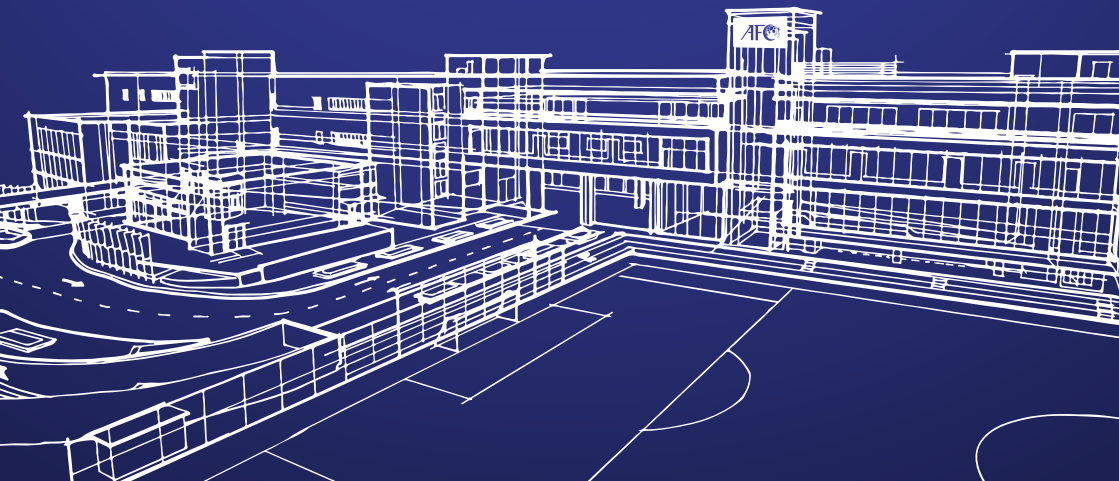
AFC

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AFC Certificate in Football Leadership





AFC General Secretary's Message

Dear football family,

It gives me great pleasure to welcome you to the AFC Certificate in Football Leadership (ACFL), the latest education initiative offered by the AFC Academic Centre of Excellence (ACE) as part of its expanding range of purposeful and transformative programmes aimed at empowering Asian football administrators.

Building on the exemplary success of the two previously launched programmes - the AFC Football Management Certificate (FMC) and the AFC Football Management Diploma (FMD), the ACFL aims at developing football leaders capable of making sound decisions to help their organisations grow.

With the programme focusing on modules such as Principles of Leadership, Influence & Impact through Communication, Organisational Design & Development in Football, Environmental, Social & Governance in Football, A Leader's Perspective of Football Development & Performance, and Managing Projects in Football, we expect that our Member Associations (MAs) and Regional Associations (RAs), and football stakeholders will develop the necessary competencies to elevate Asian football to even greater heights.

A model Confederation requires strong MAs and RAs to convert our collective ambitions, as one united Asian football family, into reality. The ACFL is curated for this purpose, considering the growing standards, expectations and needs of Asian football.

Through the delivery of exclusive and meaningful content as well as critical discourse, participants will explore and construct strategies to overcome challenges and leverage on the opportunities in the football ecosystem with their new skills and frameworks, which will also help implement change and initiate growth within their organisations.

Above all, the ACFL reinforces the AFC's promise, through its Vision and Mission, to provide dedicated and tailormade solutions to further strengthen the capabilities of our MAs, RAs and the larger Asian football ecosystem.

Datuk Seri Windsor John
AFC General Secretary

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Programme Overview

The AFC Certificate in Football Leadership (ACFL) is an applied initiative designed to advance the development of established and emerging leaders in football with the perspective, skills, and tools they will need to continue making astute decisions in an evolving football ecosystem.

The programme guides participants through theoretical perspective, hands-on activities, real case studies and examples that intend to help graduates make better decisions that impact all functions from the front office to the pitch.

The ACFL is focused on decision-makers in the AFC MAs, RAs, and all other football stakeholders.

The six-month long online programme consists of six modules and focuses not only on the main areas of leadership principles including interpersonal skills and effective communication, but also explores the further design and development of football organisations, Environmental, Social and Governance in Football as well as project management.

The main objective of the programme is to ensure that graduates are fully equipped with the fundamental leadership knowledge that helps them manage circumstances astutely, direct their organisation's resources for improved efficiency and the achievement of goals, provide clarity of purpose, motivate and guide their organisation to realise its mission.

Programme Learning Outcomes

Upon completion of the programme, graduates will be able to:

1. Outline the relevant concepts and theories in Football Leadership;
2. Apply practical and theoretical understanding to overcome organisational challenges;
3. Demonstrate teamwork, interpersonal and effective communication, soft and social skills;
4. Display professional and ethical conduct in the industry; and
5. Use the skills and principles of lifelong learning in their professional and career development.

AFC CERTIFICATE IN FOOTBALL LEADERSHIP (ACFL)

Modules



Module 1 - Principles of Leadership

- What Makes a Leader
- Leadership Styles
- Leaders in Football
- Leading Self
- Leading Teams
- Leading a Winning Organisation
- The Effect of Culture on Leadership



Module 2 - Influence and Impact Through Communication

- Individual vs Institutional Communication
- Communication for Leaders
- Communication in and for the Organisation
- Communication in Football
- Effective Communication Across Borders and Cultures
- The Principles of Effective Negotiation
- The Key Types of Negotiation That Occur in Football



Module 3 - Organisational Design and Development in Football

- Types of Organisational Design
- How Football Organisations are Different
- Football's Organisational Archetypes and Structures
- Aligning the Organisation to its Purpose and Vision
- Designing Organisational Structure for High-Performance



Module 4 - Environmental, Social and Governance in Football

- ESG in relation to Football
- The Importance and Impact of ESG on Football
- How Football can Contribute and Shape the Future for Environmental Good
- Using the Power of Football for Social Good
- Good Governance in Football



Module 5 - A Leader's Perspective of Football Development & Performance

- Understanding the Football Pyramid and How it Helps and Impacts Our Business Functions
- Placing Football at the Top and Centre of What We Do
- Connection Between On-Field and Off-Field – "Finding the Bridge"
- How Leaders Influence and Support Grassroots and Participation
- How Leaders Influence and Support the Women's Game
- How Leaders Influence and Support Player Development & Education
- How Leaders Influence and Support Coach Development and Education
- How Leaders Influence and Support Referee Development and Education
- How Leaders Influence and Support Teams
- How Leaders Influence and Support League and Club Development

Module 6 - Managing Projects in Football

- Key Principles of Project Management
- Defining, Planning and Proposing a Project
- Delivering a Project Successfully
- Critical Success Factors for Project Management
- Managing Through the Project Lifecycle
- The Key Tools and Techniques Used in Project Management
- Key People and Roles in Project Management
- The Importance of Stakeholders to your Projects
- The Types of Projects that Football Organisations Undertake

Format

- Programme Duration: Six (6) Months
- Online Live Sessions: Five (5) Online Live Sessions per Module
- Online Live Session Duration: Two (2) Hours
- Language of Instruction: English

Eligibility and Application

- To perform a managerial (decision-making) role within AFC Member Associations or Regional Associations;
- To be a graduate of the AFC Football Management Diploma (FMD) and/or the AFC Football Management Certificate (FMC) programmes;
- Fluent command of English (written and spoken);
- Fundamental knowledge of football management; and
- Highly motivated and able to dedicate a minimum of 12 self-study hours a week for the duration of the programme.

Application & Selection Process

Interested candidates are required to complete the application form. The final selection of candidates is determined by the AFC as per the programme enrolment diagram below:



Application
Submission of the completed application form to the AFC within the stipulated deadline.



Selection
- Applications will be evaluated thoroughly by the AFC Administration.
- Online interviews will then be conducted by the AFC Administration.



Notification
Applicants will be notified of the results of their applications through their respective Member Associations, Regional Associations and stakeholders.



AFC Academic Centre of Excellence



academy@the-afc.com



www.afcacademy.com





ASIAN FOOTBALL CONFEDERATION
AFC House, Jalan 1/155B, Bukit Jalil, 57000 Kuala Lumpur, Malaysia
T: +603 8994 3388 I **F:** +603 8994 2689

the-AFC.com