**Abstract** 

Title: Coaching of the football coach in the game

**Objectives**: The main goal of this thesis was to explore how players perceive their coach

during the length of a season, and his/her strengths and weaknesses. Another

objective was to compare the results of male and female squads in the selected

areas. Because the players' individual preferences and expectations can vary, the

study aims to compare differences between players who evaluated their season

as successful, and players who did not have a successful season. At the end the

results were fed back to the players to evaluate whether the CBAS system can be

used as a form of feedback, and whether the coach can use this tool to work

collectively with the team, as well with individuals according to their specific

needs.

**Methods:** A structured questionnaire was used as the research method as well as individual

interviews with players during their season. The main part of this research,

identifying 12 assessing categories of a coach, was obtained by using a

structured questionnaire. Interviews with individual players were conducted to

clarify opinions of these players towards the evaluated coach.

**Results:** After the interpretation of the results it was found that the differences between

male and female players are apparent in area General encouragement. More

evident differences were found in successful and unsuccessful players. A

retrospective evaluation of these players by a coach help him realize that he/she

has to dedicate more attention to these players according to their specific needs.

**Keywords:** coaching, coach, communication, talent development