBALL



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PERFORMANCE – GIRLS’ AND WOMEN’S GAME

LTO'S



UEFA Women's Euro 2017
Qualification-Achieved 



FIFA Women's World Cup 2019
Qualification-Achieved 



WHAT NEXT? →

UEFA Women's Euro Qualification 2021

FIFA Women's World Cup Qualification 2023

GIRLS'/WOMEN'S PERFORMANCE STRATEGY

VISION
Raise the profile of the Women's game in Scotland by achieving sustainable success.

MISSION
Provide a pipeline of talented players that are equipped with the technical, tactical, physical and psychological attributes to perform on the European and World stage.

OBJECTIVES

1. Qualify for the FIFA WC Finals in 2019 and UEFA Championship Finals in 2021.
2. Develop a clear and progressive performance system within the girls'/women's game.
3. Develop an understanding of what it takes to win in the women's game.
4. All performance system players provided with the opportunity to be in a professional training environment.

TOUS ANALYSIS

Maximising your strengths to take advantage of your opponent

- Create the best possible game system and require the best generation.
- Provide the best environment/allow for our best young players to engage their age and stage development.
- Our own tactics will be to force our tactics.
- The majority of our best players will be full time professional environment.

Maximising your weaknesses to overcome your threat

- Use the best team to attract support and to encourage.
- Educate the opponent to reduce success chance, avoid or neutralise threats.
- Strong forward support, full width and an intent to use it to deliver change of direction.
- Utilise the full time at Q&A as well as the support from the performance player levels to attract the best use of the resources available.

Maximising your weaknesses to take advantage of your opponent

- Focus on developing the player performance/engagement to improve the quality of delivery.
- Through intense working relationships, an ability to exploit quality system, quality to exploit quality system, quality to exploit quality system, quality to exploit quality system.
- Creating better for the player who are outside of their immediate performance (in the transfer and professional level) will assist in getting top in the ability and being flexible throughout the game.

Maximising your weaknesses to overcome your threat

- Ensure we actively look at the very best players available. Identify.
- Educate the player fully on the growing understanding, tactical level of football, the changing public and social environment.
- Monitor and support our most exciting women's development.



NOTHING MATTERS MORE

PERFORMANCE KEY PRIORITY OBJECTIVES

OBJECTIVE 1

PERFORM AND WIN

Reach the Women's World Cup Finals in 2019 and UEFA Finals in 2021

OBJECTIVE 2

BUILD AND REBUILD

Provide a clear and progressive performance pathway into the SWNT

OBJECTIVE 3

CRITICAL EVALUATION AND REFLECTION

To be proactive in identifying the competitive environment on a world stage

OBJECTIVE 4

PROFESSIONALISE THE GAME

Ensure all SWNT players are playing professional or in a full time training environment



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MAKE THE WORLD CUP A PLATFORM FOR FURTHER SUCCESS

OBJECTIVE

PERFORMANCE



CYCLE

2019

DESCRIPTION

Bursaries - supporting the non-professional SWNT players with the opportunity to train and play as full-time professionals in Scottish FA programmes and clubs

PERFORMANCE



2019

Full time Assistant Coach - WWC prep / scouting / Player Analysis on a F/T Basis. Role was previously in place for Euro 2017

PERFORMANCE



2019

GPS - use performance solutions to actively monitor the intensity and physical performance of non-professional SWNT players

PATHWAYS

UEFA Euro 2021

NPA Scholarship - support for players to offer living expenses on top of accommodation

PATHWAYS

UEFA Euro 2021

Girls Performance School - many European NAs operate residential PS. Developing an option for the most talented female players to train in a daily elite environment would have a tremendous impact on our game.

PATHWAYS

UEFA Euro 2021

Under 21/23 - there is a huge gap between U19 and A-Squad. Players that have potential to reach A-Squad level are not given the time or continued football education beyond 19yrs old that improves chances to make that jump. Providing a 3 camp (21 Days) programme would assist greatly in maximising the talent in Scotland



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VISION AND LONG TERM FUTURE FOR WOMEN'S PARTICIPATION IN SPORT

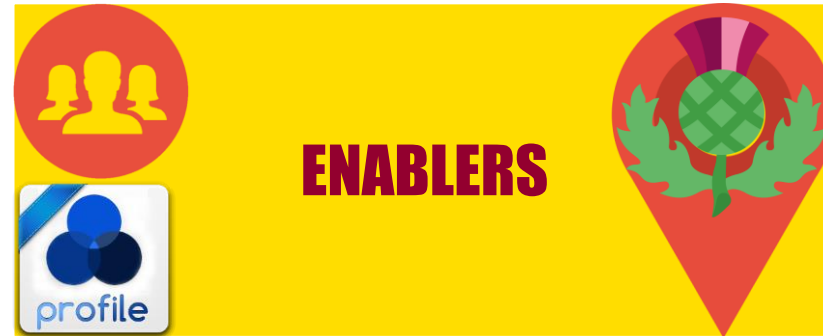


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BUILDING A SYSTEM FOR WOMEN IN SPORT



RESOURCES



ENABLERS

Facilities Relationships

ENVIRONMENTS

Programmes Pathways

Qualifications Professionalism

OUTCOMES

Education



EQUALITIES AND INCLUSION



PEOPLE DEVELOPMENT



COLLABORATION AND IMPACT



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Questions



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