

Case Study

Elite football academy takes a strengths-based approach to optimise their player's development experience.



The challenge

- The present case study involved the delivery of an elite player development package geared towards shaping an optimal development environment within an elite English football academy.
- Keen to obtain a fresh, independent perspective, the club's academy manager wanted strategic insights and actionable recommendations around opportunities to optimise the development experience (DX) of their players.

The solution

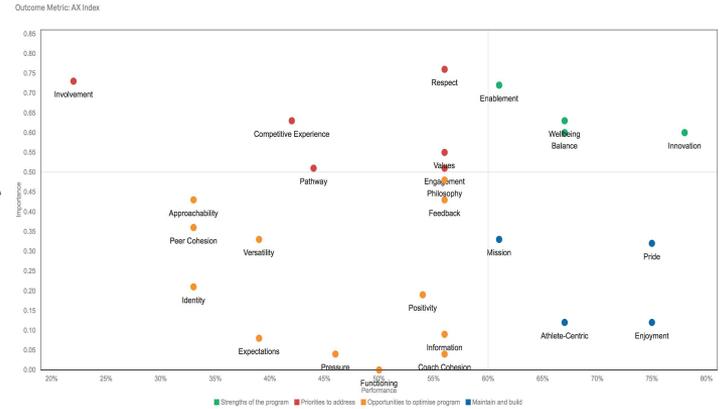
- To meet this challenge our research-driven **DXPulse®** solution was utilised to assess the development experience (DX) of the youth players via a custom Voice of the Athlete (VoA) feedback tool.

The insight

- The perceived quality of 27 evidence-based environment strengths were mapped to reveal the key drivers of positive DX as well as focus areas for optimisation. Evidence-based strategies to strengthen these areas were then co-created with the leadership team.

The impact

- 12 weeks after implementing the change initiatives we conducted a follow-up pulse check with the players to evaluate impact.
- Feedback revealed a significant lift in the players overall DX Index as well as a positive impact in three of the key focus areas with players reporting improvements in opportunities for competitive experiences, greater involvement in decision-making and better understanding of the academy's values.



“I truly believe its made a real difference and given us a unique insight into what we're doing well and areas we could strengthen.”

Academy manager, Elite football academy, UK

Growth

21%

Lift in perceived opportunities

Empowerment

17%

Lift in perceived involvement

Identity

23%

Lift in understanding of values