



Introduction

Bart Choufour

EDUCATION

- BA Physical Education. Academy for Physical Education, Amsterdam
- Masters in Education | Coaching Studies, University of Victoria
- Thesis; “Developing Creativity in Youth Soccer Players”
- CSA A-license Coach

EXPERIENCE

- Currently Technical Director Phoenix FC, Sherwood Park, Alberta
- Professor at UVIC MEd Coaching Studies, 2021, 2022 (Sports Admin and Coaching & Teaching Effectiveness).
- Vancouver Whitecaps FC since 2006 till April 2023, various roles
 - PRE-MLS Academy Head Coach
 - Director and Technical Director Academy Centres
 - Prospects Head Coach
 - Coach Educator Academy Centres
- Boys Director and Head Coach at TSS Richmond
- Independent Soccer Academy operator
- Provincial Team Coach
- TD Peace Arch Soccer Club
- TD Tsawwassen Soccer Club
- Player coach top amateurs The Netherlands
- Youth Coach in the Netherlands
- Physical Education Teacher

OTHER INTERESTS

juggling, percussion, gardening, reading, cooking, bread making, kombucha brewing, research, biking, health, music, video editing, public speaking, pickle ball, singing, exploring new things (like now, website design)

Bart Choufour

Born in Surabaya, Indonesia in 1956, we moved (back) to the Netherlands in 1958 and that's where I grew up until I traveled to Canada in early 1984.

My childhood was, generally, a happy one. I played a lot, always outside, sometimes structured play (club soccer, baseball, table tennis), but mostly unstructured. Being coached was kind of foreign to me until I got into some serious baseball (Haarlem Nicols) and soccer programs (Haarlem) in my early and mid teens. I also played very competitive table tennis. Up to then, my table tennis was mostly played in our attic, against a very competitive dad and brother, my soccer was mostly played in the streets (with club games on the weekend and club practice on Wednesday) and baseball we played in a huge parking lot behind our apartments and at the club a couple of times a week.

This helped form me to who I am today, a believer of game-based coaching, promoting player agency. I believe that High Potential players choose themselves in their relentless pursuit of excellence. We, as coaches, have a role to play, but the role is merely that of a facilitator of learning. There is no coach that takes players to the “promised land”, ever. We can help players get ready for the next opportunity that comes around, but they have to do the work ... with passion!



Acknowledgements

To my wife, Donna Marie Guillemin, who is an inspiration of creativity in all walks of life, including painting, drawing, garden design, cooking and natural healing. She has a special ability to make things beautiful and is ultimately creative.

Our sons, Yuri and Kai Choufour, leading life to the fullest in a creative way. Yuri as a photographer/videographer and Kai as a fine artist working with a variety of media and cooking. Both like to think outside of the box and come up with creative solutions to everyday living.

My late father, Jack Choufour and my late mother Elly Choufour De Roo, who gave me full freedom to play in the streets of The Netherlands, my home country. Many creative moments were spent with my soccer ball, other sports, games and friends.

Hans Bongers, a friend from the Academy for Physical Education, who included me in his movie project “De ware straatvoetballer” (The real street soccer player) in 1986 and has always been a creative inspiration in sports, music and juggling.

Johan Cruyff, arguably The Netherlands’ best-ever soccer player. A purist at heart, he always, as a player and as a coach, has stood for attacking, attractive soccer. He was the inspiration to and the key player in the implementation of the Dutch Total Football in early 70s.

To all coaches that encourage young players to play freely, allowing them to come up with creative solutions in the beautiful game of soccer.

Grateful to the Academy for Physical Education in Amsterdam that pointed me in the direction of player centered approaches and in-game learning.

