



No. 63/2021

TO UEFA MEMBER ASSOCIATIONS

For the attention of  
the President and the General Secretary

Your reference	Your correspondence of	Our reference	Date
		NAD/JUD	30 August 2021

### **UEFA Diploma in Football Leadership and Management**

Dear Sir or Madam,

It is with great pleasure that the UEFA Academy announces the fourth UEFA Diploma in Football Leadership and Management (UEFA DFLM). This is an advanced programme enabling high-performing managers in charge of projects to further develop their leadership and managerial skills. Building on the UEFA Certificate in Football Management (UEFA CFM), the UEFA DFLM has been designed to strengthen and refine the soft and hard skills needed to succeed in an influential role in European football.

This unique nine-month programme starting in February 2022, is project-based, meaning applicants must apply with a project proposal that adheres to the strategic objectives of their national association. This project is then developed as an integral part of the UEFA DFLM with the intention that it will be implemented by the organisation upon successful completion of the programme.

Designed as a blended-learning programme, the UEFA DFLM comprises four online modules and three face-to-face seminars held in Switzerland. The online modules ensure the participants can access the content anywhere and at any time, to study without it conflicting with their work schedules. Moreover, each participant will be assigned an experienced coach, who will help them in their project development and studies throughout the UEFA DFLM. The knowledge acquired, networking opportunities and the projects will all be for the benefit not only for the participants but also their organisations.

You can find further details of the programme and eligibility in the enclosed brochure and in the table on the next page.

The programme will start on the 1<sup>st</sup> February 2022 with the opening of the 1<sup>st</sup> online module, the dates for the face-to-face seminars are as follows:

- Seminar 1: 1 – 2 March 2022, UEFA HQ, Nyon
- Seminar 2: 29 – 30 June 2022, IDHEAP, University of Lausanne
- Seminar 3: 1 – 3 November 2022, retreat in the Swiss alps

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Applications for the UEFA DFLM will be opened on the 30<sup>th</sup> August 2021 and run until the deadline of 31<sup>st</sup> October 2021. All interested candidates must complete the online application form available at [UEFAAcademy.com](https://uefaacademy.com) and submit it along with a CV, short introduction video, PPT presentation of the project as well as a recommendation letter from the organisation's top management.

Should you have any questions, please contact our UEFA Academy programme assistant, Dudley Langelier ([academy@uefa.ch](mailto:academy@uefa.ch)).

Yours faithfully,

**U E F A**



Theodore Theodoridis  
General Secretary

Enclosure

- UEFA DFLM brochure

cc (with enclosure)

- UEFA Executive Committee
- UEFA HatTrick Committee
- European members of the FIFA Council
- FIFA, Zurich

<b>UEFA DFLM: Key characteristics</b>	
<b>Objective</b>	The UEFA DFLM is an advanced programme to enable high-performing managers in charge of teams delivering complex projects to further develop their leadership and managerial skills.
<b>Target group</b>	Managers in leading positions at football organisations or have the potential to be in a leading position in the future.
<b>Admission criteria</b>	<p>Candidates should:</p> <ul style="list-style-type: none"> <li>– Have a managerial role within a football organisation</li> <li>– Manage at least two staff and/or be in charge of an area of strategic importance for their organisation</li> <li>– Have completed the UEFA CFM programme with at least a grade five OR have over four years working experience in a football organisation at a managerial level</li> <li>– Present a complex project that is aligned with their organisation's strategy</li> <li>– Have a good command of English, both spoken and written</li> </ul>
<b>Teaching model</b>	<p>Project-based programme: participants will develop a project in line with their football organisation's strategic objectives that is to be implemented upon completion of the UEFA DFLM.</p> <p>Blended-learning approach: four online modules and three face-to-face seminars in Switzerland.</p>
<b>Topics</b>	<ul style="list-style-type: none"> <li>– Project conceptualisation</li> <li>– Project planning and presentation</li> <li>– Negotiation</li> <li>– Leadership</li> </ul>
<b>Maximum number of participants</b>	20 participants. Each national association is entitled to submit <b>one</b> application for the programme. If there is greater interest from the staff, please contact the UEFA Academy team.
<b>Certificate awarded</b>	<p>Diploma of advanced studies (DAS), 30 ECTS credits (if previously completed the UEFA CFM)</p> <p>Certificate of Leadership (CAS), 10 ECTS credits (if haven't completed the UEFA CFM)</p>
<b>Costs</b>	Tuition fee (EUR 8,500), accommodation and travel costs all covered by UEFA for representatives of national associations.
<b>DFLM contact</b>	UEFA Academy programme assistant, Dudley Langelier (academy@uefa.ch).