

A Look at the Profession of Mental Trainer in Football

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Abstract: *It is true that the main objective of our research in this field of sports psychology would consist not only of promoting the profession of mental trainer or psychologist, but also of making the person known to the general public, which has long been overlooked in this field world. By presenting his profile, his skills, his qualities, his potentialities, his role to play in sport in general, within a football technical staff in particular or either outside the staff, he automatically becomes indebted to athletes in order to banish ignorance, mistrust, indifference, mistrust and the taboo existing in the head of the federation officials, the sports committee of clubs, coaches, athletes etc. However, the latter has a very important role to play in sporting and professional life. He is certainly a significant expert. Through this literature, we demonstrate his capacities, his performances while giving a remedy to the athlete or the candidate who encounters problems by going back to his insufficiencies, his traumas, his fear ... during a sporting meeting or in the 'exercise of his profession. Hence, the mental trainer manages and intervenes effectively in community life using his methods and techniques which serve to bring athletes back to perform better on the field while overcoming the smallest details. What is true and important, the contribution of each and every member of the technical staff is to be encouraged insofar as all are called upon to put their efforts together (Technical Director; Tutillary coach, Assistant coach; Goalkeeper coach; attackers or defenders, physical trainer, mental trainer or psychologist etc ...) your contributions before, during and after a sporting meeting are of great importance, "together we will do exploits".*

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1. Introduction

With each passing day, it is the start of a new life. This is the case with this behavior specialist whose stay we have an obligation to promote. The profession of mental coach is one of those new professions which have been gaining ground over the past thirty years, but in a deep shyness. Today there are coaches for everything and often for any sport. Already the world of sport recognizes the full development of the profession of mental trainer in the field of sports psychology where football is an integral part of success and success. The mental coach is a perfect match for this time when you absolutely have to be successful in everything you can do. He becomes a favorable aid for the sportsmen and the best person necessary for the sport or for the work or for the private ones.

However, the sports mental trainer (coach) is really useful, in certain situations and this is the case quite simply because the athlete needs a strong mind so that he is powerful, efficient in order to progress well and to explain team results.

This is how we can add other issues with great pressure on the athletes, locked in training academies at the time of their youth to build and rebuild a well-made personality with the meaning of knowledge, interpersonal skills and know-how. Because we must not forget that "being a footballer" is above all a passion to fulfill oneself, to dream for him of an unexpected future which is in no way responsible for the business, nor for a current football project nothing but technical, tactical, physical and mental or psychological preparation.

In our eyes, this project seems to be limited to the playing field but on the contrary, it even surpasses the limits of the stadium. For thousands of athletes, it is at the same time a

pool that brings together nations and cultures around a competition whose surroundings remain ninety minutes. According to UNESCO, in acronym of the United Nations World Educational Organization "science and culture": recognizes that the practice of sport is a means of promoting peace. It transcends the limits of geographic boundaries and social classes. It plays a significant role in promoting social integration and economic development in different geographic, cultural and political contexts (1). Hence sport is a powerful tool for strengthening links, social networks, promoting the ideals of peace, brotherhood, solidarity, non-violence, tolerance and justice.

As a result, the current football world understands the importance of the person of the mental coach in our technical staff, as an example we quote: Laurent Blanc who had taken the initiative in his national selection to add the services of a mental trainer whose mission was to help him draw up psychological profiles of the selected players and find ways adapted to each to improve mentally. This reflection seems original and reasonable to us, albeit in the same way as the technical, tactical and physical preparation. The educator or coach invests his working time with his group on the psychological aspect as well. This revolution would imply that the role of coach of a football team has become more and more scientific, and therefore demands a high level of personal and professional disciplines.

According to many critics, many coaches sin in technical and mental expertise: a lack of critical vision coupled with sentimentality. Some teams include a series of highly paid stars based either in Africa or Europe or elsewhere. Most with oversized personalities, earning the trust and respect of the players is of paramount importance. Coaches from top-level teams tirelessly demand good behavior at all times, both on and off the pitch, and do not compromise on it.

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In addition, managers give more credibility to full coaches than to national technicians at the national team selection level. Following all of the above, the performance of the team is a function of the quality of its players and the result. The manager took down some bitter criticism as his selection was deemed to lack objectivity.

Because he comes from the same background as those he is supposed to lead, is more likely to develop an attachment to certain players who do not necessarily deserve a place on the team. This phenomenon can only be normal but it is also detrimental for a selection. The impression that emerges is that foreign coaches, and especially those from Europe, are not biased due to their neutrality, and are more likely to choose players on the basis of their merits.

Finally, you should always avoid "catch-all" coaches, it is better to be an expert in one discipline than a superficial coach in several categories (2). He must have a state certificate to exercise his activity.

Of all the above, our great concern and our attention in the realization of this work is more the promotion, the valuation and the expansion of the person and the profession of mental trainer, basing more on the details in the exercise of its main activities. The details in sport are a very important aspect that always makes the difference between a victory and a defeat. Moreover, several researches in his fields of sports psychology have confirmed them well. Details are very indispensable and very microscopic elements that are talked about in all sports competitions.

2. A brief history on the psychology of sport and its evolution

Sports psychology as a subject of study is very recent and constantly evolving. The origin of this new science dates from the end of the 19th century. The American Norman Triplett would have been the first to embark on research in the field of sports psychology in 1897. Based on observations made in the field and on statistics, the American psychologist analyzed the performance of cyclists when ' they were running in groups. He concluded that the presence of other competitors improved the performance of the riders. Others attribute the authorship of sports psychology in North America to Coleman Griffith, creator of the first sports psychology laboratory at the University of Illinois in 1925 and who was also the first psychologist to join a professional team at the University of Illinois United States in 1939.

However, he experienced mixed results following the mistrust of the coach of the basketball team (Cox, 2013) (3). Philippe Godin explained to me, during our interview, that it was in the 1950s that national football selections began to use sports psychology by using psychological tests to determine whether players were suitable to be selected for a large competition. For example, the Brazil team in 1958, which was the first football team to include a psychologist in its staff: Joao Carvalhaes.

On the other hand, an amusing detail, Philippe Godin forgot to mention this interesting anecdote to me. The Brazilian psychologist felt that Pelé and Garrincha were not mature to

compete in a World Cup. Fortunately, then coach Vicente Feola ignored the latter's injunctions. Pelé, despite his injury, scored three goals in the semi-finals and planted two goals against Sweden. A football star was born, the sports psychologist was wrong. The first works in Europe would be those of Coubertin (Cox, 2013) (4) who evoke the link between the practice of a physical activity and the development of the personality. While he may not have influenced the development of sports psychology in North America, Pierre de Coubertin influenced IOC members in relation to the discipline. He was also the first to use the term sports psychology in his congresses.

In Belgium, the pioneers of sports psychology arrived at the beginning of the 80s. Philippe Godin, former gymnast and professor at the Catholic University of Louvain in acronym UCL who tried to make known a discipline still little known in the south of the country, and Jef Brouwers, for the Dutch-speaking part of the country, which started with football, the means in terms of sports psychology are still very limited in our kingdom, unlike the Anglo-Saxon countries which are much more advanced at this level, and which have research laboratories devoted to sports psychology.

The sports psychologist charter

This complex situation is one of the main obstacles to the development of this profession. A collective of psychologists had gathered in Dijon under the aegis of the French society of sports psychology (Gillot and Lévêque, 1989). This commission recalled that a dual clinical relationship constitutes the matrix and the reference position of any psychological intervention: establishing an intersubjective relationship with the athlete is the primary need to listen to and analyze his request (extract from the book sport and psychology The contribution of the psychologist to the actors, Marc Lévêque, the INSEP notebooks, N° 4-1993).

The birth of football and its development in the world

The birth of football and its development in the world is certainly constantly changing. It is no surprise that it is fair to say that football was created in the 19th century in England. This collective sport is played between two teams each made up of eleven players, including a goalkeeper, the only one able to use his hands and only in his area. The game is played over two 45-minute periods which may be supplemented by stoppage and overtime in knockout matches.

In 1863, in a London inn, the Football Association was created for the first time in the history of football, bringing together clubs from the English capital as well as those from other regions.

July 20, 1885, is a landmark and officially legalized date in the north of England for professional football. Then quickly appears the first English championship managed by the English Football Federation (FA). We find the first professional footballers and employees of the clubs in which they play.

Football is developing and slowly but surely becoming a business affair like any other. Business owners inject funds

into the city's football club to promote their products or services. These are the first forms of sponsorship. For example, the French company "Peugeot" created, through two of its employees and under the leadership of the general manager, the "Football Club Sochaux Montbéliard" (Bouchez, 2015).

In 1904, the Fédération Internationale de Football Association (FIFA) established itself in Zurich as the body representing professional world football. Then followed the organization of the first World Cup in Uruguay comprising thirteen nations (1930).

Thus, the round ball, already very popular, is finally universalized and extended to the entire globe. Despite everything, Europe and South America are the main continents to develop and professionalize (FIFA, 2017).

The place of professional football clubs in society will grow more and more through their championship and their federation. The stake of the national meetings (and international afterwards), will give birth to an economic character always more important. Finally, quickly, a distinction will be made between so-called "amateur" football and so-called "professional" football reserved for players of a certain level, who can afford to devote most of their time to it on a semi-professional basis. or professional. Today, current or modern football has become a sport business in its greatest glory. Players in turn have become commodities and clubs, euro or dollar factories, a real business where transactions are carried out in millions of times.

Recommended techniques for mental preparation

The mental trainer must adopt different methods and techniques depending on the different sports he supports. The methods and techniques most used by the behavior specialist for diagnosis are as follows:

- Relaxation ;
- Breathing techniques;
- The setting of objectives;
- Emotional anchoring techniques;
- The establishment of performance routines;
- Work on internal discourse;
- The "Swich" or stop thinking;
- Bio feedback;
- Mindfulness.

It should be noted that the technique of mindfulness (8) is explained by "conscience pain" and was introduced at the instigation of Doctor Jon Kabat-Zinn. This is the technique derived from Buddhist meditation practices, used among others in the management of stress and chronic anxiety in high performance athletes. Concretely, we focus our attention on our breathing, on a part of the body or on any other medium, interior or exterior, and we bring our mind to it, whenever the thought moves away from it.

What is the job of the mental trainer?

This profession of mental trainer is one of new directions or professions that is growing day by day in the current

sporting world, less known, or even neglected by a large number of athletes and especially leaders in the event of Africans. For your information, there are so many professionals who call themselves trainers or coaches for everything and often for any sport and function. The mental trainer in himself is a trainer just like the other sports coaches, that of physics, tactics, attackers, technique as well as goalkeepers. But what makes the difference from the others is what intervenes on the mental and psychological aspect of the athlete or sportsman.

Marc Lévêque defines mental preparation as follows in his book Sport at psychology, covers the use by the athlete, at the approach of competition, of anxiety control technique and reinforcement of motor efficiency ... preparation mental offers a set of techniques that the athlete learns and applies in two objectives:

- Maintain the effectiveness of the gesture in a competitive situation;
- And shield yourself against stress-generating influences.

In today's context and more precisely, a coach is often a former player, but this is not a general rule in the practice of this profession. To exercise this profession at a higher level, the validation of a certain number of diplomas is a prerequisite. Are these mental and psychological preparation only one? This is the first of the questions that one can ask oneself as a scientist and researcher; it is true that it can be confusing. According to Master Mathieu Florek a psychological trainer and coaching, defined:

• Mental preparation in its own way:

It is a regular training where the athlete, real actor of the process, becomes familiar with techniques and tools to apply them in a competition situation, in order to maintain the efficiency of his gesture, to shield himself against stress and therefore to "perform" in optimal conditions. Mental preparation plays a large part in sports performance, but remains unknown and its framework of application biased.

• While psychological preparation:

This is what is done with the athlete upstream of the performance, creating a favorable context for an effective sports investment. Psychological preparation therefore falls within the sporting project in the broad sense, revolves around performance, while mental preparation acts directly on it. But the mental trainer does not guarantee performance improvement, he only commits to supporting the athlete in his progress: "We are responsible for this support, in compliance with strict ethics and the 'use of the tools validated with the athlete, but not of the results, he specifies. If you come across a mental trainer who promises you will win: run away!" Several books tell us more about the psychology of sport, the relationship between these two approaches, mental and psychological preparation of the athlete, they are distinct but sometimes complementary in their implementation.

The mental coach is a perfect match for this time when you absolutely have to be successful in everything you can do. Whether for work or for private life, there are coaches who are supposed to help athletes be the best at everything they do.

However, in certain situations the coach can be really useful, and this is the case of the sports mental trainer. Quite simply because the athlete needs a strong mind so that he can progress. The sports mental trainer is there to support the athlete to become mentally stronger and more able to withstand longer and more intense physical efforts. The sports mental coach also works the athlete's concentration and confidence. All these parameters allow the athlete to be much more efficient. The athlete does not always have sufficient hindsight to strengthen his mind, and being able to rely on someone, which it is in addition to the specialty, is a real advantage. In a few weeks the athlete can already observe the benefits obtained thanks to the mental trainer. The results depend on the athlete (his motivation, his mental skills...) and also on the sports mental coach.

The names of the coaches according to the geographical contexts:

For what concerns us moreover are the names of the person of the coach according to the geographical contexts; two very important approaches that athletes should know, they are:

- A coach is called Coach, according to the Anglo-Saxon approach;
- He is called a coach, according to the Francophone approach.
- In addition to that, there are still two other close variants, we must necessarily refer to them in this case, they are:
- The manager (a term commonly used in the United Kingdom), who theoretically has extensive responsibilities for the club's sports policy;
- The coach or sports director, not only in the case of national teams, whose responsibility is also to choose the best players who can be selected.

Ultimately, a coach is the person responsible for leading a football or other sporting team or club. But in the performance of his duties and his activities, it is recommended that he always work with collaborators, of whom we will come back in more detail in the constitution of the members of the technical staff of a football club.

Why can an athlete consult a mental trainer?

A good question worth asking in this specific context:

In the world of individual and collective sport, failure or victory is won and is always lost in the smallest details. These details are not the result of bad luck or luck but come from the mental preparation of an athlete who has prepared well physically, tactically; technically and mentally. Finally, in sport, the details make the difference between these two adjacent concepts (victory and defeat). The details are still very microscopic thanks to a lot of research that has already been done in the field of sports psychology.

The mental trainer helps athletes to become stronger mentally, to endure longer and more intense physical efforts. It works the athlete's concentration and confidence.

The functions of a coach or a coach

As part of the continuity of the profession of mental trainer in football, the coach is in a way a mental coach. However, this cannot deal in detail with the mind of each player,

which is why many players help themselves with their own knowledge which is not good and does so that he can skew reality.

The manager and his technical staff are responsible for the results of the team in front of the club managers although the head coach may be the direct respondent. The responsibilities of a coach in a professional or amateur football club generally include:

- The choice of players for the matches, and the training used by the team.
- The choice of the game strategy, and the information of the players on the ground.
- The motivation of the players, before and during the matches.
- The individual progress of each player.
- The delegation of certain responsibilities to deputies and assistants: specific training, care, medical follow-up, etc.
- Interaction with the media before and after the matches.
- Recruitment of players (purchase, sale, loan) for the first team, but also for the training center.

Some of these responsibilities may be shared with a sports director (or director of football), including recruiting, or delegated to an assistant. In other cases, he may provide the sports committee with a list of players to be recruited. A manager may also be interested in the club's economic policy: marketing, sponsor, club profitability, etc. This is often more the case in relatively small clubs.

The profile of a good mental trainer is to carry out his missions correctly, he must meet a certain number of criteria. This professional must have solid skills in high-level sport. In other words, he must have been in this branch for many years. In addition, he must have at least two certifications or diplomas related to the field of sports pedagogy or mental coaching preparation. In addition, this professional must have good listening skills so that he can understand the needs and personality of the athlete. In addition, good analytical skills are essential.

Among the fields of intervention of the preparer, we can mention the following:

- Management of relations between coaches and coaches;
- Conflict management ;
- Stress management;
- Optimization of individual or group performance if it is a team sport;
- Identification of key success factors;
- Planning of mental training programs;
- Doping;
- Mental recovery.

Objectives of a professional coach

The moment being very well indicated, the intervention of a manager's coach would simplify a new assumption of function, help to overcome a professional obstacle, develop leadership capacities as well as a strategic vision, learn to manage stress...

Is executive coaching possible? We affirm by this response with a "Yes" it is possible. These sessions are reserved for

managers of clubs or companies. This support would help them to manage their professional and personal life well in the case of sports leaders to channel energy, manage change, and make complex decisions within their institutions.

Management and leadership seminars are learning sessions aimed at teaching managers to develop their leadership. During the courses, participants will learn to appreciate the virtues of positive management. Leaders have a systemic sensitivity that helps them understand the behavior of groups of people as a system. Leaders also learn to change systems in order to change behavior. The inspiring and dynamic leadership seminars are based on original and transformative themes. These conferences offer leaders and managers, leaders, team leaders in order to improve their skills and to guarantee success. The coach supports all these people so that they can harness the potential that lies dormant in them and achieve one or more goals that would benefit them not for sporting, scientific and even daily life.

In the approach of mental preparation, there are several authors and schools of which we are going to elude to methods that interveners, specifies by Mathieu Florek. Housecan name two:

The so-called main method, based on a problem-solving process:

We become aware of inappropriate thoughts and modify them into more appropriate cognitions in order to induce appropriate behavioral changes. And the mindfulness method, or mindfulness.

It's a very popular term that comes down to accepting discomfort, without judgment, by refocusing attention on what is useful. The difference between these two responses to a problem that manifests itself through the example of internal dialogue. "It's the little voice you hear during a match, a competition, when you talk to yourself. We can therefore work on replacing negative thoughts with positive thoughts, or help the athlete to concentrate on the elements relevant to his performance. And what does he recommend? Not to blindly believe in just one of these two perspectives: "I think that we should not be closed to one method. The mental trainer has to adapt, to do according to the preferences of the athlete. "

The main trainer is very often the first mental trainer of these players, but this job does not allow amateurism, like any profession, it obeys training, ethics and we do not improvise mental trainer or psychologist because that we have managed people for as many years or with the help of specific training or seminars.

However, the objectives of the mental trainer are as follows:

- Give and Work the tools to improve mentally: these tools allow performance optimization.
- Define, validate and achieve your goals: There is no success without progress, no progress without confidence. There is no goal without a path.
- Learn to manage your emotions: relieve stress and take pleasure in sport.

Here are the barriers and blockages, more or less conscious that the athlete imposes himself for personal reasons of mental representation, does not give him access to all his ... physical resources.

The danger is there, not to fully exploit the potential on a fundamental pillar of sports performance. Mental preparation for the approach of a competition is an opportunity to enhance the skills of the athlete, to focus on what he knows how to do in the first place, to simply put him in a good mental state, always insisting on what he can do very well, improve his strengths in order to pull up his points still perfectible.

The role and outcomes of mental or psychologist preparation in sport

No physical preparation without technical preparation, nor tactical preparation without mental preparation in modern football. The four elements go hand in hand; we will never talk about a player of strong mental capacity without pinpointing all of these elements. However, in sport the mind plays a significant and preponderant role. It allows the athlete to be focused, to resist fatigue and to be more enduring.

Hence mental preparation is mainly based on the thought and emotion that the athlete must learn to control in order to improve his performance. Therefore, all sports require a significant part of the mind to progress and remain efficient.

The discoveries of psychologists are so varied. These are all sectors of life in which man is involved and where in interaction with his environment: companies, banks, shops, general and neuropsychiatric hospitals, schools, universities, prisons, higher institutes, old people's homes, courts, social services, training center, rehabilitation centers, army, police, information services and agencies, homes, etc. this can intervene alone or as a team of experts.

All sports disciplines combined (football, basketball, handball, golf, cycling, boxing, wrestling, etc.) also constitute a field of intervention for the psychologist insofar as it involves competition and / or cooperation, the presence of the public, family members and friends of athletes. Sport arouses strong emotions, individual pressure and / or collaboration with the coach to accomplish the following tasks:

- The assessment of mental and psychological skills which determine sports or physical performance;
- The psychological or mental preparation of athletes (concentration, motivation, and management of stress and problems that affect athletes individually or collectively, etc.);
- Teaching athletes strategies and techniques aimed at improving individual and / or collective performance, fears and emotions;
- Management of the return after an injury or a fracture.

The Profile of the Mental Trainer

Many trainers have taken sports training accompanied by training in psychology specializing in coaching. But there are also many autodidacts. At the end of the Performance Coaching training, the mental trainer is considered to be a

professional who has more arguments about his sports background or course and a solid university education. This coaching training clearly attests to the knowledge and skills to be exercised in the field of mental preparation of the Athlete, the athlete, like the physical trainer, must undergo STAPS training at the university. The course to do this job; you will need a bachelor's degree in sports training followed by a Master II Specialized in "Psychological Preparation and Coaching". There are other university courses or private schools that prepare for the noble profession of mental trainer. We must distinguish the professional who will have completed five years of studies specializing in mental preparation from the simple sports enthusiast who will want to accompany an athlete.

This is different from the training of a head coach, where it is recommended to train 850 hours for a license to take charge of national clubs (3rd Division). Once acquired, he can then take an exam with a view to obtaining the Professional Football Coach Diploma in acronym (DEPF) for a period of 630 hours of training (12).

The missions of a sports mental trainer are very varied. They vary depending on the demands of athletes, but also on the areas of intervention pre-established by the professional himself.

This training is intended for three categories of people:

- 1) Students preferably in STAPS or Psychology.
No sports diploma is required as a prerequisite to become a sports mental trainer.
- 2) Senior executives of companies confronted with coaching problems and interested in the transfer of skills between the sports world and their professional environment.
- 3) Training professionals.

The mental trainer intervenes in the following fields:

- Coach-coaches and parents relationship.
- Coach's speech;
- Management of conflicts disrupting performance, stress, performance and underperformance;
- Psychological preparation before, during and after the competition;
- Mental strategies for success;
- Individual and collective motivation;
- Team management and group dynamics;
- Programming and planning of psychological training.

Constitution of the members of the technical staff of a football club

For more than thirty years, the technical staff of clubs not only fanatic or pro of League 1 and even of other leagues have continued to enrich themselves with new skills and specialists for each task in general, the staff technique of a football club is made up of:

- Manager
- Technical director;
- Assistant coach;
- Goalkeeper coach;
- Coach of attackers or defenders;
- Fitness trainer;

- The medical profession (team doctor or trainer including physiotherapist);
- Sports secretary;
- Club steward;
- Mental and psychological trainer (which we allude to in this book)...

Job description of a Coach in a technical staff

These are mainly technical indications to be completed for this task description section under the authority of the titular coach, so it is about:

- Plan ;
- organize training for the team for which he is responsible;
- Accompany the team during tournaments or competitions.

Tasks of the coach in a technical staff

It should be noted from the outset that the tasks of the coach in the technical staff are not the least and to avoid misunderstandings, they are very difficult tasks which lead either to pure (dismissal) or to a better mastery of knowledge and skills know-how necessary for his sporting activity. These are the following tasks:

- Perform the written planning of its practices and send a copy to the Coordinator (exercises, duration)
- Facilitate the training sessions (demonstration, explanations, encouragement, etc.)
- Support his teams during tournaments
- Participate in the planning of activities related to tournaments (meals, game, etc.)
- Follow up with parents if necessary
- Participate in meetings convened by the training coordinator
- Participate in the preparation of activities (funding, Party of the team, the sponsor etc.)
- Participate in the maintenance of the grounds.

Personal qualities of a Coach

The coach is very often the first mental trainer,

- Dynamism and initiative
- Motivated (make young people want to play soccer)
- interpersonal skills
- Responsible
- Positive attitude
- Respect for others
- Team spirit
- Sense of organization
- Love young people
- Punctuality (must be present 30 minutes before the start of training).

Role of the coach before, during and after the match

It is appropriate to specify the close collaboration that can exist between the coaches or the technical staff during this great moment, each of the coaches is supposed to intervene by bringing his specific knowledge of his field, it is the same for the mental trainer by qu 'it is about him bringing his know-how to the athlete individually or collectively in order to unlock the results for success (victory). Because failure is not admitted or is orphaned, it is a psychologically

inadmissible sign despite the fact that in sport there are always three results in a football match, a victory, a draw and a defeat.

Before the match:

Check to have:

- Jerseys and shorts in club colors compatible with those of the opponents
- The chasubles of the substitutes;
- The captain's armband
- The basket of gourds
- Warm-up balls
- The first aid kit
- The telephone numbers of the players and the contact number of the opposing club in the event of an external trip.
- A whiteboard and markers.

Depending on the players summoned, prepare your team on paper. Arrive one hour before at the match venue to:

- Have time to react to an unforeseen event
- Complete the match formalities (match sheet, reservations, etc.)
- Put the players in match condition
- Give the last instructions
- Warm up properly
- Ask parents to encourage and not to lead or crowd.

At halftime:

It is a very important time for all coaches to add value to their athletes by:

- Identify the strengths and weaknesses of the team and synthesize them to discuss them at half-time.
- Propose solutions to the problems posed by the opponent
- Encourage (Physically, mentally and psychologically) and not to depress the players.

Finally, for this mental specialist will at this time have to maintain a close dialogue with the player around him for individualized and punctual work using scientific work methods subject to professional secrecy.

At the end of the match:

The technical staff has the obligation to congratulate the athletes despite the result of victory or defeat. Do not react in the heat and pay attention to the answers to be given to the players' questions

Check and collect the team's belongings and materials. Make sure to leave the cloakroom as clean as possible. The team coach is usually the guarantor of the internal values of the group. He must be the first to behave flawlessly. He is the example to follow.

The coach's job is to establish a bond with his players, always favor collective speeches or individual discussions, calm men down or incite them to revolt before and during a match, that's the very behavior to integrate intensely in football. The mind and psychology are a very important and inseparable duo in building a quality footballer. This is undoubtedly why we are trying to integrate the psychological dimension into the care of athletes.

1.1. Rules of Football

It was at the beginning of the year 2000 that there were many advances with new thinking from the experts in modern football, about the training, the pitch, the balls, the shoes as well as the game. Thus in the following lines we focus on the rules which are: the laws of the game and of arbitration and its evolution.

The rules of the game are seventeen in number and each relate to a specific aspect of the game. Reference is sometimes made, in a playful manner, to an 18th law concerning "common sense or spirit of the game". It is in fact to underline that a referee must interpret the 17 laws in such a way as to preserve the spirit of the game, the latter being more important than the letter. In fact, the laws leave room for some interpretation. Customs mean that a certain number of actions or sanctions are commonly considered to be accepted, although they are not necessarily described in the laws of the game.

1.2. Arbitration rules

With the emergence of modern football, inventions appear around collected data, IT and digital technology in order to analyze the performance of players during competitions. Many controversies related to refereeing arose, in particular as to whether goals were scored or not. So there are also many inventions around refereeing, video, goal box. But, beyond the sport itself, many inventions are related to video games, board games, cards, outdoor games. This explains the predominance of depositors such as Sony, Sharp, Namco or Sega.

Finally, two other not insignificant qualities that this specialist must have internalized to add, these are:

- A good experience in a club as a player for the titular coaches;
- Experience in leading and supervising groups for mental coaches is a mandatory and undisputed asset.

The remunerative approach of a trainer or mental coach

This approach is more important insofar as it values both the person of the mental trainer and even the work of this specialist through its service and its remuneration.

Regarding this profession of mental trainer from a salary point of view generally ranges from € 2,400 to € 4,200 per month. This remuneration may exceed € 15,000 depending on the skills of the professional. Mental coaching can be done at the request and at the expense of the company or the sports committee of a football club... This process allows for a tripartite contract, namely:

- For the company: The company representative, the candidate and the mental trainer (coach).
- For the club: The sports committee, the athlete and the mental trainer (coach). The training sessions can also be organized at the direct request of the coach according to the initial objectives or to be achieved.

The media a war of globalization in sport

Football has always been a media sport at all times, attracting more and more rich interest from the public,

politicians, companies, brands of jackets as well as boots attracting much envy. Hence, we cannot speak of sport without media, or of media without sport, even more of audiences without major sporting events. This is where the relationship between sport and the media began. It is about the "sports of gentlemen", practiced by people who have the most means to pay for this activity. Things have evolved so much and become more complicated when professionalization appears. Sport then becomes for these professionals the means of life. Spectators see sport as "the fight" between themselves to be able to carry on from day to day.

Sport fascinates, mobilizes and interests large masses of people. The media in turn try to support this mobilization of interests in order to sell the sport to the world. The professionalization of sport has created favorable conditions for the media to pay it preponderant attention, to the delight of a growing audience, on the activity of athletes but also on his private life. The results of athletes are of interest to the public but their life alongside sporting events interests them. Not only top-level athletes thus share new technologies and new means of communication, the website is now the minimum required for a football club. Clubs need to keep up with social media trends and ride the wave of new media. These platforms require a continuous presence for the club and need to be constantly updated.

To achieve these goals, the website must focus on the expectations and needs of different types of supporters. Social networks are increasingly influencing the daily activities and communication strategies of football clubs. These media can be classified into different categories according to their principle and purpose.

In the football industry, the most common categories are social networks (Twitter, Facebook, Google+) and content communities (Youtube, Flickr, Instagram). Facebook used to be the most used social network, followed by Youtube, Twitter, Google and Instagram. By comparing themselves with the stars of cinema, song, and even football. The communication manager or communication director of the club must also in certain cases perform the functions of marketing manager, acting as the link between the press and the club, ensuring a constant flow of information to these media. Its role is to convey the values of the club via, for example, publications on social networks, by reaching more and more a large number of people, players, club leaders and even this aspect that we value today the mental or psychological trainer of the club and his technical staff. The communications department still takes care of the organization of press conferences. This is one of the important and obligatory positions in a football club.

Today, the majority of clubs use at least one social network to communicate information, share photos and videos, and interact with their community. In fact, these new technological tools open up the club's communication internationally and no longer just locally as was the case before. It also gives rights and trademark holders the opportunity to interact with all types of fans, from the youngest to the oldest.

Finally, another openness not only to professional sport is initiated by the arrival of television, which is a game-changer in terms of sport funding and which is not insignificant, allowing professionals to obtain results. The sports sector can thus afford to remunerate activities that can be practiced on a constant basis. The media and professional sports have become institutions of great social, economic and cultural importance, independent of each other and whose relations are more and more narrow. But the media coverage affects only one part of the world of sport: sport at the professional level. The media really play a very important role. In addition, television is a non-negligible financial contribution for sport; it plays a role of promotion and publicity in favor of sport, attracting considerable sums to the public.

Famous coaches

By powerful in this So Foot website which published a list of the hundred best football coaches in history. What interests us more of this background and expertise as a coach? But, not all have gone through specific trainings of coaches nor less mental coaches even more players of a certain football team just by the passion, the love of football... .. They managed to impose themselves and to impose their rhythm, their system of play, in this field of sport.

The top ten are as follows according to their performance and nationality:

- Italian Arrigo Sacchi;
- Scotsman Alex Ferguson;
- Brazilian Telê Santana;
- Dutchman Rinus Michels (named coach of the 20th century by FIFA in 1999);
- The Soviet Valeri Lobanovski;
- Dutchman Johan Cruyff;
- Portuguese José Mourinho;
- Spaniard Pep Guardiola;
- Argentinian Helenio Herrera;
- And the Englishman Brian Clough

3. Conclusion

After going through the entire outline of this technician, his abilities, skills and qualities. It is very important for this expert to integrate the current technical staff, he is certainly a very considerable asset, and his experience bears witness to this in this booming sports field and shows that the psychology of sport is taking shape surface in this world of sport. This one can demonstrate limits of its activity as for its real impact on the development of the athlete, but it has multiple hats, strength and performance. He is at the same time clarifier, trainer, cameraman, coach, revealer, emotional support and confidant, to make the athlete understand that he is in perpetual growth in his permanent learning. He will always be a learner of the discipline (sports psychology). With each passing day, it is recommended that he learn new methods and techniques. Some clubs and athletes need to be convinced of the usefulness of mental preparation just as much as physical preparation. This is the case with players from other skies where the great world footballers such as Lionel Messi and Cristiano Ronaldo play.

We recommend to all coaches, sports committees as well as federations, to banish the spirit of mistrust towards the mental trainer in the technical staff, but on the contrary to always work in close collaboration with the whole component in order to overcome the least details which can be an obstacle for the athletes and for a whole staff. We know well that the obstacle to the development of sports mental coaching lies in the perception, of its own identity and for its functioning. If in this manual we have also used famous coaches in the history of football, it is precisely because they were well aware of the demands of the profession of the mental coach, his qualities, his faults and the need for everything thinks in great detail. However, the psychology of the human being and the athlete is not a detail, but it is more than fundamental.

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