



## Steve Holland, Chelsea via Crewe

One Manager in Seventeen Years  
at Crewe: one style of Leadership

Six Managers in Seven Years at  
Chelsea: Six different styles of  
Leadership

A coach with humility mixed  
with curiosity;  
industry balanced by adaptability



# Crewe

60 % home grown;  
20% non-league; 20% released  
What made them successful?

Hungry to progress  
Responsive to attention  
Aware of Strengths and Weaknesses  
Worked to affect thinking and  
change habits  
Individual Specific Work  
Non-league athletes improve  
physically



# Chelsea with Ancellotti

## Soldiers and Artists in Balance

Favoured a diamond with medium  
block and counter  
11 v 11 full pitch and tactical but  
with work on defensive pressing  
and counter attacking principles  
Use of periodisation, sports science  
and Milan Mind Lab  
Measured half-time feedback  
A Coach not a Manager



# Chelsea with Villas Boas

## Owner exerts Influence

Owner wanted them to press high and  
keep possession

First Phase construction with  
defenders driving out with the ball

Compact block and a High Line  
Front three – one in between lines and  
two to penetrate



# Chelsea with Di Matteo

## Short Term Objectives

Short term 'wins' with blocks of games and adjust playing system accordingly

Recovery strategies

Improve Communication in the team and squad

Thorough preparation - measure pitches



# Chelsea with Rafa Benitez

## Interactive 'Educational' Team Meetings

Attention to detail  
Affect what you can control  
Tactical Patterns in Training  
Work on first day recovery





# Chelsea with Mourinho

## Prepare in Your Head

Defensive stability and tactical organisation with focus on winning

Periodisation adapted – never any stopping or talking

90 minute sessions max; 20 players 10 v

10

Multiple outcomes in training

Great communication skills – clear pictures

Ruthless, single minded and confrontational



# Chelsea with Hiddink

Stability before Upheaval?

Get them believing individually and collectively?

Build team cohesion and trust?

Individual responsibility within team system and shape?

More in training?