



# COMMUNICATION ANALYSIS

OF THE 6 SPANISH COACHES  
IN THE PREMIER LEAGUE

★ APRIL 2023 ★



✔ **CLARITY**



One of the most significant aspects of Pep Guardiola's communication skills is his ability to communicate his thoughts and ideas in a clear and concise manner. He uses simple language, avoids jargon, and provides clear explanations, which makes it easier for the media and fans to understand his messages.

✔ **PASSION**



Pep Guardiola's passion for the game is evident in his press conferences, and this is another aspect of his communication skills that makes him stand out. He speaks with enthusiasm, energy, and conviction, which inspires his players and motivates his fans. His passion for the game is contagious, and it is one of the reasons why he is such a successful manager.

# PEP GUARDIOLA



⌚ **PATIENCE**



Pep Guardiola can sometimes appear impatient or dismissive when dealing with the media. He has been known to cut short or avoid answering questions he deems irrelevant, which can create a negative impression. While it's understandable that he may have limited time or be frustrated with certain types of questions, being more patient and accommodating with the media could improve his image and help him connect better with his audience.

🧑 **HUMILITY**



Pep Guardiola is an extremely successful and accomplished manager, but at times, his confidence and self-assuredness can come across as arrogance. He has been criticized for being dismissive of other teams or players and for making grandiose statements. Showing more humility and acknowledging the strengths of other teams and players could help him come across as more gracious and respectful.



## ✔ HONESTY



One strength of Arteta's communication skills is his honesty. He is willing to be frank and transparent with the media, even if it means admitting mistakes or addressing difficult topics. This honesty creates trust with his audience and helps to establish his credibility as a manager.

## ✔ EMOTIONAL INTELLIGENCE



Mikel Arteta also demonstrates a high degree of emotional intelligence in his communication. He is able to read the room and adapt his tone and messaging accordingly. He can be empathetic and understanding when necessary, while also being firm and assertive if needed. This emotional intelligence helps him to build strong relationships with his players and connect with his audience on a deeper level.

# MIKEL ARTETA



## ⚠ CONFIDENCE



While Arteta is generally confident in his communication, he can sometimes come across as tentative or unsure of himself. This may be due to his relative lack of experience as a manager, but being more assertive and decisive in his communication could help him project more confidence and authority.

## ⚠ DETAIL



Even though Arteta is skilled at breaking down complex ideas, he can sometimes be too general, leaving out important details or specifics. Providing more concrete examples or details could help him better illustrate his points and make his messages more impactful.



## ✔ THOROUGHNESS



Emery is known for his thoroughness in answering questions from the media. He takes the time to provide detailed and informative responses, which helps to build credibility with both the media and fans.

## ✔ POSITIVITY



Emery generally has a positive and optimistic outlook in his communication. He focuses on the strengths of his team and the potential for improvement, which can help to boost morale and motivation.

# UNAI EMERY



## ! PRECISION



While Emery generally provides detailed responses, he can sometimes be unclear or convoluted in his communication. Being more concise and direct in his messaging could help to make his points more impactful and easier to understand.

## ! EMOTIONAL CONTROL



At times, Emery's emotions can get the best of him, leading to frustration and tension in press conferences. Developing better emotional control and avoiding outbursts could help him maintain a more professional demeanor and avoid distractions from the main message he intends to convey.



## ✔ COMMUNICATION STRATEGY



Lopetegui's communication style tends to be proactive. Apart from responding to media questions or criticisms, he is skilled at setting his own narrative. Developing a more deliberate communication strategy, such as focusing on key themes or messaging, has helped him to control his messaging and build a stronger relationship with his audience.

## ✔ ADAPTABILITY



Lopetegui demonstrates a high degree of emotional intelligence in his communication. He is able to read the room and adapt his tone and messaging accordingly. He can be empathetic and understanding when necessary, while also being firm and assertive when needed. This emotional intelligence helps him to build strong relationships with his players and connect with his audience on a deeper level.

# JULEN LOPETEGUI



## ❗ TRANSPARENCY



Lopetegui has been criticized for being too vague or evasive in his answers to media questions, particularly when it comes to team selection or tactical decisions. Being more transparent and open with the media could help to build trust and understanding with fans and media alike.

## ❗ VARIETY



Lopetegui's communication style can sometimes appear repetitive or formulaic. While he is generally effective in his communication, varying his style or approach could help to keep his messaging fresh and engaging for the audience. Incorporating more humor or personal anecdotes, for example, could help to humanize him and make him more relatable to fans.



### ✔ INTEGRITY



Gracia is generally honest and direct in his communication. He doesn't shy away from tough questions or criticism, and he's willing to admit mistakes or areas where his team needs improvement. This honesty can help to build trust and credibility with fans and media alike.

### ✔ HUMILITY



Gracia demonstrates a high degree of humility in his communication. He doesn't seek the limelight or attention for himself, and he often deflects praise onto his players or staff. This humility helps to build strong relationships with his team and connect with his audience on a deeper level.

# JAVI GRACIA



### ⚠ EMOTIONAL EXPRESSION



Gracia's communication can sometimes appear flat or lacking in emotion. Being more expressive and passionate in his messaging could help to create more impact and connection with his audience.

### ⚠ COMMUNICATION CONSISTENCY



Gracia's messaging can sometimes be inconsistent from one press conference to the next, leading to confusion or lack of clarity. Developing more consistent messaging and staying on message could help to build credibility and trust with his audience over time.



## ✔ SUPPLENESS



Sellés is skilled at adapting his communication style to different situations and audiences. He can be firm and assertive when necessary, but also empathetic and understanding. This adaptability helps him to build strong relationships with his players and connect with his audience on a more meaningful level.

## ✔ RESPECTFUL



Another strength of Sellés' communication skills is his respectful approach to the media. He is polite, gracious, and shows respect, even in difficult situations. This is helping him to build trust and positive relationships with the media, which can be valuable for a manager.

# RUBÉN SELLÉS



## ⚠ CONFIDENCE



While Sellés is generally confident in his communication, there are instances where he can appear hesitant or unsure. Being more assertive and decisive in his communication could help him project more confidence and authority.

## ⚠ CLARITY OF INTENT



There are instances where Sellés can be vague or evasive in his answers. This can create confusion or frustration for the media and fans, who are looking for clear and direct answers. Being more intentional and specific in his communication could help him avoid misunderstandings and build stronger relationships with his audience.





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