

Module 2: Profiles

— Squad Profiling Process

Description

Squad profiling is a process of establishing what the preferred squad would look like for your organization and then assessing your current squad(s) against that criteria. These are some examples of questions that can be discussed to help define the key factors, covering the squad composition, playing style, and quality. This list is not a complete one and there will be questions related to your organization and context that will be relevant.

Linking these factors back to your philosophy will help connect your squad profile with your aims. Once you are clear on your preferred squad design and style, it will be crucial to assess the quality of your squad(s) before moving forward with talent identification. It is important be able to compare and rank players against each other within the squad(s) as well as externally against the best players from other teams or regions. Using consistent gradings can help this process, as well as having benchmark or reference players to compare them to.

Use the following types of questions to analyse the squad, then address any issues to try and improve the squad profile.

Squad design

- What is our preferred squad size/composition (e.g., 20 outfield senior + 3 GKs + 3 outfield youth)?
- Do we want a mixture of experience/youth in each position in the squad or lean more towards one?
- Do we want adaptable players who can play multiple positions, or specialists in their positions?
- Are there enough left/two-footed players in the squad?
- Is there space for players to move up and down between squads for experience/rotation?

Squad style

- Do the players currently in the squad match the desired playing philosophy/style?
- Are there key characteristics needed for certain positions (e.g., pace to play on counterattack, or high technical quality for possession-based style)? Do we lack those types of players currently?
- Do we want players in similar positions to have similar styles or differing styles (e.g., all full-backs to be attacking minded, or to have mixture of attacking and defensive minded to balance)?

Squad quality

Ranking – how do we rank our players within the squad? What defines our best players?

Benchmarking – how do we compare them to the best players in other teams? How do we compare them to players regionally/internationally/globally?