

# Educational program COACH-to-MANAGER



CON IL PATROCINIO DELLA



## COACH-TO-MANAGER

An Experiential Executive Development Program for Business Leaders and Managers

Coverciano Federal Technical Center – Florence

**September 12–14, 2025**

### Program Goals

The “Coach-to-Manager” program offers an exclusive deep dive into the technical and value-driven world of Italian football, aimed at **developing leadership and managerial skills through a fresh, innovative perspective**. Through a blend of classroom sessions, on-field experiences, and symbolic moments, participants will explore core competencies in leadership, stress management, communication, and strategic thinking—right in the heart of Italian football culture.

### Schedule

#### FRIDAY, SEPTEMBER 12, 2025

##### Arrival and Program Kick-off

- 2:00 PM — Check-in and Registration, distribution of learning materials
- 2:30 – 4:00 PM — **KICK-OFF**  
Foundations of Leadership: vision, identity, authority
- 4:30 – 6:00 PM — **STRATEGIC LOCKER ROOM**  
Team management and workplace group dynamics
- 8:00 PM — Informal dinner and networking

#### SATURDAY, SEPTEMBER 13, 2025

##### Relationships, Culture, and the Field

- 9:00 – 10:30 AM — **MIXED ZONE**  
High-impact communication: consistency, listening, authenticity
- 11:00 AM – 12:30 PM — **TEAM PLAY**  
Building effective relationships and conflict management
- 1:00 PM — Lunch at the Training Center
- 2:30 – 4:00 PM — **PLAYING THE WHOLE FIELD**  
Lateral thinking, flexibility, and problem solving
- 4:30 – 6:00 PM — **INTERNAL WORLD CUP**  
Cultural cross-pollination, adaptability, and global vision

*Educational program*  
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- 6:00 PM — **MATCH GAME AT COVERCIANO**  
Friendly football match among participants  
on the Italian National Team's fields
- 8:30 PM — Dinner and experience-sharing

**SUNDAY, SEPTEMBER 14, 2025**  
**Energy, Recovery, and Wrap-up**

- 9:00 – 10:30 AM — **MATCH RHYTHM**  
Stress management, breathing techniques, awareness
- 11:00 AM – 12:30 PM — **RECOVERY TIME**  
Sleep and mental regeneration for managers
- 1:00 PM — Final Lunch
- 2:00 PM — **CLOSING REMARKS & FAREWELL**