

DEVELOPING THE GAME CHANGER

THE METHOD CONVENTIONAL
COACHING COURSES DON'T TEACH



FREE COACH RESOURCE

MY PERSONAL FOOTBALL COACH

INSIDE THIS GUIDE:

- Why individual development gets left behind by conventional coaching education
- The gap Premier League academies and federations bring me in to fill
- The three-phase logic behind the Individual Development Method
- How the method works in any environment — from a single player to a full squad

WHY INDIVIDUAL DEVELOPMENT GETS LEFT BEHIND

UEFA badges. FA courses. Most coach CPD. Almost all of it is built around the group — possession, team shape, patterns of play, defensive organisation. These things matter, and the qualifications teach them well.

But there's a question they barely touch: **how do you develop a player individually?**

Not the team. The individual. The technical quality that holds up when the game is real — a defender closing, a decision in under a second, nowhere to hide. The quality that makes a player look like they're operating at a different speed to everyone else.

That doesn't come from team sessions. And it doesn't only happen in one-to-ones either. It comes from structured, deliberate individual development — built with a clear methodology and connected directly to the moments it has to function in.

Whether you're working with one player or running a session of twenty, the individual is either being developed or being managed. Most coaching education only ever taught you to manage them.

Every coach has seen the cost of this. The eleven-year-old who looks special, then quietly plateaus by fifteen — managed in a group, never developed as an individual. The coach who did everything the badges taught and still watched their best player stop improving. That isn't a talent problem. It's a development gap — and it's almost never the player's fault.

That gap is why Premier League academies and federations around the world bring me in. Their coaches can run a squad. The question they're asking is the one the badges never answered:

how do we develop these players as individuals?

THE GAP ACADEMIES PAY ME TO FILL

For twenty years I've been building and refining the **Individual Development Method** — the framework that fills that gap. I delivered it most recently at the Premier League Academy Coaching Experience at Old Trafford, and I've delivered it to coaching staff at Arsenal, Aston Villa, Wolverhampton Wanderers, Red Bull Leipzig, Chicago Fire and Blackburn Rovers.

The players developed through this method include **Noni Madueke** (Arsenal & England), **Folarin Balogun** (AS Monaco & USA), and **Antoine Semenyo** (Manchester City & Ghana). They also include **Max Aarons**, who spent two years without a club — training only with me — before earning a scholarship. Three years after that, he was a Premier League player and on the Golden Boy shortlist.

None of that happened in team training alone. And none of it happened by accident.

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The framework conventional coaching courses don't teach — and the one Premier League academies and federations worldwide bring me in to deliver.



This is the part the qualifications skip — not because the people who designed them didn't care, but because the system was built to develop coaches who run a squad. Individual development was never the priority. That's the opportunity for any coach willing to learn it.

THREE PHASES. ONE DIRECTION.

Every session in the Individual Development Method follows the same three-phase structure. This isn't a rigid template — it's a development logic. Each phase serves a purpose, and each one builds directly on the last. By the time the player reaches Phase 3, the foundation is already sharp and the body already knows what to do.

01

DYNAMIC BALL MASTERY

The technical foundation. Deliberate touch, both feet, constant movement. Not a warm-up — this is where the mechanics that everything else depends on get built.

02

MOVEMENT DEVELOPMENT

The body for the modern game. Skill combinations against passive pressure — approach, deception, explosive first movement — built as a physical habit.

03

FUNCTIONAL PRACTICE

Where it resolves into a real outcome. The technique from Phases 1 and 2 connected to the finishing and game moments it has to function in.

This is the structural difference between a session that genuinely develops a player and one that just keeps them busy. The exercises change depending on the player, the position, the scenario. **The logic stays the same — and it works whether you're delivering it to one player or building it into a session of twenty.**

The full method — every phase, every scenario, the player case studies and the assessment framework behind them — is what I take into academies. More on how to get it at the end of this guide.

DEVELOPING, NOT MANAGING

The method isn't a drill. It's a set of principles that hold true in any environment — a 1-to-1, a small group, or a full squad. Apply these and the individual is being developed, not just occupied.

01 EVERY TOUCH HAS A PURPOSE

The touch is a means to create the next situation. Coach the relationship between the touch and what follows it. Get this right and the player starts thinking one action ahead — miss it and you build a player who is tidy in drills and lost in a game.

02 BOTH FEET, ALWAYS

The weaker foot receives the same volume as the stronger foot, to the same standard. Non-negotiable in every phase. The one-footed nine-year-old becomes the predictable sixteen-year-old defenders know how to show one way.

03 DRIVE AT PRESSURE

The players who change games engage the problem and break the line — they don't run from it. Train that instinct deliberately, or you develop a player who is technically able but disappears the moment a defender steps in.

04 CONNECTED PROGRESSION

Phase 1 loads what Phase 3 resolves. Skip the foundation and the outcome falls apart. This is the difference between a session that develops a player and one that simply fills ninety minutes.

05 QUALITY OVER VOLUME

One sharp repetition builds the right habit. One poor repetition at speed builds the wrong one. Recovery is part of the work — fatigue doesn't build resilience here, it embeds the wrong pattern.

This is what conventional coaching education leaves out — not because it's complicated, but because the system was never built to teach it. **Once you can develop the individual, you can do it for any player, at any level, in any setting you coach in.**

FROM ME TO YOU

If you've read this far, you're not a coach who's happy filling ninety minutes. You're looking for the thing that actually moves a player forward. So let me be straight with you about what you've just read.

This guide is one layer. It's the framework and the principles — enough to change how you look at a session tomorrow. But the framework on its own isn't the method. The method is what happens when you can apply this to any player, in any environment, and know exactly why each decision is being made.

That's what I take into Premier League academies. It's what I've spent twenty years refining with players who went on to the very top — and with grassroots players nobody had given a chance. The principles don't change. The level of the player does.

The coaches who get the most from this aren't the ones who read it once. They're the ones who go and get the full picture — the sessions, the progressions, the way you assess and plan for an individual over months, not minutes.

I've put all of that into one place. Not a course you'll never finish, and not theory — the actual presentation I delivered to Premier League academy coaches, the full session library, and the assessment framework I use with every player I work with.

If this guide was useful, that's the next step. Here's exactly what's in it.

SAUL ISAKSSON-HURST

Individual Skill Development Specialist

WANT THE FULL METHOD?

DEVELOPING THE GAME CHANGER

THE INDIVIDUAL DEVELOPMENT MASTERCLASS

The complete presentation I delivered to Premier League academy coaches at Old Trafford — recorded in full, with the methodology, the player case studies, the Individual Development Plan, and the full session library.

Previously delivered at: Arsenal · Aston Villa · Wolverhampton Wanderers · Red Bull Leipzig · Chicago Fire · Blackburn Rovers

WHAT'S INCLUDED

- Full masterclass recording of the Old Trafford presentation
- The complete 91-slide presentation deck (downloadable)
- The full session library — the method applied across every scenario
- The Individual Development Plan (IDP) — assess any player and plan their progression

GET THE METHOD ACADEMIES PAY FOR →

Full masterclass, 91-slide deck, session library and the IDP — £39 for the first 50 coaches, then £49. The masterclass academies and federations pay me to deliver in person.