The PFSA

The PFSA are the world's leading providers of talent identification and analysis training to new and experienced football scouts and analysts with over 25k members globally.

We currently engage with over 100 specialised contractors to the business ranging from tutors to IT specialists in our effort to maintain our position as the leading providers of education within scouting and analysis.

The PFSA partner and collaborate with both football associations such as the UAE FA and the MLS and clubs including Orlando City FC to name a few.

We provide content for leading sports education intuitions including UCFB of which we provide all of their talent identification modules.
PFSA Resources

We are the leading institution within scouting and analysis and pride ourselves on our resources and connections through our members.

We achieve this through leveraging our contacts and using industry-experts (SME’s). These subject matter experts (SME’s) are pioneers within the industry and have a minimum of 10 years experience within the game and cover verticals including talent identification, technical scouting, opposition analysis and performance analysis.

THE PROCESS

- HIGHLIGHT THE NEED
- INITIATE THE PROJECT
- ENGAGE OUR SME’S TO CREATE CONTENT
- RELEASE TO THE MARKET
Our Courses

Every course is passionately delivered by a qualified, experienced tutor – including elite senior football scouts from the English Premier and Football League. We proudly join forces with numerous Premier League Clubs to deliver unprecedented Talent Identification training, while guiding and supporting thousands of association members.

**FOUNDATION COURSES**

- Introduction into Scouting
- Level 1 Talent Identification
- Level 1 Opposition Analysis
- Level 1 Technical Scouting
- Level 1 Performance Analysis
- Level 1 Data Analysis

**ADVANCED COURSES**

- Level 2 Talent Identification
- Level 2 Opposition Analysis
- Level 2 Technical Scouting
- Level 2 Performance Analysis
- Level 3 Advanced Reporting
- Level 3 Performance Analysis
- Analysis & Recruitment In Women’s Football
“After attending the PFSA Level 2 course in Bournemouth I can’t recommend this course highly enough. The two day course was very detailed and well delivered.

There were numerous group tasks which often brought great discussion amongst the new and experienced scouts who were in attendance which was good as it allowed everyone to share their knowledge and experience”

Andy Howe
Assistant Head of 1st Team Scouting
Newcastle United
“Excellent course!! Tutors are extremely informative and cleared lots of things up in regards to scouting. Looking forward to the next course!”

RICARDO MOREIRA
VICE PRESIDENT - ORLANDO CITY SC
“Having taken a selection of PFSA Scouting courses I can highly recommend the quality of their content.

The courses give practical guidance within the subject and relate directly within the industry giving users an insight into how things are done within an elite environment.”

PAULO ARAUJO
DIRECTOR OF SCOUTING - FC BARCELONA
We were invited by the MLS to attend the PFSA Scouting Course in Dallas; It was an amazing opportunity and very good learning experience to discuss about scouting procedures with other MLS Teams; this is a very important course who helped us all and I highly recommend.”

BRUNO COSTA
DIRECTOR OF SCOUTING - SJ EARTHQUAKES
Foundation Courses
**Learning Outcomes**

- Explain the concept of talent identification and its significance in the world of sports, specifically focusing on football.
- Demonstrate a thorough understanding of the Elite Player Performance Plan (EPPP) and its role in nurturing and developing young talents.
- Identify key talent identification predictors and their relevance in assessing potential football players.
- Analyze the role of football scouts and the process of creating comprehensive player reports to aid in talent identification.
- Evaluate the specific talent ID predictors for goalkeepers, and discuss the impact of the Relative Age Effect on talent development.
- Assess anthropological predictors, including physical attributes and physiological factors, that contribute to a player’s potential success.
- Recognize technical skill predictors, such as ball control, passing accuracy, and tactical awareness, that help in identifying promising talents.
- Examine psychological and sociological predictors, including mental resilience, motivation, and social factors, that influence a player’s performance and development.
- Discuss the limitations of talent identification methods and emphasize the importance of a holistic approach to talent development in football.

**Modules Include**

- Introducing Talent Identification
- Understanding the EPPP
- Talent Identification Predictors
- Football Scouts and Player Reports
- Talent ID Predictors in a Goalkeeper and the Relative Age Effect
- Anthropological Predictors
- Technical Skill Predictors
- Psychological and Sociological Predictors
- Limitations and Importance of Talent Identification

**LEVEL ONE**

**Talent Identification**

**In Football**
Learning Outcomes

- Differentiate between traditional and technical scouting methods and understand their respective roles in player evaluation.
- Utilise various technical scouting tools to enhance talent identification and assessment processes.
- Comprehend the different data types used in scouting, including traditional, physical, event, and tracking data, and their applications in player analysis.
- Apply ranking and benchmarking techniques to compare and evaluate players based on their performance metrics and potential.
- Integrate data-driven insights into the player recruitment workflow to make informed decisions during talent acquisition.
- Recognise the advantages and limitations of technical data in scouting, and develop a balanced approach towards player evaluation and selection.

Modules Include

- Traditional & Technical Scouting Differences
- Technical Scouting Tools
- Data Types: Traditional / Physical / Event / Tracking
- Ranking and Benchmarking
- Using data in the Player Recruitment Workflow
- Advantages and Limitations of Technical Data
**Learning Outcomes**

- Upon successful completion of the PFSA Level 1 Opposition Analysis in Football course, learners will be able to:
  - Understand the role of an opposition analyst and their setting in the wider context of football
  - Explain the tools and technology available including Wyscout, Instat, Hudl, Coach Paint, SportsCode, Piero and much more to create comprehensive and engaging analysis
  - Analyse set pieces and document them in a report
  - Understand formations and their impact on gameplay and analysis
  - Explain the process of individual analysis and the key points to look out for when analysing players
  - Produce a complete opposition and independent analysis based on your new knowledge

**Modules Include**

- What Is Opposition Analysis
- Technology and Applications Used Within Analysis
- Analysis (Pre-Match Analysis, Mid-Match Analysis, Post-Match Analysis and Individual Analysis)
- Requirements Gathering
- Writing Your Report
Learning Outcomes

- Understand the origins and evolution of performance analysis in sports.
- Define the role and responsibilities of a performance analyst in a sports organization.
- Familiarise themselves with the tools and techniques used by performance analysts in their day-to-day work.
- Explore various analysis software options available in the market and their specific applications.
- Learn the basics of coding, including creating and customizing templates for data collection and analysis.
- Discover the use of telestration in enhancing video analysis and communication of insights.
- Gain knowledge about various data types, metrics, and visualization techniques used in performance analysis.
- Comprehend the significance of performance metrics in evaluating players and teams.
- Develop efficient analysis workflows for pre-match, matchday, and post-match scenarios.
- Conduct in-depth opposition analysis to identify strengths, weaknesses, and opportunities for tactical advantage.
- Apply data-driven insights to player recruitment workflows for informed decision-making during talent acquisition.
- Evaluate the advantages and limitations of technical data in performance analysis, and adopt a balanced approach to player assessment and development.
- Utilise ranking and benchmarking methods to compare and evaluate players based on performance metrics and potential.
Learning Outcomes

- Understand and apply various data analysis techniques within the context of elite football.
- Identify and understand the different roles that constitute a sporting data department and how they interrelate.
- Master the usage of tools and techniques to leverage data for effective decision making in player recruitment.
- Learn to integrate data analysis with video analysis for comprehensive evaluation of sporting performance.
- Gain proficiency in executing data analysis processes through a detailed, step-by-step guide.

Modules Include

- What is data analysis in football
- Data analysis in football – a brief history
- The ideal data analysis department
- How data analysis fits into the hierarchy
- Linking data with video
- Data and Video analysis head-to-head
- Key tools of data analysis
- Data Providers – Event and Tracking
- How to choose a data source
- Database Creation, ETL and Automated Workflows
- Reporting – Tableau, R, Python, Excel
- Soft Skills – being able to translate information to coaches and players
- Understanding of key metrics (xG, PPDA)
- Event data and going to the next level
- Creating your own metrics (early crosses, cutback etx)
Advanced Courses
Learning Outcomes

- Identify talent indicators and early predictors of talent in football, aiding in effective talent identification.
- Develop performance profiles for players to evaluate their current abilities and potential for growth.
- Understand the components of successful talent ID programs and systems in football and their impact on player development.
- Design and implement talent ID programs to support player recruitment and development strategies.
- Comprehend how sporting talent is developed and maintained through various stages of a player’s career.
- Explore the future trends and advancements in talent identification within the football industry.
- Understand the role of a scout and the scouting protocols followed during player evaluation.
- Prepare for match analysis by gathering relevant information and setting clear objectives.
- Create comprehensive individual player reports that highlight their strengths, weaknesses, and areas for improvement.
- Develop match reports that provide insightful analysis of team performances and dynamics.
- Recognise various team formations and their tactical implications on the field.
- Conduct player assessments to identify strengths and weaknesses, enabling informed decision-making during talent acquisition and development processes.
Learning Outcomes

- Understand the intricate details of women's football and how it is becoming increasingly embedded within a professional landscape.
- Discover fascinating insights on its progress in changing traditional norms, advancing gender equality, and inspiring future generations.
- Understanding the unique challenges women face in football and the obstacles they face in unlocking their potential by uncovering and dismantling existing barriers of entry to create a level playing field.
- Gain a thorough insight into creating and presenting reports on women's football that follow industry-standard methodology.
- Examine the nuances of women's football, a detailed look at how sound analysis reveals meaningful differences from men's play.

Course Format

The PFSA Advanced Reporting course is tutor-led via Zoom. No matter your location, users can access the course from anywhere giving users the opportunity to learn, network and connect with professionals from across the globe.
# Learning Outcomes

- Understand the complexity of the role demands – within a department at a range of levels including advanced, intermediate and beginner.
- Gain a solid understanding of the tools and technology utilised within analysis, meeting the adaptations within the game.
- Establish deeper understanding in applying and presenting reports in line with best practice methodology at a range of levels.
- Understand formations and their impact on gameplay and analysis.
- Ability to sufficiently analyse game performance and present with confidence to your peers.
- Demonstrate understanding around systems of play, principles of play, units and outcomes. Aligned to club expectations.
- Conduct advanced game analysis to consolidate learning objectives to achieve professional competences.
- Critically appraise different formations used within tactics, giving you the ability to adapt your analysis to certain styles of play.

## Course Format

**Online Tutor Led** - The PFSA Level 2 Opposition Analysis course is offered through Zoom, facilitated by highly experienced tutors actively participating in the industry. This format enables learners to harness technology for networking and connecting with professionals via our interactive platform.

**Online Self Paced** - The new PFSA Level 2 Opposition Analysis self-paced option can be taken in your own time and at your own pace. It is perfect for those who actively work or play on the weekend and cannot commit to classroom or Zoom based sessions.
### Learning Outcomes

- Upon successful completion of the PFSA Level 2 Performance Analysis in Football course, learners will be able to:
  - Utilise data and video analysis tools to identify and understand performance issues in players and teams.
  - Effectively communicate insights derived from performance analysis to coaches and players to inform their strategies and actions.
  - Collect feedback from various stakeholders and advise on effective methods to improve player and team performance.
  - Understand how to function effectively within a complex sporting organization, contributing to its overall success.
  - Use data and video analysis to study and analyse upcoming opposition, aiding in tactical preparation and strategy formation.
  - Contribute to their team's performance on match day through insightful analysis and strategic recommendations.

### Course Format

The PFSA Level 2 Performance Analysis in Football course is 100% online and self-paced, meaning you can complete this course in your own time and at your own pace. Expect to spend 7/8 hours completing the course, which will include separate research.

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**Modules Include**

- Analysis Models (ABC, Deterministic and Sequential)
- Video Coding
- Player Passing Metrics
- Graphical Analysis
- Heat Maps
- Shot Graphics
- Post Match Reporting
- Player and Group Presentations
- Player Feedback
- The Post Match Report
- Backroom Staff Relationships
- Report Utilisation
- Troubleshooting Presentations
- Individual Player Meetings
- Monitoring the Effectiveness of Reporting
Learning Outcomes

- Understand the complexity of the Performance Analyst role at a professional level and its interrelation with different departments within a football club.
- Gain a solid understanding of the tools and technology used in performance analysis and their role in making effective decisions about an individual’s performance.
- Develop a deeper understanding of how to apply and present performance reports, aligning with best practice methodology for cross-departmental scrutiny.
- Acquire the ability to analyse an individual’s game performance thoroughly and present findings confidently to peers and other stakeholders.
- Conduct advanced game analysis, consolidating learning objectives to achieve professional competences in performance analysis.

Course Format

The PFSA Level 3 Performance Analysis course is tutor-led via Zoom over 2 x 4 hour sessions with additional homework and assessments.

No matter your location, users can access the course from anywhere giving users the opportunity to learn, network and connect with professionals from across the globe.
COURSE PORTFOLIO

Learning Outcomes

- Assess the recruitment requirements within your organisation
- Develop a comprehensive workflow to optimise video utilisation
- Skilfully utilise Key Performance Indicator Metrics (KPIs) for effective evaluation
- Collect and analyse performance data to derive valuable insights
- Establish and maintain video archives for targeted players
- Proficiently report, select, and monitor key players
- Monitor performance by leveraging data analytics

Course Format

The PFSA Level 2 Performance Analysis In Football course is 100% online and self-paced, meaning you can complete this course in your own time and at your own pace.

Expect to spend 5/6 hours completing the course, with additional time spent on assessments and research.

Modules Include

- Gathering and Correlating Squad Data
- Creating a Squad Database
- Creating a Succession Plan
- Identifying Requirements
- Data Providers
- Using a Data Provider: Event Data and Application
- Using Tracking Data
- Obtaining Psychological Data
- Using Subjective Scouting Data
- Obtaining Quantitative Scouting Data
- Common Mistakes When Working With Data
- Using an Average Position Graphic
- Possession Metrics
- Case Study: Player Positions
- Video Scouting Tools
- Coding: The Timeline
- Using Coding in Recruitment

LEVEL TWO
Technical Scouting

PFSA
Analysis and Recruitment in Womens Football

Learning Outcomes

1. Understand the intricate details of women's football and how it is becoming increasingly embedded within a professional landscape.
2. Discover fascinating insights on its progress in changing traditional norms, advancing gender equality, and inspiring future generations.
3. Understanding the unique challenges women face in football and the obstacles they face in unlocking their potential by uncovering and dismantling existing barriers of entry to create a level playing field.
4. Gain a thorough insight into creating and presenting reports on women's football that follow industry-standard methodology.
5. Examine the nuances of women's football, a detailed look at how sound analysis reveals meaningful differences from men's play.

Modules Include

- Understanding the Women's Game
- Barriers for Women
- Analysing the female footballer
- Analytical Expectations
- Data for Recruitment in the Women's game
- Securing the player