

Practical English for **head coaches**, **coaches** and **fitness coaches**

English for Coaches and Football Staff

LEAD WITH THE CONFIDENCE TO COMMUNICATE **ON AND OFF THE PITCH, AT ANY CLUB IN THE WORLD.**

THE CONTEXT

An English program designed for **head coaches, coaches and technical staff** who need to perform with confidence in training sessions, on tour, at press conferences and in everyday life at clubs abroad.

The English you need in the dressing room, the press room and the training ground. Straight to the point.

Key **skills**

- **Introductions and basic interviews:** greeting people, introducing yourself, filling in forms and talking about your career.
- **Staff management and professional routines:** describing training sessions, habits and daily activities.
- **International travel and logistics:** getting around airports, hotels and transfers on your own.
- **Squad nutrition and health:** planning menus, describing injuries and writing basic medical reports.
- **Professional dealings with clubs and agents:** handling interviews, phone calls and formal meetings.
- **Technical debates and networking:** giving opinions, arguing a point and socialising in sporting and cultural settings.

Who it's for

- **Head coaches joining clubs abroad**
- **Coaches and fitness coaches on tours and at trials**
- **Technical staff who need English for logistics, scouting and press**

Also for entire coaching staffs: we group participants by role, level and training and travel schedule.

Practical English for **head coaches, coaches** and **fitness coaches**

English for Coaches and Football Staff

Flexible format, real ongoing support



Virtual classroom

Multimedia content, audio, vocabulary and activities to progress at your own pace.



Flexible pace

Built around busy schedules and international tours.



Weekly tutorial

A live class with a specialist teacher to practise, ask questions and consolidate.



Coaching Clips

Multimedia materials with games, interviews and cultural content.

Levels and content

Level A1

Kickoff Staff English

Everyday, functional communication for coaches and staff starting out at a new club abroad.

Level A2

Sideline English

Greater independence: business travel, squad health, staff life and first professional contacts with clubs and federations.

Level B1

Managing Like a Pro

More complex discourse: giving opinions, debating, narrating and speculating in technical meetings, press conferences and staff management.

Level B2

Leading Beyond Borders

Staff stop “surviving” in English and start leading conversations, negotiating and building an international career.

Why e-duTraining

Founded in 2010 and led by **Verónica de la Encina, MA**—Master's in English Language Teaching (Universidad de Jaén, Spain), former Head of Instituto Superior San Bartolomé and a board member of the Rosario English Teachers' Association (APRIR) for over a decade—, e-duTraining combines **30 years of teaching experience** with **16 years of leadership in corporate e-learning**.

We don't sell language lessons. We design communication programs that translate into measurable performance for coaches, staff and clubs with international ambitions.

FIRST STEP

Book a **free Global Communication Diagnostic**. In **under 30 minutes** we assess your starting level of English and send you a report with clear next steps.