THE NEXT EURO STEP

PROPOSAL FOR COACHES

Your players go to Madrid. So do you.

A 30-hour certification in the Spanish academy method and the Coach Ambassador Program. Madrid, July 1–14, 2027.

30 h	3	$2,550
certification	levels	certification only



1 · THE SITUATION

Your players need another level, and so do you

8	125	30 h	6.75 m
straight NBA MVPs born outside the US	international players in the NBA (2026-27)	of certification in the academy method	FIBA three-point line, the same as the NCAA's

The best are developed differently

Jokić, Giannis, Dončić and Wembanyama came out of European academies: daily training, age-specific goals and FIBA rules.

Coaches learn on their own

In Mexico and the US most coach development is short clinics and videos. Seeing an academy from the inside is expensive and hard to arrange.

Families look for someone they trust

An international trip with minors raises questions. The coach who knows the player is the best answer.

What you learn stays with your team

A player comes back from Madrid better; a certified coach improves the whole team for years.

2 · THE IDEA

Get certified in Madrid while your players train

From July 1 to 14, 2027, coaches from Mexico and the US take a 30-hour certification in the Spanish academy method in Madrid with Dr. Rafael Navarro. You can come for the certification alone or, if your players travel with the program, chaperone them with lodging and meals included.

3 · HOW IT WORKS: THE CERTIFICATION

5 days, 30 hours and a diploma endorsed in Spain

Three learning blocks

1 · Foundations
Overview, expectations and theory of each topic

→

2 · Practice
Court work with feedback, planning, team management and communication

→

3 · Integration
You design and run a session, action plan and practical assessment

Academy method

- Technical, tactical and physical goals by age group
- Everyone learns everything before specializing
- High tempo and useful time in every session
- Individualized work

WISE Learning Through Sport Framework™

- Movement + reflection + application + evidence
- Every drill with a learning goal
- Measure to improve: baseline, follow-up and report
- Joint sessions with players on court

Certification only	US$2,550 per coach
Includes	5 days and 30 hours during the camp, lodging and meals at the residence, welcome kit, Bernabéu visit, welcome dinner, farewell lunch and printed diploma with folder
Not included	Flight and personal spending
Requirement	100 % attendance to be certified
Group size	The full course opens with a minimum of 6 coaches. If at least 3 coaches come with the players, the certification is delivered alongside the player program in a more compact format, with the same printed diploma accredited by a Spanish academy.

3 · HOW IT WORKS: COACH AMBASSADOR PROGRAM

If your players travel, your trip costs less

Ally coach · 1 or 2 players

- US$300 credit per player
- Deducted from your certification (US$2,550)
- You receive your players' final assessment, with their consent

Ambassador coach · 3 or 4 players

- You travel with your group as a chaperone
- 13 nights of lodging and meals
- Certification with a printed diploma accredited in Spain
- Outings, group dinners and official kit
- You pay your flight

Lead coach · 5 or more players

- Everything in the ambassador level
- US$1,000 applied to your plane ticket
- We buy it or reimburse it against an invoice
- You coordinate your group with our team

Benefits only go toward your trip, never in cash. Credit and flight support are applied to your certification, lodging or plane ticket for the July 2027 camp. They are personal, non-transferable and never paid out in money.

Rule	How it works
Who counts	Players who write your name or code when pre-registering, are accepted and travel fully paid
When your level is set	March 15, 2027, when the trip is confirmed
If the trip is not confirmed	Families get a full refund and there are no coach benefits
One player, one coach	Two coaches from the same club agree it with us before January 31
Your school or league	Check that it allows the benefit (for example, UIL in Texas); if not, come for the certification alone

3 · HOW IT WORKS: YOUR ROLE IN MADRID

You chaperone, care for the group and learn

Chaperone, not coach

Players train with the Madrid coaching staff. You supervise the group at the residence, in transfers, outings and meals.

One adult per 4 to 6 players

You live at the residence and cover day and night shifts, especially with minors.

Your certification, in parallel

While they train, you get certified. Some sessions are joint.

A bridge to the families

Your group's families know you; we give you the daily plan, the protocol and a direct line to management.

Requirements: child protection first

Requirement	Detail
Background check	Mandatory for every adult who supervises minors
SafeSport training	Child-protection course before the trip
Protocol and code of conduct	You sign them before travel and apply them all 14 days
Recommend honestly	Recommend the program only when it is right for the player. The decision is always the family's; if they ask about your role, tell the truth.

4 · KEY BENEFITS

What you take home from Madrid

For you

- A diploma endorsed by a leading Spanish basketball academy
- A method to plan practices by age group
- Your own action plan with short- and long-term goals
- A network with coaches from Spain, Mexico and the US

For your team

- Players who come back fluent in FIBA play and better decisions
- Your players' final assessment to plan the season
- Better-designed sessions all year
- A trip your families remember with confidence

What your trip is worth	Certification only	Ally (2)	Ambassador	Lead
Certification, lodging and meals	US$2,550	US$1,950	Included	Included
Nights in Madrid	5	5	13	13
Flight	You	You	You	US$1,000 applied

Ally example: 2 players × US$300 = US$600 credit; you pay US$1,950 for the certification.

WHO DELIVERS IT

Basketball from Mexico and Spain, from the court to the classroom

Hernán Encinas · Co-founder · Partnerships and Development

20+ years in sports management and international cooperation (FIBA, LNBP, NBA G League, ACB). Social program coordinator at UC Irvine. Leads partnerships in Mexico (Liga ABE) and the US (clubs and academies).

Dr. Rafael Navarro · Co-founder · Technical Director in Madrid

PhD in sport sciences, 30+ years developing talent. Directs the Real Madrid School's basketball master's and a postgraduate diploma at Universidad Europea. In 2026, Madrid, Spanish and Minicopa champion with Real Madrid's Infantil team.

Oscar C. Enriquez · Investor

Multiple-time champion in Mexican basketball, with a multi-sport career (Borregos, Tec de Monterrey). 20+ years as an executive across multiple industries.

Academy methodology (Academy Certification Program)

- "Competition is the means; development is the goal."
- Goals by age group: cadet and junior (15–18) for Prep; senior and university for College
- Technical and tactical fundamentals, tactical intelligence in real play and player-specific specialization
- Everyone learns to do everything, on top of position work
- A common session template and a technical, tactical and physical assessment at start and end

WISE Learning Through Sport Framework™

- Movement + Reflection + Application + Evidence = Impact
- Move with purpose: every drill has a learning goal
- Inspire connection: team challenges and Prep–College life together
- Stimulate and reflect: leadership, culture and a guided daily debrief with a learning journal
- Measure impact: baseline and final assessment on four levels (experience, learning, transfer, transformation)

5 · NEXT STEP

Register today: free and with no commitment

From sign-up to Madrid

Today	Dec–Jan	January 31	March 15	Apr–Jun	July 1–14
Sign-up and coach code	Share with your players	Confirm if you travel	Trip and level confirmed	Background and SafeSport	Madrid

What's your next Euro step?

Register at **thenexteurostep.com/coach-program.html**. Within 48 hours we send your code, the program material and an invitation to the monthly info sessions with Dr. Rafael Navarro.

The Next Euro Step · contact@thenexteurostep.com