

UNLOCKING RUBEN AMORIM

The Complete Blueprint
of the Portuguese Mastermind



PEDRO MENDONÇA

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Dedication

To Ruben Amorim,

*For taking the name of Portuguese coaching to
remarkable heights,*

*For inspiring with your vision, determination, and
authenticity,*

*And for showing the world the brilliance of a true
leader.*

This work is a tribute to your journey.

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Prologue

From the very first encounter with Ruben Amorim as an opponent at the dawn of his coaching journey, I was struck by his remarkable ability to command the game and inspire his players. There was an undeniable presence about him, a blend of tactical acumen and leadership that stood out, even in those early days.

What impressed me most was his clarity of purpose—an ability to translate his ideas into actionable strategies on the pitch while earning the trust of his players. His approach to football is not merely about results; it's about instilling a philosophy, crafting a system, and nurturing a culture of excellence.

This work is not only a deep dive into the philosophies and principles of Ruben Amorim but also a testament to his influence as a Portuguese coach who has elevated the standard of modern football. To understand him is to understand a man dedicated to evolution, resilience, and unwavering belief in his vision.

Through these pages, I hope to shed light on the mindset of a coach who has already left an indelible mark on the beautiful game.

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The Identity

Core Idea of Play

- Amorim's philosophy is built on a foundational idea of play that prioritizes possession, intensity, and aggressiveness. This idea is not just a tactical approach but the essence of the team's identity.
- The game model is non-negotiable; regardless of the competition, opponent, or specific match context, the overarching principles remain consistent. This clarity ensures players always know what is expected of them, fostering confidence and cohesion.
- Amorim believes that sticking to a consistent philosophy helps players internalize the system, allowing for instinctive execution during high-pressure moments.

Importance of Team Cohesion

- Players must have a deep understanding of not only their roles but also their teammates' movements and the