

## ABSTRACT

**Title:** *Coaching Demands and Perception of the Coach in Women's Football Across Different Performance Levels*

**Objectives:** The aim of this bachelor's thesis is to identify the coaching demands and expectations that female football players place on their coaches, and to examine how their perception of the coach's personality changes depending on the performance level. The thesis also evaluates whether increasing performance levels are associated with changing demands on the coach's quality and personality.

**Methods:** A quantitative questionnaire survey was used to collect data. The questionnaire was distributed among female players competing in different levels of women's football leagues in the Czech Republic.

**Results:** The results showed that with increasing performance level, players perceive their coaches as more professional, consistent, and systematic. Respondents across all levels emphasized the importance of communication, trust, empathy, and an individual approach from the coach. A discrepancy between expectations and real experience was observed among some players, with lower leagues more frequently reporting shortcomings in consistency, organization, and personal involvement of the coach.

## KEYWORDS

coaching demands; perception of the coach; women's football; performance levels; training process