



Manager's new age ideas and iron fist

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By Neil Farrington, The Sunday Sun

An old-fashioned football manager open to new age ideas - Sam Allardyce is a walking contradiction.

But behind the use of sports psychology and motivational techniques lies a classic managerial disciplinarian, according to the people who know the 52-year-old best.

And that should suit Newcastle fans - long since fed up with players whose main appetite appears to be for the high life - down to the ground.

From the very start of his managerial career at Limerick City, Allardyce displayed the complexities of his character . . . and an iron fist.

"Even in those days, he was into sports psychology," recalls Billy Kinnane, his assistant at the Irish club. "But he would also go down to the Brazen Head nightclub in Limerick to drag his players out."

And Allardyce's motivational guru Humphrey Walters - whose advice on player psychology and breeding a winning mentality he sought regularly while managing Bolton - paints a similar picture.

"Sam is one of the strongest-minded characters I've ever met, yet he's very open to sharing ideas," says Walters, who Clive Woodward cited as a big influence on England's 2003 Rugby World Cup triumph.

"There have been times when I have put ideas to him in a very general sense and before I know it he has put them into practice, and made them work brilliantly.

"Under him, Bolton used the ProZone system before the England rugby team did - that's how Clive Woodward latched on to it.

"Sam has a very rare gift of being able to communicate with people on all levels. He inspires loyalty.

"If I was Newcastle, he would be the only person I would go to. He should be managing England."



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