

# THE POWER OF GIVING BACK

with Greatly Nurtured Development (GND)

INTERVIEW BY SINAI FLEARY

**T**ell us a little bit about yourself.

My name is Euon Brown and I am the Founder and CEO of Greatly Nurtured Development (GND). When I left secondary school in 2003, I signed for QPR on a professional youth football contract. I was also offered an England U16s school boys trial, but injury halted my opportunity. Following this and after my recovery, I was offered a Grenada U17s youth international level trial. After a successful trial, I went on to represent Grenada as an international youth from U17 through to U20 level.

At a professional senior level, I had stints in Sweden, Finland and Denmark before ultimately being called to represent Grenada at senior international level in 2009 at the CONCACAF Gold Cup. Shortly after that tournament, I was hit with a number of injuries and was forced to retire from football.

Since retiring, I have developed skills and qualifications in football coaching, personal training, mentoring, life coaching, counselling and sports psychology. I also have a career in programme management with a background in data analysis.

If I were to be asked to describe my sports development hub in a few words, I would say we provide sports development and in return are provided with legacies.

**You played professional football for the Grenada national team, which is an incredible achievement that many people dream of. What was that experience like?**



All photo's supplied by Euon Brown



Euon Brown playing for Grenada at International level.

It gives me an extreme sense of pride to know that through football, I am one of a few that has represented a nation and a family heritage. Thinking back to those days, it was exciting knowing that you have the weight of a nation resting on your shoulders.

## Why did you stop playing?

Unfortunately, regular injuries were my downfall, and after succumbing to a number of injuries at a young age, I became injury prone. I consequently decided to retire from professional football in the 2012/13 season at the age of 24.

## You are the Founder and CEO of Greatly Nurtured Development. What services does your company provide?

Greatly Nurtured Development (GND) is a sports development hub. GND provides a platform to learn a range of diverse skills catered for children, young people and adults in a safe, interactive and relaxed environment through football, fitness,

wellbeing and conversation. We are an elite team of coaches and specialists and we are the best at what we deliver. The services we provide are:

- Football Academy
- Football Coaching
- Fitness Coaching
- Player Representation
- Sports Mentoring
- Life Coaching
- Sports Counselling
- Workshops, presentations and parties.



## Talk us through your Football academy.

Our football academy provides intense football training sessions using high-quality training drills, reward systems and data to monitor and drive performance. Our academy is for 6-15-year-olds and is based in south east London.

Our training is built on integrity, discipline, and tempo - that is at the heart of everything that we do. Our main aim is to ensure that players can play to the best



of their abilities unhampered by on or off-field concerns. We support to develop mental resilience, but also want them to be empowered.

Our football training sessions focus on hand to eye coordination, ball control, ball manipulation, game awareness, intelligence and understanding, and fitness, strength and conditioning methods.

Within our programme, we train weekly and play internal exhibition matches every month at Harris Academy Greenwich in Eltham, south east London. Our players are rewarded with medals for everyone who takes part and trophies for those who have displayed footballing excellence within those matches. Our GND Football Academy sessions will improve concentration and coordination, technical ability, footballing intelligence, strength, stamina, speed and build confidence.

We have an end of year presentation to recognise and celebrate achievement and to motivate players to continue achieving.

We also have an end of season GND Football Academy away day. Team away days are one of the most popular and powerful things on the GND Football Academy



calendar. It provides coaches, staff and players means of building off field teamwork, which has an impact on field.

**As well as sports services you also offer mentoring and life coaching for young people. Why did you add this element to the business?**

I am passionate about the development of children and young people and as I developed my studies and research, I realised that the mental aspect of sport is a key component to progress and achievement. Therefore, including these services made absolute sense.



**How important is it for you to give back to the children and young people in south east London?**

I was born and partly raised in south east London and so there is that personal connection to providing a platform for those around me. South London in general is notoriously known for high rates of gun and knife crime and so this gives my ambition a deeper meaning.

Additionally, when you speak to children and young people about their hopes and dreams, the message that often comes back is they can't or don't know how to move forward in a positive direction.

I believe the limitation of their mind causes them to accept the way things are or not take a positive action. GND is here to alter that mindset and hopefully change that paradigm where we can.

**What has been the response from the local community and parents?**

The parents and local community are pleased that there is an alternative to regular Sunday football with additional services to develop their children. Through our programmes, we place a strong focus on individual and team development which has provided stronger results for GND and ultimately the children.

**With children and young people spending more time on electrical devices, sport and fitness have become so important. Have you noticed a decrease in the overall fitness levels of young people?**

Of course, not at GND, but in general yes. Obesity in the UK is on the rise according to government statistics and this is due to many factors including the rise of technology, which can keep you physically and sometimes mentally inactive if overused.



**What tips and advice would you give to parents/carers to keep their children and relatives fit and healthy?**

The return of day to day physical and mental activity is key to stay fit and healthy. GND's three key life principles are healthy eating, achieving the recommended hours of sleep per night and exercising regularly. I would recommend following those guidelines in order to achieve a balance. If there is a lack of any of these three things at any one point in time, the body will be imbalanced, whether physically or mentally.

**What is next for GND for the rest of 2020?**

More dedicated sports development and growth. We want to create as many legacies as we can – its what we live for.

**Where can people get in touch with you online?**

www.gndhub.com  
Twitter: @gndsportshub  
Facebook: @gndsportshub