



When we say trust the process.. the process is to rebuild the club, not just rebuild the team. We have to navigate our way through phases when going through this rebuild..

We reached an all-time low last season with arguably one of the worst phases in the club's history in terms of performance, results but also in terms of processes, facilities, ability to develop & improve players. There has also previously been no long-term vision set for the club. We never wanted to then plan for just getting through this season; we want to build so everything we do now, also contributes towards the success in seasons to come. We don't want to be reliant on people to save us from financial issues before focusing on the football every time. We have seen the same cycle repeat itself for the last few years. There are also many occasions where I would feel frustrated with the lack of finances available to kick start the rebuild but instead of complaining, we work & we find solutions with a goal in mind

To highlight my personal stance - I will defend the clubs needs through hierarchy and give detailed perspective on what we need, to grow but I will also not wait for a solution if there isn't a valuable one ready to be presented. I will find a solution with what we can and continue looking forward

When taking all of this into account, it is time for the football part of this club to get to a sustainable point where if extra investment is made - it is a luxury to take us to another level, not a necessity to survive. We will keep falling into the same cycle every season if we take any other approach



There were 3 main aims when I first joined:

- Professionalise the organisation
- Create a competitive 1st team squad & work on processes to positively impact their potential
- Laying foundations for sustainable progression

We are close to achieving the first 2

It's now continuously working on the 3rd and pushing to see the results



To Recap..

The following, had to be addressed before moving onto the squad

1. Creative ways to develop the facilities.....



Gym Development (Before)



Gym Development (After)



Locker Room (Before)



Locker Room (Plan)



Start date: 4th December 2023
Completed by: 18th January 2024



2. Evolve individual departments & processes which were not in place last season

- **Separated roles for organisation structure in the academy & 1st team**
 - X 2 Full time 1st team assistants
 - X 1 Full time GK Coach
- **Introduction of new roles/staff**
 - Head of performance
 - Lead video analyst
 - Full time physio
 - Head of academy coaching: Implementing our philosophy through to our youth so there is an alignment of how we want to play across the club

Introduction towards regular communication between all departments which contribute towards player development and player care from academy through to first team.

Only then, were we able to build a criteria for recruitment of players



In June 2023 – we had a squad with 15 contracted players, 3 in which were long term injuries. We found a creative way to sign 10 new players in the last transfer window & gave 5 academy players professional contracts, using pretty much the same budget as last season

The players we bring in within our market, have high potential but some also have specific areas of development that need to be focused on – whether its physical, technical or mental which they and we have agreement upon, and work on this daily. It is also the same with some players from last season that we keep in the squad and academy players we promote. The talent & potential is very much present but this is why its so important to have high level facilities/departments and processes which can influence their development in a positive way.

Next phase is then to build a reputation in the market for being able to develop players & create revenue. We want to reinvest whilst already having built everything around all players to succeed.

Again - when using last season as a starting point after reaching an all-time low, it was obvious we were working from the ground up

Since then, we have made a number of improvements from a club development standpoint but also in performance..



Scoring Goals

2022/23

Effectiveness build-up (no 2nd Balls)	Offensive interventions	Initiate dangerous attacks	Packing Expected Threat (positive)	Packing xG	Shot-based xG
344	217	73	3.46	2.53	2.27
316	210	65	2.76	1.88	1.78
306	210	59	2.73	1.85	1.69
296	207	58	2.7	1.67	1.61
289	203	55	2.69	1.6	1.6
283	6. 201	55	2.54	1.49	1.49
281	200	54	2.46	1.46	1.4
281	199	54	2.36	1.39	1.34
280	199	54	2.36	1.36	1.33
280	195	54	2.33	1.34	1.31
279	194	53	2.31	1.29	1.29
276	194	53	2.3	1.28	1.29
276	193	52	2.24	1.27	1.29
265	189	52	2.23	1.26	1.26
265	184	52	2.15	1.25	1.24
263	183	16. 50	2.09	1.23	1.22
258	183	49	17. 2.08	17. 1.2	1.05
256	181	47	2.05	1.05	18. 1.04
247	173	46	1.99	0.98	1.03
20. 241	165	44	1.96	0.97	1.01

2023/24

Effectiveness build-up (no 2nd Balls)	Offensive interventions	Initiate dangerous attacks	Packing Expected Threat (positive)	Packing xG	Shot-based xG
310	218	60	3.13	2.54	2.39
306	206	58	3.04	2.26	1.85
302	193	52	2.81	2.23	1.75
288	188	52	2.8	2.14	1.75
287	188	51	2.75	2.02	1.69
280	185	50	2.62	1.96	1.69
272	184	50	2.62	1.87	1.67
269	180	49	2.54	1.77	1.47
263	8. 180	49	2.43	1.62	1.46
263	180	49	2.41	1.61	1.39
11. 263	175	48	2.37	1.6	1.35
257	174	48	2.37	1.59	1.35
255	174	48	2.35	1.42	1.34
255	168	46	2.33	1.41	1.33
252	168	46	2.32	1.37	1.26
248	167	45	2.21	1.36	1.2
240	167	41	2.2	1.3	1.2
225	165	41	2.19	1.24	1.15
215	160	39	1.87	1.18	1.06
207	159	39	1.86	1.07	1.05

Source for all data shown: <https://www.impect.com/en/>

2022/23

Prevent Conceded Goals

Compactness (team)	Ball Loss Removed Teammates	Ratio - defensive interceptions / clearances	Def. stability (defenders)	Ratio - stopping chances / clearances	Packing Expected Threat (Opponent)	Packing non-shot-based xG (Opponent)	Shot-based xG (Opponent)
300	124	58.9%	45	51.0%	1.8	0.83	0.9
314	130	58.0%	45	49.5%	1.86	1.01	1.05
321	131	57.5%	47	48.5%	2.02	1.14	1.08
326	132	56.9%	47	48.5%	2.03	1.15	1.13
333	135	55.1%	49	48.4%	2.09	1.16	1.14
336	136	54.9%	50	48.4%	2.11	1.17	1.15
340	138	54.8%	50	47.1%	2.12	1.2	1.15
8. 340	139	54.7%	51	46.9%	2.19	1.21	1.21
341	141	54.6%	9. 51	46.5%	2.25	1.26	1.24
346	142	53.8%	52	45.8%	2.33	1.33	1.3
351	11. 142	53.5%	53	45.5%	2.34	1.36	1.31
352	142	53.2%	53	45.5%	2.41	1.37	1.42
354	142	53.0%	55	45.0%	2.43	1.42	1.43
359	143	52.6%	55	44.6%	2.44	1.47	1.43
360	147	52.4%	55	44.1%	2.47	1.55	1.45
361	147	52.4%	57	43.7%	2.61	1.58	1.54
375	17. 147	51.0%	59	43.6%	2.72	1.72	1.68
389	156	50.8%	10. 64	43.6%	2.97	1.96	1.82
18. 389	157	50.3%	67	43.6%	18. 3.03	15. 2.05	10. 1.88
391	175	50.1%	72	42.9%	3.27	2.14	1.94

2023/24

Compactness (team)	Ball Loss Removed Teammates	Ratio - defensive interceptions / clearances	Def. stability (defenders)	Ratio - stopping chances / clearances	Packing Expected Threat (Opponent)	Packing non-shot-based xG (Opponent)	Shot-based xG (Opponent)
296	111	57.5%	32	50.3%	1.68	0.9	0.86
301	120	56.7%	39	49.9%	2.12	1.22	1.04
307	120	56.5%	40	49.7%	2.14	1.28	1.08
307	4. 121	56.1%	41	48.5%	2.15	1.31	1.13
308	121	54.1%	41	48.2%	2.15	1.36	1.15
308	122	53.7%	42	47.7%	2.18	1.38	1.2
315	122	53.4%	42	47.1%	2.19	1.48	1.33
324	126	52.9%	44	46.1%	2.2	1.48	1.33
324	126	52.6%	45	45.5%	2.37	1.49	1.34
329	128	52.4%	45	45.4%	10. 2.38	1.63	1.42
334	133	52.2%	46	44.9%	2.39	1.69	1.59
336	135	52.2%	46	44.7%	2.5	1.72	1.59
13. 341	135	52.0%	46	44.6%	2.58	1.72	1.59
345	139	52.0%	14. 52	44.3%	2.64	1.8	1.59
348	139	51.8%	55	44.2%	2.67	1.81	1.61
350	139	51.4%	57	42.5%	2.72	1.81	1.63
350	143	51.2%	57	42.3%	2.84	1.96	1.64
357	146	50.2%	59	41.5%	2.87	2.03	1.76
360	153	49.0%	61	41.2%	3.05	2.61	2.14
388	153	47.4%	64	38.6%	3.27	2.79	2.31

Build Up

2022/23

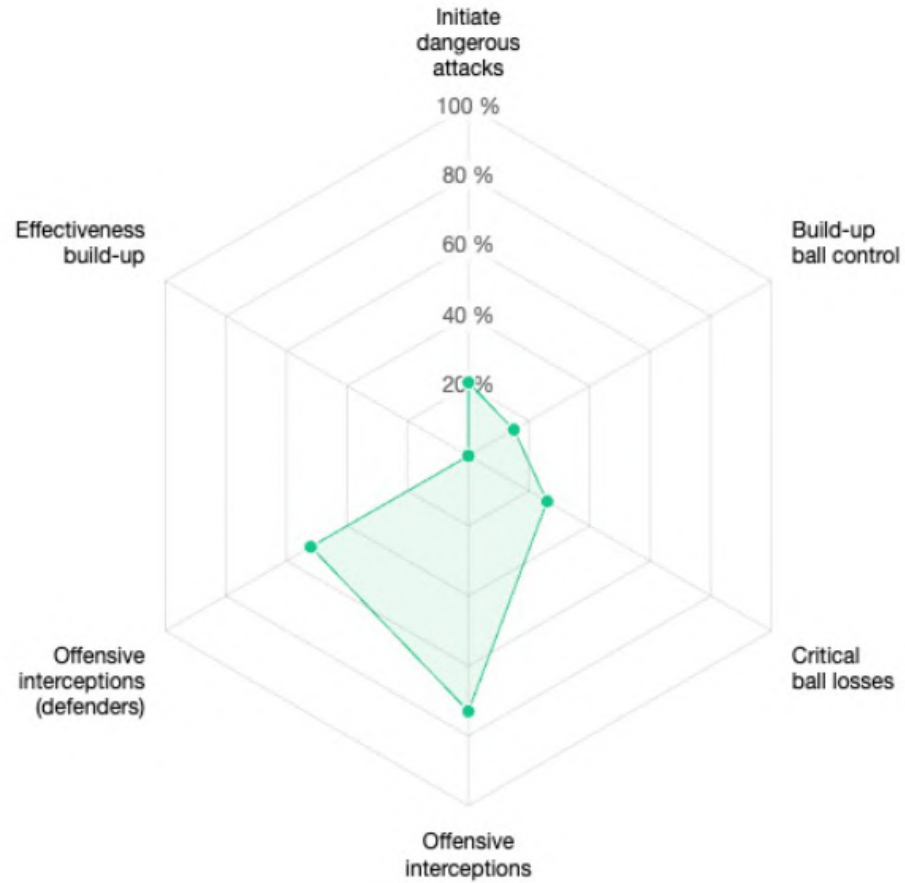
2023/24

Effectiveness build-up	Ball Loss Removed Teammates	Critical Ball Loss Number
419	124	6
405	130	6
379	131	7
372	132	7
367	135	7
358	136	7
355	138	8
349	139	8
347	141	8
346	142	8
346	142	8
345	142	8
344	142	8
343	143	9
330	147	15. 9
329	147	9
323	17. 147	9
319	156	10
308	157	10
20. 306	175	13

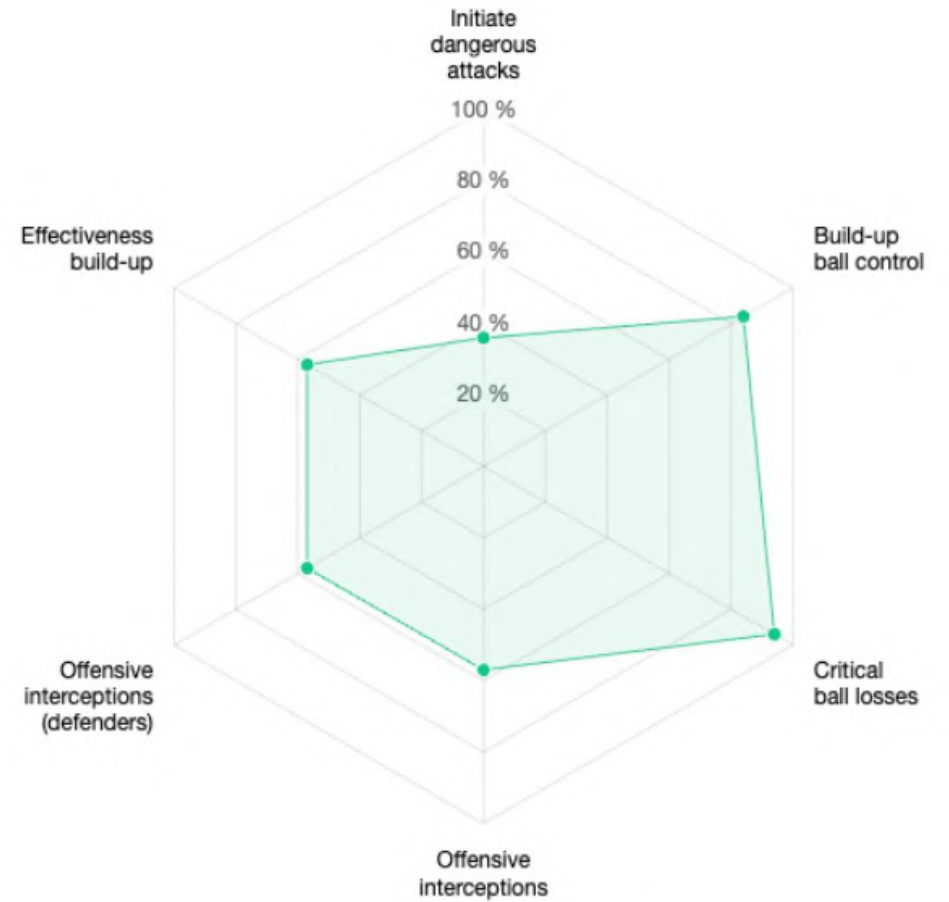
Effectiveness build-up	Ball Loss Removed Teammates	Critical Ball Loss Number
377	111	6
376	120	2. 6
375	120	7
357	4. 121	7
356	121	7
352	122	7
341	122	8
341	126	8
9. 335	126	8
333	128	8
330	133	8
327	135	8
325	135	9
324	139	9
322	139	10
322	139	10
309	143	10
290	146	10
281	153	11
275	153	12

Summary

2022/23

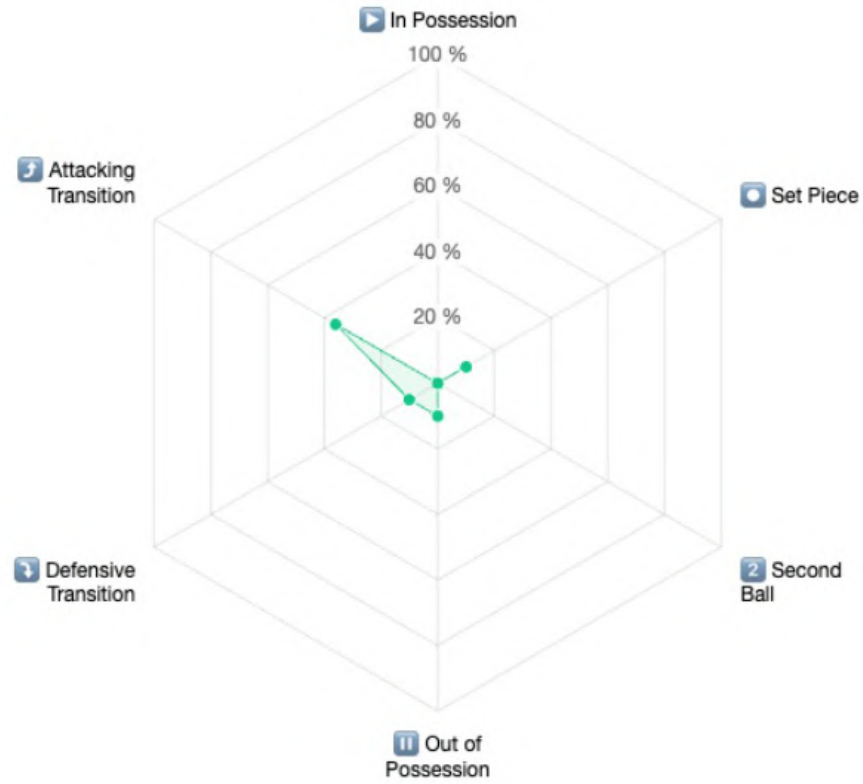


2023/24

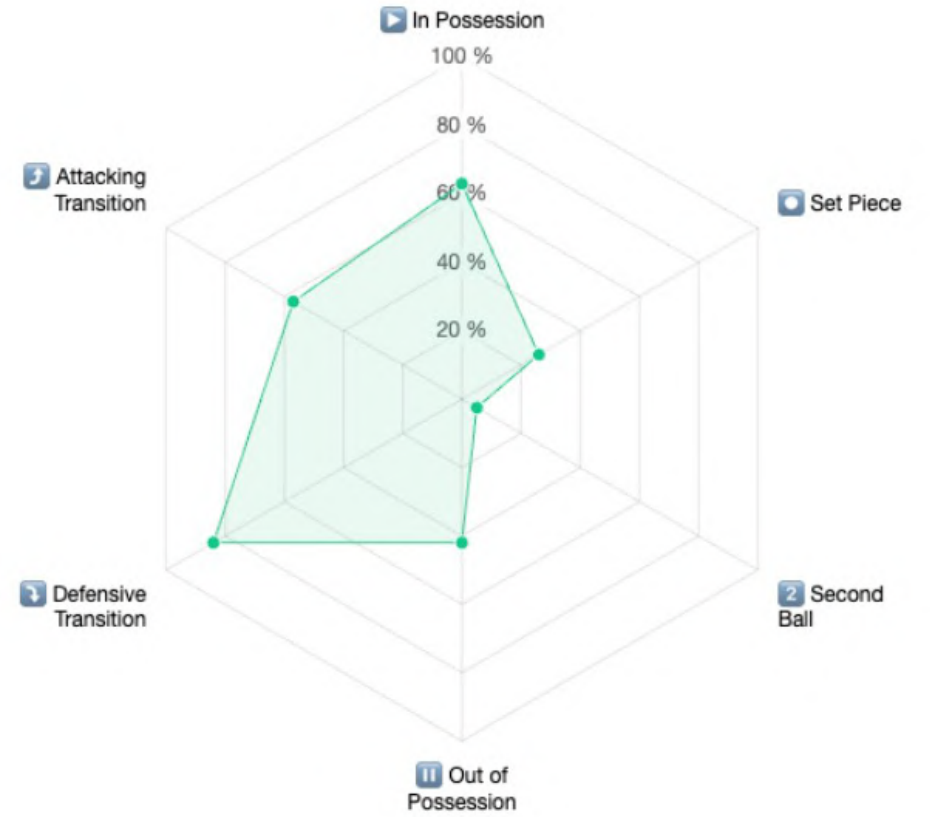


Summary

2022/23



2023/24



Summary

2023/24



Shot-based xG

Difference to the opponent: Shot-based xG



Team Impact

2022/23

Player	Position	Match share	IMPECT ↓
 Danny Verbeek <small>33 183m</small>	Offensive Midfield	23.7 (2274min)	86 % Very High
 Anass Ahannach <small>25 179m</small>	Central Midfield	12.5 (1199min)	67 % High

2022/23: Reliant on 2 players for impact

Only 3 players in total between 60% - 90%

2023/24: 10 players now sharing impact levels with 8 of them above average in the league

Danny & Anass still to come back from injury – highest impacts from last season

2023/24

Position	Match share	IMPECT ↓
Offensive Midfield	7.3 (709min)	80 % Very High
Central Defender	4.5 (437min)	79 % High
Central Defender	7.7 (743min)	77 % High
Striker	10.1 (981min)	72 % High
Central Defender	4.7 (456min)	68 % High
Central Defender	12 (1171min)	64 % Above Average
Right Back	7.4 (719min)	59 % Above Average
Offensive Midfield	4.3 (407min)	57 % Above Average

International Call Ups



2022/23: 0 International call ups
2023/24: 6 International call ups

Potential impact on player valuation

International Call Ups



3 of these players were given professional contracts, having progressed from our academy

International Call Ups



- 2 Assists on Ilias's debut game vs Libya U20s
- Winning goal in injury time against Algeria U20s

We have also made huge steps from a physical stand point...

What Has Been Introduced?

- Testing battery – Screening, Power, Speed, Endurance, Strength Levels
- Daily monitoring based on wellness questionnaires, subjective scores after training to objective data
- like GPS raports
- Standarization of daily/weekly/monthly schedule – combination physical performance work with
- football specific
- Gym/prehab session before and after pitch session (MD+1)
- Individualization of training with groups (starters, substitute players, high potential players,
- cooperation with academy)
- Individualization of loads on pitch/conditioning/gym sessions
- Improvement in recovery area – nutrition, supplements, recovery strategies and sessions



GPS Data – This Season

	Home	Away			2 players missing data	3 breaks in game	Red card Jaron in 55 min	1break in game			Red card Gedion in 67 min				
MATCH	TOP OSS	Helmond Sport	ADO Den Haag	Jong PSV	S.C. Cambuur	MVV Maastricht	Roda JC	FC Groningen	FC Eindhoven	Willem II	VVV - Venlo	FC Dordrecht	Excelsior Rotterdam	FC Jong Utrecht	
MICROCYCLE	1	2	3	4	5	6	7	8	9	10	11	12	CUP	13	
Total Distance	TD [m]	112623	109684	115619	114980	96611	123617	108536	113238	109201	111065	106171	102533	153805	110066
High Speed	HSR [m]	9632	7987	9716	9619	7665	11173	8013	6972	8145	9038	8493	7522	12997	8974
Running	% HSR	8,6%	7,3%	8,4%	8,4%	7,9%	9,0%	7,4%	6,2%	7,5%	8,1%	8,0%	7,3%	8,5%	8,2%
	Sprint [m]	2633	2108	2665	2655	1810	3023	1976	1738	2233	2435	2671	2288	3476	2555
	% Sprint	2,3%	1,9%	2,3%	2,3%	1,9%	2,4%	1,8%	1,5%	2,0%	2,2%	2,5%	2,2%	2,3%	2,3%
	No. Sprint	143	120	142	136	101	154	104	92	131	129	127	114	184	140
	ACC	832	792	916	870	709	865	880	871	860	889	824	872	1217	857
	DEC	917	880	964	915	793	983	1011	1021	915	1049	949	933	1340	1031
	HMLD	23834,0	22017,0	25250,0	24911,0	20966,0	26338,0	22903,0	22323,0	22905	24143,0	22615	21664	33034	24326
	Dist/min	109,00	115,00	117,00	116,5	117,0	108,0	114,0	109,0	110,00	115,00	112,00	109	114	115
	Duration	100,0	94,0	97,0	96,0	100,0	100,0	100,0	111,0	96	98	95	96	120	97



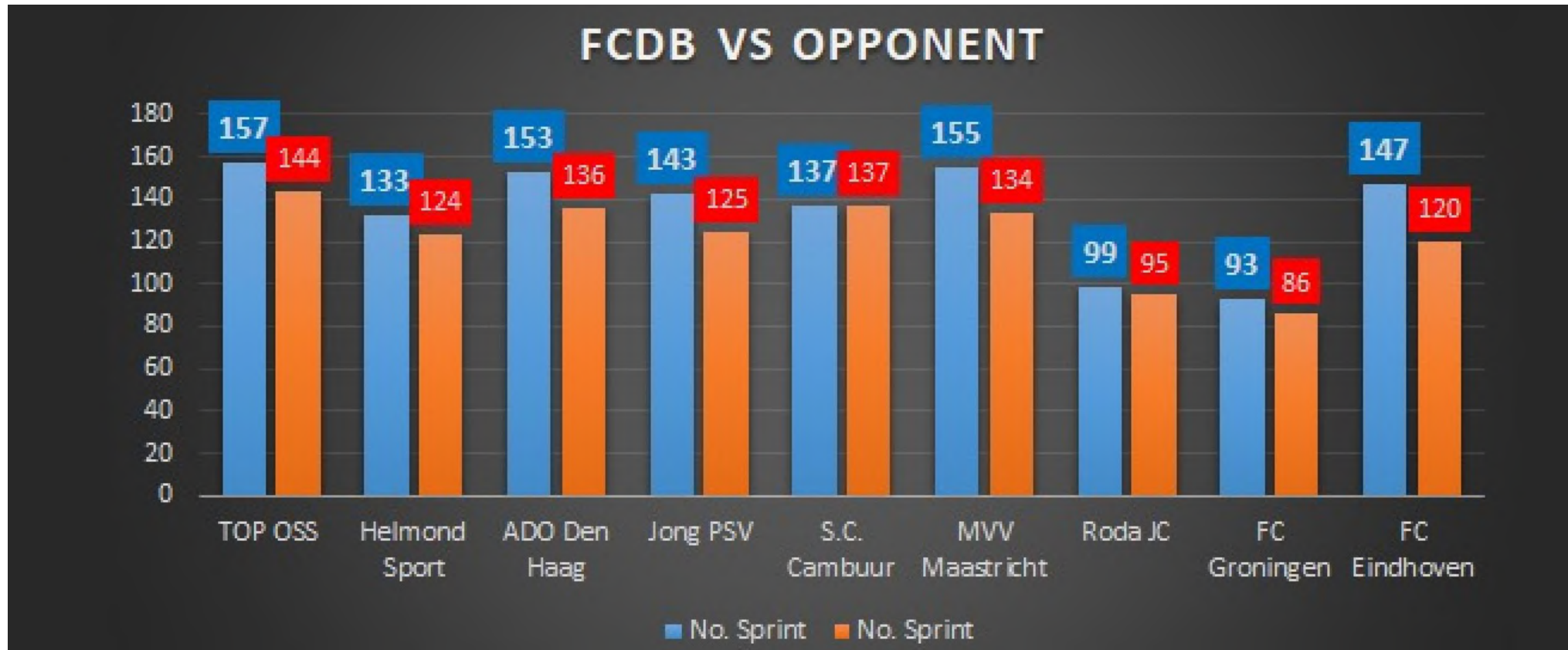
FC Den Bosch vs Excelsior Rotterdam 1 - 2

TOTAL	Duration	Total time in Red Zone	Total Distance (m)	HSR Dist 19.81-25.2 km/h	SPRINT Dist > 25.2 km/h	High Metabolic Load	Dist/min	HSR/min	High Metabolic Load (m/min)	Nb of Sprints (>25.21 km/h)	Max speed (km/h)	Nb High Acc	Nb High Dec
CENTRAL BACK	02:15:54	00:00:00	14684	792	198	2780	108.04	5.83	20.46	10	31.52	107	121
CENTRAL BACK	02:15:54	00:00:00	15622	1216	323	3232	114.94	8.95	23.78	16	32.68	143	138
CENTRAL BACK	01:42:55	00:00:00	10250	696	187	1846	99.58	6.76	17.94	11	30.59	57	71
CENTRAL MIDFIELDER	01:27:23	00:10:51	10360	938	136	2184	118.56	10.74	24.99	8	31.17	70	77
CENTRAL MIDFIELDER	01:18:00	00:00:00	9447	605	50	2047	121.11	7.76	26.24	3	27.31	65	76
CENTRAL MIDFIELDER	02:15:54	01:24:23	16026	1419	349	3467	117.91	10.44	25.51	19	33.35	127	124
CENTRAL MIDFIELDER	01:04:14	00:00:00	7286	384	58	1470	113.42	5.98	22.89	3	30.77	58	65
CENTRE FORWARDS	01:59:19	00:00:00	12559	1205	569	2455	105.25	10.1	20.57	35	34.26	95	88
FULL BACK	01:11:02	00:55:14	8142	759	134	1840	114.6	10.69	25.9	8	30.83	73	81
FULL BACK	02:15:54	00:00:00	15890	1704	463	3828	116.92	12.53	28.17	23	31.55	131	138
FULL BACK	01:17:10	00:12:05	8271	957	277	2161	107.17	12.4	28	14	32.14	93	104
WIDE FORWARDS	00:58:44	00:36:39	7033	710	264	1600	119.72	12.08	27.25	12	33.44	66	66
WIDE FORWARDS	00:58:56	00:00:00	7073	724	147	1773	119.98	12.28	30.08	8	31.88	47	81
CENTRAL BACK	00:32:58	00:22:24	3908	150	26	735	118.51	4.55	22.3	2	29.07	26	36
CENTRAL MIDFIELDER	00:16:35	00:14:29	2175	178	72	453	131.1	10.71	27.32	3	31.53	11	20
CENTRE FORWARDS	00:48:56	00:00:00	5079	560	223	1163	103.78	11.44	23.76	9	32.98	48	54
AVERAGE							114.41						
SUM OF TEAM			153805	12997	3476	33034				184		1217	1340

22-23 vs 23-24 Season

	AVERAGE 22-23	AVERAGE 23-24	
Total Distance	109023,5	115216,8	6%
High Speed Running	7948	9189	16%
Sprinting	1514,8	2540	68%

No. Of Sprints FCDB vs Opponent



Organisation medical 2023/24

Clubdoctors
Hans Herrings / Luuk Wouters

Medical manager
Evert Scholten

Medical coordinator
Mike Scholten

Physiotherapists 1e team
Luca de Rosa
Leon Bok

Sportstherapist
Paul Eichelsheim

Sportdoctor
Donna Blokland

Orthopedic surgeon
Denis Dartee

Additional staff added to the process

All these are indicating factors towards progress & results being close, but what was key in this phase is laying the foundations for progression

Today - these results don't show. We created our own standard when it came to high level performances this season, which is now what would be referred to as a benchmark for us. We agree, it is a benchmark to remain consistent in terms of performances & that is our aim but when confidence hits a low after losing games consistently - it effects every athlete/team in the world. Its not that because we make all these changes, things automatically fall into place and we also start winning games consistently. We still have to learn and grow from the mistakes and build on the positives. We have also had some unlucky moments during this phase with decisions & scenarios that go against us, whether it's in-game where you would see a clear chance missed which that same player would score 9 times out of 10 or whether its an awful refereeing decision but what we do, is always create an environment after a loss where we brush ourselves off and are ready to go again because of the belief in the process.

As mentioned - we all want to see this club achieve success. Not just today, or this season but build towards seasons where we can make steps for success after success



I was at Arsenal in a time where the club went through arguably one of the biggest rebuilds in football. Different context/level and starting points, of course but we also invested in young players. We also built a team around players with potential and had to be patient for their growth. We had players leave. We made discipline and professionalism the main contributing factor towards our growth. We went through periods of losing games consistently, in some moments undeservedly. We also had red cards, injuries, that affected us. Confidence being low after losing games. But there was a moment where it all clicked into place after sticking to our principles and trusting the process. This is where my patience comes from and the ability to stay completely away from reactionary comments or actions.

We have the most hard-working group of people involved at FC Den Bosch right now. Every day, every player, every staff member, is grafting to make it a better place. There will be hard times, not for one second would I say this is going to be easy. We all try to make the best decisions every day from a place of experience and genuine feeling towards making this club a better place.

We have already made steps in regards to the key areas we highlighted for impacting development and laying the foundations for progression..

In the end - it will feel more satisfying in having a club built together, for success that isn't reliant upon the financial circumstances or for that to be used as an excuse, but totally down to the environment and level we create around the football.

