**Title of presentation:**
The changing role of the Swedish elite football coach

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**Objective:**
The coach has become a leading figure in Swedish elite football. Contemporaneous as professionalization, commercialization, medialisation, scientification and the increase organization of the game have shaped football in general, these processes have placed the coach in its absolute center. More responsibility, power and impact but at the same time more actors and factors to deal with. The aim of this study is to get a deeper understanding of this development. The year of departure is 1967 when the amateur regulations were abrogated and the processes above were intensified.

**Methods:** Through a text analysis of the educational material from the coach course organized by the Swedish football association (SvFF), of documents from elite football clubs, and qualitative interviews with active and former active players, coaches and leading person in Swedish elite football, this study examine why and how the role of the coach has change. The theoretical framework is a governmentality perspective and the analyze tool is two settings of ideal types.

**Results:** A tentative result coming from an analysis of the first half of the educational material is that the range of knowledge that a coach need to have, has broaden and deepen. In addition to practical football skills, psychological, physiological, pedagogical and tactical aspects have become more prominent.

**Conclusions:** These findings give foundation to the conclusion that the roles that the coach need to undertake have multiplied. From an instructor to a manager, mentor and also, to a greater extent, coaching the game.