

# KEIRON SPENCER

Season: 2025/2026

TYPE: LO107-02 SPORT: Soccer



# COACH DEVELOPMENT REPORT

Keiron's profile assessment results align most closely with the characteristics of an: '**IMAGINATIVE GENERAL**'. These coaches bring clarity, ambition, and big-picture thinking to every environment. They guide teams with bold ideas, strong structure, and confident communication, inspiring others to raise their standards. Driven, strategic, and future-focused – they coach with purpose and lead with impact.

**Prepared By:**

**COACHING** |   
FUNDAMENTOLS

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Any purely behavioural tool should never be used to make a recruitment or redeployment decision unsupported by other techniques such as interviewing and performance analysis.



# ALL ABOUT ME

**I feel energised when creating big plans** because shaping long-term direction helps me guide players with purpose and keep the team focused on meaningful goals.

**I enjoy leading from the front** because taking charge in key moments lets me set high standards and show others what committed behaviour looks like.

**I communicate directly** because clear instructions reduce confusion, helping players understand exactly what I expect and how they can grow in training and competition.

**I think ahead constantly** because imagining future scenarios helps me prepare solutions early and keep the team one step ahead of problems.

**I feel motivated when players respond confidently** because seeing them trust the plan shows me my guidance is making a real difference to their development.

**I sometimes expect improvement too quickly** because I see potential clearly, but slowing down helps me support players who learn at different speeds.

**I enjoy sharing new ideas** because creative thinking keeps training fresh and encourages players to explore smarter ways to approach challenges.

**I can become impatient during slow discussions** because I prefer quick decisions, but pausing helps me listen fully and understand others' viewpoints.

**I take setbacks seriously** because I care deeply about progress, yet analysing them calmly helps me turn mistakes into stronger coaching strategies.

**I love watching players grow** because seeing their confidence rise reminds me why I coach and fuels my drive to help them reach their next level.

## Strengths:

- Strategic Vision:** I create clear long-term plans that guide players with purpose.
- Confident Leadership:** I stay composed in pressure moments and give strong direction.
- Direct Communication:** I explain expectations simply so players understand their roles.
- Future Focus:** I imagine new possibilities that help my team grow faster.
- High Standards:** I push for consistent effort because improvement matters every day.

## Challenges:

- Impatient Moments:** I rush decisions sometimes and must slow down to listen.
- Strong Opinions:** I can dominate discussions and need to invite others' ideas.
- Big Expectations:** I expect quick growth and must support different learning speeds.
- Emotional Intensity:** I react strongly at times and must manage frustration calmly.
- Fast Thinking:** I move quickly and need to ensure everyone keeps up.



# CHARACTER OVERVIEW:

Keiron brings clarity, confidence, and strong direction to every environment he steps into. He likes to understand the bigger picture of what the team is trying to achieve, then build a clear plan that takes everyone toward that goal. He thinks quickly and imagine new possibilities, which means Keiron rarely settle for "good enough." Instead, he looks for smarter ways to train, communicate, and perform. His style will be purposeful, organised, and forward-focused, making players feel like they are part of something important.

In daily work, Keiron communicates in a direct, simple, and honest way. He won't enjoy wasting time with long explanations or unclear messages, so he gets straight to the point. Players often appreciate this because they always know where they stand and what is expected. Keiron also enjoys leading discussions, introducing new ideas, and challenging players to think more deeply about their decisions in training and matches. He brings energy to conversations and will naturally take charge when the group needs direction.

During pressure moments, Keiron becomes even more effective. Keiron stays calm, reads situations quickly, and reacts with confidence. He likes being the one who provides structure when emotions rise, and his steadiness often helps the group stay composed. He focuses on solutions rather than problems and pushes players to respond with the same mindset.

In coaching relationships, Keiron values honesty, ambition, and commitment. He works best with players who communicate openly and aren't afraid to contribute ideas. At times, he may move faster than others or become impatient when progress slows, simply because he can see potential so clearly. Learning to slow down, invite different viewpoints, and support players who learn in different ways helps him build stronger bonds.

Keiron thrives when given opportunities to think ahead and plan creatively. He enjoys designing sessions that include problem solving, tactical discussions, and opportunities for players to take ownership. He also likes giving leadership roles within the team because he believes responsibility helps people grow. Even when things don't go to plan, he quickly analyses what happened and turns setbacks into new strategies rather than letting frustration take over.

His overall coaching style mixes ambition, structure, quick thinking, and a drive for constant improvement. He lifts standards, inspires confidence, and helps players believe in bigger possibilities. With his determination, strategic mind, and powerful leadership, Keiron has the potential to shape teams that play with purpose and achieve long-term success.

## Key Words Summary:

**Visionary:** Builds long-term plans that give players clarity, purpose, and direction.

**Decisive:** Makes confident choices quickly to keep the team moving forward.

**Innovative:** Introduces fresh ideas that push players to think and improve.

**Driven:** Sets high standards and motivates everyone to match that intensity.

**Commanding:** Leads with presence and confidence, guiding the group through tough moments.





# ...these coaches are more likely to

1. Challenge players to think bigger by constantly pushing them toward goals that feel ambitious, meaningful, and worth working hard for every day.
2. Take control of group discussions quickly, guiding conversations toward clear solutions rather than letting ideas drift without direction or purpose.
3. Introduce bold new training ideas, using creativity to spark fresh thinking and motivate players to approach challenges in smarter, more intentional ways.
4. Make fast decisions under pressure, relying on their ability to read situations quickly and act with confidence when the team needs direction.
5. Hold high standards for effort and discipline, expecting players to match the level of focus they bring every session.
6. Address problems directly the moment they appear, preferring quick action over allowing issues to build and affect the group.
7. Become impatient when progress slows, especially if they feel the team is capable of moving much faster toward improvement.
8. Look ahead to future challenges, planning early so players feel prepared, organised, and ready for whatever situations the season might bring.
9. Speak honestly even when delivering tough messages, choosing clarity over comfort because they believe truth helps players grow.
10. Encourage leadership in others by giving responsibility to players who show readiness, helping them develop confidence through meaningful roles.
11. Expect teammates and staff to communicate clearly, becoming frustrated when people avoid direct conversations or give vague explanations.
12. Reflect on setbacks strategically, analysing what went wrong so they can adjust plans and return stronger without dwelling on mistakes.

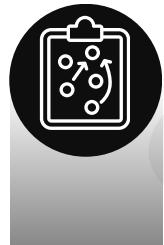




## Coaching Behaviors



This section outlines how Keiron may respond in different situations and offers practical guidance to strengthen their approach. It highlights natural tendencies alongside clear, actionable strategies, giving simple tools to handle challenges effectively, while supporting both individual players and overall team development consistently.



### Adopting Tactics

Keiron enjoys shaping clear tactical plans and explaining the reasoning behind them, but he may push ideas quickly and expect players to adapt at the same pace he does.

#### Tips

- Explain tactics using simple, structured steps
- Check players understand before moving forward
- Allow brief discussion to refine tactical ideas



### Coach Resilience

Keiron stays composed in pressure moments, focusing on solutions rather than emotion, but he can become frustrated when setbacks slow progress or disrupt the direction he had planned.

#### Tips

- Take short pauses before reacting emotionally
- Share challenges calmly with trusted staff
- Reframe setbacks as opportunities for improvement



### Creating Discipline and Work Rate

Keiron demands high effort and strong standards, expecting players to match his intensity, but he may push too hard without noticing when individuals need support or recovery.

#### Tips

- Balance high standards with realistic expectations
- Notice signs of fatigue early
- Praise consistent effort as much as outcomes



### Dealing with Conflict

Keiron handles disagreements directly and prefers quick resolution, but his confident tone can feel intense for others who need more time or reassurance before responding.

#### Tips

- Start discussions with calm, neutral language
- Give others space to explain fully
- Show willingness to adjust when needed



### Handling Setbacks

Keiron responds to setbacks by immediately analysing the cause and fixing the issue, though he may overlook the emotional needs of players who react more slowly.

#### Tips

- Acknowledge emotions before problem solving
- Break solutions into simple steps
- Revisit the issue once emotions settle



## Motivation and Engagement

Keiron motivates through ambition and clear goals, inspiring players to think bigger, but he can expect the same drive from everyone even when individuals need different approaches.

### Tips

- Tailor motivation to different personalities
- Offer varied challenges to sustain interest
- Recognise small improvements consistently



## Parental / External Pressures

Keiron stays focused on team goals, but outside pressure can feel distracting when expectations clash with his ideas or disrupt the structure he has planned.

### Tips

- Communicate expectations clearly with parents
- Set boundaries around feedback channels
- Redirect conversations toward team objectives



## Performance Under Pressure / Game Day Emotions

Keiron becomes sharper and more decisive under pressure, leading confidently, but his intensity can rise quickly and influence the emotions of players around him.

### Tips

- Use calm tone during tough moments
- Highlight one clear instruction at a time
- Model steady body language for players



## Planning and Paperwork

Keiron enjoys mapping out long-term plans but may lose patience with administrative tasks that feel repetitive or slow compared to his usual pace of thought.

### Tips

- Use organised templates for paperwork
- Set short timed windows to complete tasks
- Delegate routine admin when appropriate



## Technical and Tactical Development

Keiron pushes players to improve through structured drills and clear tactical ideas, but he may introduce new concepts quickly, expecting players to grasp them at the same speed.

### Tips

- Introduce new skills gradually
- Check understanding through quick questions
- Repeat key points to strengthen learning





# TOUGHEST TYPES OF PERFORMER TO MANAGE

## Quiet, Hesitant Players

They struggle to speak up, which can frustrate a coach who values direct communication. Slowing conversations down, asking simple questions, and giving them space to share helps build trust and clearer understanding.

## Unfocused, Laid-Back Players

Their relaxed approach can clash with a coach who expects drive and urgency. Setting clear expectations, giving short tasks, and recognising small improvements helps keep them engaged without overwhelming them.

## Overly Sensitive Players

They take firm feedback personally, making the coach's direct style difficult to handle. Using gentler wording, checking emotional readiness, and offering reassurance keeps communication productive without losing honesty.

## Players Who Resist Change

They prefer familiar routines, which conflicts with the coach's desire to introduce fresh ideas. Explaining the reasons behind changes and introducing adjustments gradually helps them adapt with more confidence.

## Slow Decision Makers

They need extra time to process instructions, which challenges a coach who thinks quickly under pressure. Breaking actions into simple steps and allowing brief practice moments helps them respond with greater clarity and speed.

# MOST CHALLENGING COACHING SCENARIOS

## Players Needing Extra Time

They may feel held back when players take longer to understand instructions. Slowing the pace, checking comprehension, and giving brief practice opportunities helps create smoother progress without sacrificing standards.

## Sudden Tactical Disruptions

Unexpected changes can frustrate them if the plan feels unfinished. Taking a moment to reset, simplifying priorities, and communicating one clear message keeps the team calm and organised.

## Emotional Player Outbursts

They prefer logic over emotion, so strong reactions can feel overwhelming. A calm tone, short grounding instructions, and a private check-in helps restore stability and reinforce trust.

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# MAXIMIZE YOUR PERFORMANCE...

This section highlights key areas that will help this coach grow and develop. It focuses on potential shortfalls commonly seen in coaches with these specific personality traits and coaching preferences

## Key Areas for Development:



### ...Emotional Awareness

- **Pause before reacting:** Take three slow breaths to steady emotions and choose calmer, more constructive responses.
- **Read player signals:** Watch body language closely to understand when players need reassurance or clearer guidance.
- **Use softer phrasing:** Replace sharp instructions with calmer wording to keep conversations productive and supportive.

### ...Adaptability Under Pressure

- **Slow the pace intentionally:** Give yourself a moment to reassess situations before delivering new instructions.
- **Simplify game messages:** Share one clear adjustment instead of flooding players with information during pressure.
- **Shift plans smoothly:** Prepare backup options so unexpected changes feel manageable rather than frustrating.

### ...Collaborative Leadership

- **Invite staff ideas:** Ask assistants for suggestions to broaden perspectives and strengthen decision making.
- **Share ownership regularly:** Give players specific responsibilities to develop confidence and shared accountability.
- **Listen fully first:** Let others finish speaking before responding to ensure their viewpoints feel respected

### ...Communication Balance

- **Improve listening:** Focus fully on speakers to understand concerns before offering solutions or direction.
- **Balance tone:** Use measured language to avoid sounding overly forceful during intense coaching conversations.
- **Clarify messages:** Deliver key points simply to prevent confusion and keep everyone aligned during sessions.



## ...Patience in Development

- **Support growth:** Allow players learning time to build confidence without pressuring constant immediate improvement.
- **Monitor pace:** Adjust training demands when individuals appear overwhelmed or unable to process instructions quickly.
- **Encourage reflection:** Guide players through brief reviews to help them understand progress and identify improvements.

## ...Delegation Skills

- **Share workload:** Delegate specific tasks to trusted staff to reduce overload and improve team efficiency.
- **Empower assistants:** Give assistants meaningful roles to strengthen teamwork and create smoother training operations.
- **Trust expertise:** Rely on staff strengths to enhance planning and deliver more balanced coaching support.

## ...Flexibility in Planning

- **Adjust session flow:** Change activities confidently when plans fail to match player needs or energy.
- **Reduce rigidity:** Accept that unexpected disruptions happen and adapt smoothly without frustration building.
- **Embrace experimentation:** Try alternative approaches regularly to avoid becoming locked into one preferred method.

## ...Managing High Expectations

- **Set realistic steps:** Break long-term goals into achievable stages so players feel steady, manageable progress.
- **Celebrate small wins:** Acknowledge minor improvements to balance intensity and maintain healthier motivation levels.
- **Ease pressure moments:** Offer calm reassurance when players feel overwhelmed instead of pushing instantly for more.





# DEVELOPMENT SUMMARY



## Do's

- Provide clear structure:** Keep plans organised to support consistent team progress.
- Invite honest feedback:** Encourage open discussion to strengthen trust and shared understanding.
- Model calm leadership:** Show composed behaviour to steady players during intense moments.
- Explain decisions clearly:** Offer brief reasoning to help everyone stay aligned.
- Delegate meaningful tasks:** Share responsibility to develop confidence within the coaching group.
- Adapt session pace:** Adjust speed thoughtfully to match players' processing and needs.
- Encourage strategic thinking:** Challenge players to analyse options and choose smarter actions.
- Build strong relationships:** Invest time understanding individuals to support deeper motivation.
- Use concise messages:** Deliver essential points clearly to avoid confusion under pressure.
- Set ambitious targets:** Create meaningful challenges to keep players driven and focused.



## Don'ts

- Don't overwhelm players:** Avoid giving excessive information that disrupts clear understanding.
- Don't dismiss concerns:** Listen fully before responding to maintain stronger communication.
- Don't rush decisions:** Allow moments for reflection when situations feel uncertain.
- Avoid strict rigidity:** Stay open to adjustments when plans require flexible changes.
- Don't dominate discussions:** Create space for others to contribute meaningful ideas.
- Avoid emotional intensity:** Keep tone steady to prevent pressure increasing unnecessarily.
- Don't ignore fatigue:** Notice signs of overload to protect player wellbeing.
- Avoid over planning details:** Leave room for adaptability when unpredictable moments appear.
- Don't push constantly:** Balance intensity with encouragement to maintain healthy motivation.
- Avoid sharp phrasing:** Choose gentler wording to keep communication positive and productive.



## Parental Guidance : About your Coach...



# Keiron Spencer

## Season: 2025/2026

Keiron brings clear structure, big-picture thinking, and a strong drive for improvement to every session. He communicates directly, sets ambitious standards, and encourages players to take responsibility for their development. Parents can expect consistency, organisation, honest feedback, and a coach who pushes young people to grow with purpose and confidence



### Coaching Philosophy

- Clear goals guide every training choice
- High standards drive daily team improvement
- New ideas keep sessions sharp



### Feedback Style

- Gives straight, practical guidance
- Explains mistakes with clear steps
- Focuses on future improvement



### Communication Style

- Direct messages with clear reasoning
- Prefers brief, organised conversations
- Honesty delivered with confident tone



### Player Wellbeing

- Notices changes in player behaviour
- Encourages healthy routines daily
- Promotes balanced effort and rest



### Expectations of Parents

- Support team goals consistently
- Respect coaching decisions calmly
- Keep communication focused and concise



### Parent-Coach Boundaries

- Keeps decisions within coaching team
- Uses agreed communication channels only
- Protects player space during training



### Expectations of Players

- Arrive prepared and focused
- Communicate clearly during sessions
- Work hard toward ambitious targets



### Commitment & Attendance

- Values consistent weekly attendance
- Expects punctual arrival every time
- Encourages long term dedication



### Handling Challenges

- Addresses issues immediately and calmly
- Looks for solutions over blame
- Keeps team anchored during pressure



### What Parents Can Expect

- Structured sessions with purpose
- Strong leadership during tough moments
- Clear direction throughout the season

**SAMPLE**

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