

BUILT FOR MODERN SPORT

IDENTITYPRO

SPORT ADVISORY

Operations. Strategy. Growth. Performance.

Supporting clubs and academies from grassroots to elite with clearer strategy, stronger operations, and better performance environments.

The Modern Club Challenge

Most clubs do not struggle because they lack ambition.

They struggle because improvement happens in parts.

Football, development, performance, technology, leadership, and operations often evolve separately rather than as one connected model.

The result is predictable

- ✘ Strategy loses traction in day-to-day delivery
- ✘ Player development becomes inconsistent
- ✘ Performance support lacks alignment
- ✘ Technology adds activity without enough clarity
- ✘ Decisions become reactive under pressure
- ✘ Growth outpaces structure

“When alignment is weak, performance becomes harder to sustain and growth becomes harder to manage.”

SERVICE LEVELS

Support at Every Stage

- 🎯 Built to support clubs and academies at different stages of development.

Grassroots

BUILD STRONG FOUNDATIONS

- Better structure, clearer pathways, stronger coaching alignment, and more sustainable growth.

Sub-Elite

PROFESSIONALISE AND ALIGN

- Clearer football identity, stronger development pathways, integrated support systems, and better operational standards.

Elite

OPTIMISE AND INTEGRATE

- Strategic clarity, governance discipline, and stronger alignment across football, performance, and leadership.

Different stages require different support. The advisory philosophy stays the same.

Six Pillars of a Stronger Club Environment

Identity Pro helps clubs build stronger environments by aligning six core areas:

Football Strategy

01

How the club wants to play, compete, and build identity.

Player Development

02

How players are developed across the pathway with clarity and consistency.

Performance Systems

03

How high performance, medical, sport science, and psychology support readiness and progression.

Technology & Data Integration

04

How systems, reporting, and data improve visibility, decision-making, customer value, and revenue opportunity.

Leadership & Governance

05

How decisions, accountability, and leadership alignment are structured.

Club Operations & Growth

06

How the club operates, scales, and builds stronger foundations over time.

Club identity and playing direction

🎯 **PURPOSE** To create a clear football direction that aligns playing style, coaching, recruitment, and squad planning.

Diagnostics

- ✓ Playing identity review
- ✓ Coaching and methodology model
- ✓ Squad profile assessment
- ✓ Recruitment fit analysis

Deliverables

- 📄 Football philosophy framework
- 👥 Game model principles
- 🛡️ Coaching methodology guide
- 🔗 Profile and recruitment logic

Outcomes

- Clearer football identity
- Team alignment
- Better recruitment fit
- Competitive direction

Pathways and progression

🎯 **PURPOSE** To strengthen how players progress through the club with greater structure, consistency, and long-term planning.

Diagnostics

- ✓ Pathway review
- ✓ Academy structure assessment
- ✓ Age-group alignment
- ✓ Transition gap analysis

Deliverables

- 📄 Player pathway framework
- 👤 Academy structure model
- 🛡️ Development curriculum
- 🔄 Transition planning model

Outcomes

- Clearer development pathway
- Stronger age-group consistency
- Better player progression
- Improved transition support

Readiness, support, and alignment

🎯 **PURPOSE** To integrate high performance, medical, sport science, and psychology into a more connected player support environment.

Diagnostics

- ✓ High-performance structure review
- ✓ Medical and sport science alignment
- ✓ Return-to-play process review
- ✓ Department workflow assessment

Deliverables

- 📄 Performance support model
- 👥 Integrated workflow framework
- 🛡️ Return-to-play structure
- 🔄 Department alignment rhythm

Outcomes

- Stronger player readiness
- Improved availability
- Better interdisciplinary coordination
- Consistent performance support

Systems, visibility, and value

🎯 **PURPOSE** To help clubs use technology more effectively across performance, operations, customer experience, and commercial growth.

Diagnostics

- ✓ System and platform review
- ✓ Reporting workflow assessment
- ✓ Data visibility gaps
- ✓ Customer and commercial opportunity review

Deliverables

- 📄 Technology integration framework
- 👤 Reporting structure
- 🛡️ Player tracking model
- 🔗 Data and workflow alignment plan

Outcomes

- Better visibility and reporting
- Stronger decision-making
- Improved customer experience
- Clearer revenue opportunities

Decision-making and accountability

🎯 **PURPOSE** To strengthen how leadership operates across the club through clearer authority, communication, and governance structure.

Diagnostics

- ✓ Decision-making review
- ✓ Leadership structure assessment
- ✓ Accountability gaps
- ✓ Communication and escalation analysis

Deliverables

- 📄 Decision rights framework
- 👤 Leadership alignment model
- 🛡️ Accountability structure
- 🗣️ Governance rhythm

Outcomes

- Clearer decision-making
- Stronger accountability
- Better leadership alignment
- More stability under pressure

Structure, coordination, and growth

🎯 **PURPOSE** To build stronger operational foundations that support coordination, scalability, and long-term sustainability.

Diagnostics

- ✓ Operating model review
- ✓ Staffing and role clarity assessment
- ✓ Planning rhythm analysis
- ✓ Growth and capability review

Deliverables

- 📄 Operating model framework
- 👥 Staff structure recommendations
- 🛡️ Planning and review cadence
- 🗺️ Growth priority roadmap

Outcomes

- Stronger operational clarity
- Better organisational coordination
- Improved staff alignment
- Stronger foundations for growth

HOW WE WORK

From diagnostic to execution

🎯 **PURPOSE** To support organisations from initial assessment through to implementation, alignment, and longer-term advisory support.

Diagnostic

A focused starting point to identify pressure points, structural gaps, and priority actions.

Advisory Sprint

A short, outcome-led engagement designed to solve a defined challenge and create momentum in a key area.

Ongoing Advisory Support

Monthly strategic support to guide implementation, maintain alignment, and support critical decisions over time.

Bespoke Advisory Mandates

Tailored support for organisations requiring deeper transformation, cross-functional design, or hands-on strategic delivery.

Each engagement is shaped by the organisation's stage, priorities, and delivery needs.

PRICING & ENGAGEMENT MODELS

Built for clubs and academies at every stage.

🎯 Clear entry points. Structured support. Stronger environments.

Grassroots

BUILD STRONG FOUNDATIONS

- ✓ **Diagnostic**
\$1,500 USD
- ✓ **Sprint**
\$4,500 USD
- ✓ **Monthly Advisory**
\$1,500 USD p/m
- ✓ **Bespoke Mandate**
Custom Scope

Sub-Elite

PROFESSIONALISE AND ALIGN

- ✓ **Diagnostic**
\$3,000 USD
- ✓ **Sprint**
\$8,000 USD
- ✓ **Monthly Advisory**
\$3,500 USD p/m
- ✓ **Bespoke Mandate**
Custom Scope

Elite

OPTIMISE AND INTEGRATE

- ✓ **Diagnostic**
\$5,000USD
- ✓ **Sprint**
\$12,500 USD
- ✓ **Monthly Advisory**
\$6,500 USD p/m
- ✓ **Bespoke Mandate**
Custom Scope

Each engagement is shaped by stage, priorities, and delivery needs.

NEXT STEP — BOOK A DIAGNOSTIC

Start with clarity on where to focus first

To identify the structural gaps, priority actions, and next steps required to strengthen the club environment.

✓ Available for clubs, academies, and federations



Leadership Session

A structured session to assess current reality, priorities, and pressure points.



Diagnostic Report

A concise summary of the main structural gaps, risks, and opportunities across the organisation.



Tailored Roadmap

A clear next-step plan aligned to the club's stage and objectives.

[BOOK A DIAGNOSTIC](#)

