



Module 1. Knowledge of the Club, Its Identity and Environment



☰ Unit 1.1 Txetxu's Career Path at the Club

☰ Unit 1.2 Knowledge of the Club

☰ Unit 1.3 Identity of the Club

☰ Unit 1.4 Environment of the Club

Lesson 1 of 4

Unit 1.1 Txetxu's Career Path at the Club

Seasons as a player (15 seasons)

73/74 ----- INFANTIL
74/75 ----- INFANTIL A
75/76 ----- JUVENILE B
76/77 ----- BARÇA
ATLÈTIC JUVENILE
77/78 ----- JUVENILE A
78/79 ----- BARÇA
ATLÈTIC
79/80 ----- BARÇA
ATLÈTIC

Seasons as a coach (16 seasons)

91/92 ----- SCOUT
FORMATIVE FOOTBALL
92/93 ----- INFANTIL A
93/94 ----- CADET A
94/95 ----- INFANTIL A
95/96 ----- JUVENILE B
96/97 ----- JUVENILE A
97/98 ----- JUVENILE A
98/99 ----- JUVENILE A
99/00 ----- JUVENILE A

Seasons as a professional scout (15 seasons)

09/10 ----- SCOUT
10/11 ----- SCOUT
11/12 ----- SCOUT
12/13 ----- SCOUT
13/14 ----- SCOUT
14/15 ----- SCOUT
15/16 ----- SCOUT
16/17 ----- SCOUT
17/18 ----- SCOUT
18/19 ----- SCOUT

Introduction —

Juan Carlos Pérez Rojo (Barcelona, November 17, 1959) is a former Spanish football player who has left an indelible mark on the world of football. He was trained in the youth categories of FC Barcelona and he stood out as a left-footed forward both in the Spanish national team and in FC Barcelona's first team. His skill on the field, combined with his dedication and passion for the sport, made him a key figure during his football career.

Throughout his time at FC Barcelona, Pérez Rojo displayed exceptional talent that made him an essential part of the team. His ability to score goals and his vision of the game distinguished him as one of the most formidable forwards of his era. Moreover, being part of the Spanish national team highlighted his quality and commitment, as he represented his country on numerous occasions and significantly contributed to the successes of the national team.

After retiring from professional football, Pérez Rojo did not distance himself from the sport he loved so much. On the contrary, he has fully dedicated himself to working within the FC Barcelona institution, engaging in various areas of expertise, always in service of football. His experience, dedication, and knowledge in the world of football continue to influence new generations of players and fans.

For this reason, we have the honour of reading Juan Carlos Pérez Rojo's experience in the first person about his impressive career, his experiences at FC Barcelona, as well as the challenges and achievements he has faced throughout his journey. Through his own words, Pérez Rojo will provide us with an intimate and personal view of his professional life and the passion that has driven him to become a football legend.

Signing —

In the 72-73 season, I was in Sant Boi at the Peña Barcelonista. It was the first year they had a youth team, which was the earliest age group eligible to play in official leagues. After playing for three months, Mr. Oriol Tort came to watch one of my matches. After the game, the Peña informed me that the following week I would need to go for a trial at FC Barcelona with the youth team. A man from there accompanied me to the trial (a match with other boys who were also trying out). I played one half with FC Barcelona and the other half with the team of other guys who were trying out too. At the end of the match, they offered me a contract for the following season. Season 73-74 was my first one at FC Barcelona. We had not won any matches at La Peña, and I, as a kid who played on the street, I would never have thought that this could happen to me. It was a great joy and a big surprise. I owe everything to Mr. Tort, who would later call me to be a coach.

Image 1: Beginning of the Career at FC Barcelona



Source: Unpublished File.

Image 2: Seasons at FC Barcelona



Source: Unpublished File.

Image 3: Newspaper Article



LOS INFANTILES, CAMPEONES DE ESPAÑA

LOS PARTIDOS JUGADOS POR EL CAMPEÓN

HERCULES, ALICANTE - F. C. BARCELONA 2 a 1

En un terreno no muy propicio para el buen fútbol, el Hercules marcaba en el primer tiempo sus dos goles. A los 30 minutos Rojo, de impresionante tiro marcaba el marcador. En los minutos de prórroga Carlos, tocaba un balón despejado por Rojo y el segundo tanto se consuma.

En la segunda parte, el jugador Rojo marcó y en el minuto 87, un despejo del centrocampista, conocido a Carlos era pensativo. La falta fue lanzada por Manzanera que acertaba directamente, 2-1.

Los jugadores jugaron nerviosos por debajo de sus posibilidades. Bajo las órdenes del entrenador Juanito Sistierna los jugadores fueron: F. C. BARCELONA: Rojo, Pardo, Hidalgo, Alvaro, Portales, Rizo, Vicente, Luis, Carlos, Celso y Lillo (Ortiz y Baró).

BARCELONA: Huguet, Berra, Berna, Comas, Ferrer, Berna, Chel, Del Pino, Campos, Berra y Lillo (Rodrigo).

F. C. BARCELONA

Un Barcelona muy distinto al de la primera jornada, salió al campo a sacar la cancha, mostrando amplios conocimientos en el primer tiempo finalizado con un gol a cero.

Tanto de poder a poder, en la que los jugadores veían perder dos jugadores conocidos en los terrenos de Rojo y Del Pino. Es este jugador al que por fin Rojo marcó en el minuto 81, al cambiar una jugada de toda la delantera. En el minuto siguiente Campos, en jugada individual, lograba el segundo tanto del encuentro.

Un partido de verdaderos contrarios al disputado por los cinco máximos rivales, y en cuyo transcurso se mostraron errores como la torpe expulsión de García de las Heras del Madrid y Comas por el Barcelona.

En Barcelona, arrollador fue en el segundo tiempo cuando el mejor jugador del campeonato, el jugador marroquí Sr. Jimenez, que vino a los equipos.

BARCELONA

Huguet, Berra, Comas, Ferrer, Berna, Chel, Del Pino, Campos, Berra y Lillo (Rodrigo).

REAL MADRID: Rodríguez, Alonso, Ferrer, Lecuona, Llobes, Lopez, Seco, Vázquez, García de las Heras, Lorient y Col (Núñez).

F. C. BARCELONA

Desde los inicios se le dieron las cosas a los jugadores con claridad. La falta de los tres minutos se vio en el primer tiempo, cuando el jugador y a los 15 minutos se disputó el segundo tanto. Los jugadores de ambos equipos, al ver la cantidad de goles, dejaron sus nervios y comenzaron a practicar un excelente juego, mientras el Barcelona, con sus cinco veces en la línea de defensa. A cinco minutos del final del primer tiempo acertaba distancia el mejor jugador de España.

Restaurado el juego, el cual se hizo entre los mejores equipos, así como el fútbol desarrollado a lo largo de la competición y el juego bajo de calidad. A los 10 minutos una mala

interpretación del defensa Rojo al caer un balón a su portero es bien aprovechada por Llorens que marca el empate. La bola se pone al "fútbol vivo" en el día siguiente, cuando el juego es detenido dentro del área por Manzanera y el colegiado señala la falta directa. El castigo es marcado por el propio Campes, pero Huguet, en una buena intervención, detiene el penalty. Nada a resumir en la continuación. El empate se consuma que la de-

cesión del título se resolve en el partido Real Madrid-Hercules.

En el partido del Sr. Campes, que alina a los jugadores.

BARCELONA: Huguet, Berra, Berna, Manzanera, Del Pino, Campos, Pardo y Lillo (Rodrigo y Chel).

HERCULES: Ferrández, Rodríguez, Carrasco, Rodríguez, Pardo, Cabo, Rosado, Rivera, Castro, Amador y Segunda (Pedroto, Marvez y Pardo).

ASI SE DESARROLLO EL CAMPEONATO

PRIMERA JORNADA

Hercules de Alicante - F. C. Barcelona 2-1

Real Madrid - Billa 1-1

SEGUNDA JORNADA

F. C. Barcelona - Real Madrid 2-0

Hercules Alicante - Billa 0-0

TERCERA JORNADA

Real Madrid - Hercules Alicante 1-0

F. C. Barcelona - Billa 2-0

CLASIFICACION FINAL

1.º F. C. Barcelona 3 1 1 1 5 3 3

2.º Hercules de Alicante 3 1 1 3 2 2 3

3.º Billa Balompie 3 0 3 0 3 3 3

4.º Real Madrid 3 1 1 1 2 2 2

Source: Unpublished File.

Evolution as a Player

At the beginning, as mentioned earlier, I played in the two youth categories available at the time, as there was no cadet category back then. Later, I moved to Barça Atlètic, where I spent 4 years. In the 78-79 season, after moving up from the juvenile team, I played for two months with Barça C. In 1983, during Menotti's first press conference after his arrival, he inquired about me because he knew me from the World Cup in Japan. Initially, they informed him that I had retired, confusing me with another Rojo, but they realised he was asking

about me when he confirmed I was with the B team. That same afternoon, I trained with the first team and remained in their plans, although I finished that season with Barça Atlètic. Then, I joined the first team for 5 years.

In the 84-85 season, under coach Terry Venables, we won the league after 11 years, which was highly desired after such a long wait. We arrived in Barcelona around 6 p.m. and didn't reach the Generalitat Palace until 11 p.m. The whole city was out on the streets, with the Gran Via from the airport packed—an incredible, epic experience.

After my time with FC Barcelona, I was loaned for a year to Real Betis (88-89). In the 89-90 season, no longer with FC Barcelona, I played for Palamós. At that time, I had a knee injury, specifically discomfort in the posterior area, as my meniscus had been removed at a very young age. Additionally, a misdiagnosis led to a small ulcer. As a result, I underwent arthroscopy and had the affected area scraped to induce bleeding. After 11 days, I was obliged to run because the coach insisted on my participation. Consequently, I experienced significant pain and received several injections over two months. In the end, the cartilage wore out completely. I then had a tibia and fibula osteotomy, with a 5-degree angle adjustment. From that point on, I had less balance and coordination, making it very difficult to play well again. Due to the injury, I had to retire from football before turning 30.

I had the opportunity to represent my country in all the age categories of that time: U-18, U-21, Olympic, and the senior national team. At the 1979 U-19 World Cup in Japan, I was named the second-best player in the world after Diego Armando Maradona, with whom I later became teammates at FC Barcelona.

Image 4: Maradona and Rojo in a Training Session



Source: Unpublished File.

Image 5: Football at Camp Nou

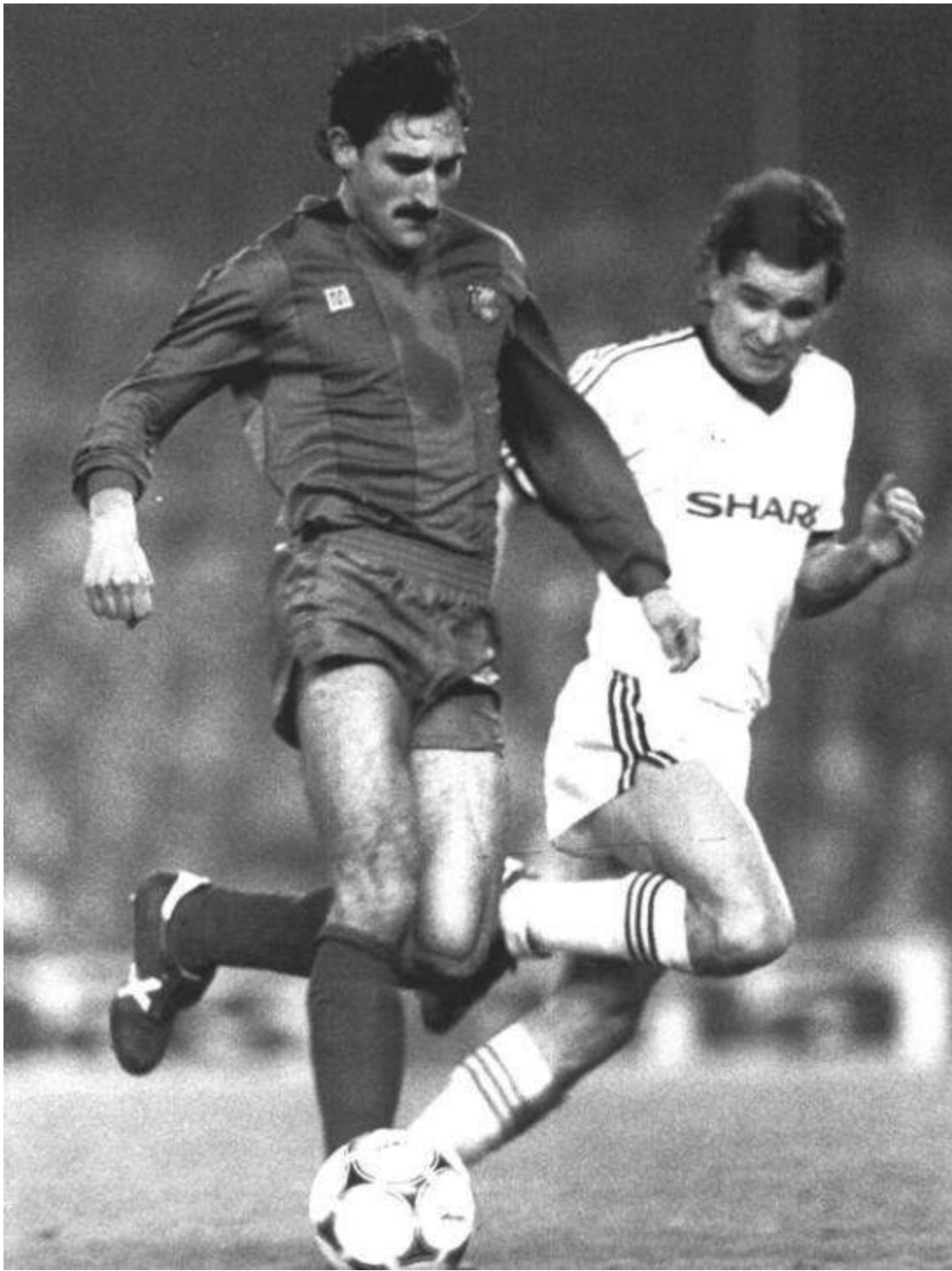


Source: <https://players.fcbarcelona.com/es/jugador/758-rojo-juan-carlos-perez-rojo>

Find below supplementary resources:

- https://www.youtube.com/watch?v=3AVb_hnjkUA
- <https://www.panenka.org/miradas/rojo-maradona-siempre-fue-generoso-con-sus-companeros/>
- <https://players.fcbarcelona.com/es/jugador/758-rojo-juan-carlos-perez-rojo>

Image 6: Official Competition



Source: González, n/d. <https://www.mundodeportivo.com/futbol/fc-barcelona/20161002/41719947993/pero-donde-esta-aquel-chaval-del-mundial-de-japon.html>

Image 7: Txetxu during an Official Match



Source: Unpublished.

Image 8: Interaction during Training



Source: Unpublished.

Image 9: First Team 83-84 Season



Source: Unpublished.

Image 10: Best Football Player 84-85 Season

Barça
Manco

MEJOR FUTBOLISTA 1984-85

ROJO
(F. C. Barcelona)

Mejor extremo izquierdo de la Liga 84-85



Juan Carlos Pérez "Rojo" se forjó en las categorías inferiores del F. C. Barcelona. Fue una de las figuras del Mundial juvenil de 1979 disputado en Tokio, junto a Maradona y se integró en el cuadro del Camp Nou en 1983. Jugador de exquisita técnica y polivalente, su demarcación habitual, de extremo, ha sido absorbida por un campo de mayor acción, siendo actualmente uno de esos jugadores considerados "piloto", que se mueven entre el ataque y su medular. Posee una punta de velocidad extraordinaria y un regate seco temido por las defensas contrarias. La temporada 84-85 supuso su consagración incluso a nivel internacional.



ROJO SUPERSTAR

En el Barça de las estrellas ha nacido un Rojo de otra galaxia, al menos por lo que de revalorizador para el juego blaugrana está teniendo su presencia. Anoche, su sensacional gol pone al United contra las cuerdas a la vez que debe dar alas al equipo barcelonista en la vuelta de la Recopa. (Reportaje gráfico: Nicolás G., E. Omedes, A. Bertrán)

EXPERIENCE AS A COACH

WORK AT THE TECHNICAL DEPARTMENT (TD) OF THE FIRST TEAM.

The year after leaving football, Mr. Tort called me offering me the chance to train the young players. He considered me a part of the club since I had been involved from the age of 12 to 30, passing through all existing categories from youth up. In the youth team, where I spent the most time, 5 years—1 year in the B team and the rest in the honour division, where we won two Copa del Rey titles and one Supercup. It was the first year a youth team achieved the treble (League, Cup, and Supercup). It was a truly beautiful and rewarding experience. Training in formative football was one of the things I enjoyed the most. Later, I spent 3 years with Barça Atlètic under Quique Costas, and also 1 year with the now-defunct Barça C. In 2007, I left the club due to a personal family issue. My return to the club in 2009 was in the first team's technical department, where I am still currently employed.

The experience as a coach was fulfilling and rewarding. Being able to teach from the beginning, as I started in the youth teams, everything I had learned: the club's values, what it represented, the game, all my experience as a player, the entire process from a young age, every June when decisions about player movements were communicated. That nervousness—all of that was what I always tried to convey. During my time as a coach, I was fortunate to work with Xavi, Puyol, Iniesta, Messi, Piqué, among others. I had the opportunity to participate in and support the development and growth of the club's top players in recent years. I was really proud of that, and our relationship today continues to endure.

The Juvenile A's historic treble.

Eleven years later, another historic eleven for the academy.

EXPERIENCE AS A COACH

WORK AT THE TECHNICAL DEPARTMENT (TD) OF THE FIRST TEAM.

I was not part of the club during the 2007-2008 season. At that time, the technical department was limited, with very few resources, and almost everything was done and stored on paper. My return to the club, after having been a coach at other clubs, and this new position for me marked a significant change. In that year and a half, two years, the technical department had undergone a drastic transformation. Everything had been computerised with a large database and a wide variety of reports across all age groups. This was a significant advancement in the department's evolution, a turning point, as there was information on countless players from all markets. I no longer had the desire to coach after so many years. I began scouting players for the Juvenile team and Barça Atlètic, mainly within Spain. Then, I started attending international tournaments, which is engaging as it allows you to see a lot of football and many players, their evolution, and how they change in all aspects. In recent years, I have been focusing on potential players for the first team and also for Barça B, trying to identify the talent I have experienced and the model I have learnt at this club to contribute to our first team.

CONTINUE

Unit 1.2 Knowledge of the Club

Evolution Since My Arrival —

In my early days, the club was very large and famous. Despite its size, it was very family-oriented; we all knew each other and grew up together. It was pioneering, as it had the most sections apart from football, covering all areas, which made it stand out. Gradually, it became bigger. Initially, there were only two football fields. We even trained on the stadium's dirt expanse. Over time, more fields were built around the stadium, and the Mini Estadi was constructed for Barça B. This marked a significant turning point, especially for the youth academy. We played at Fabra i Coats, a field that was small for the teams. However, the club grew and evolved significantly. Over time, medical services and facilities were improved. Additionally, the sports city was built. Thus, it is now a modern and dynamic club.

Aspects of Football —

Since I have known the club, it has changed in many aspects, except for its playing system. When I started at the age of 13, the 1-4-3-3 formation was also used. In the back line, we played with a sweeper, a role that has disappeared over time. However, wingers, the position I used to have, have always been part of the system. Furthermore, priority has always been given

to the ball and the way to win, especially in youth football, where learning was the main goal leading to success. On the other hand, the way of training and the time dedicated has changed completely, including tasks, habits, and nutrition.

Sociological/Cultural/Political Aspects —

Politically, the club also represented a lot for the country and Catalonia. At that time, flags like the Senyera could not be displayed as Catalan was prohibited. However, the club was a way to express that sense of identity and freedom. Consequently, it became an escape for all of Catalonia.

Culturally, the club was very important due to the Mediterranean influence and Barcelona's cosmopolitan nature. With many foreigners who adapted perfectly and were warmly welcomed, a unique atmosphere was created. Additionally, from outside Spain, both the city and the club were perceived as very modern for the time. That view still remains to this day.

Turning Points —

One of the most important moments was Johan Cruyff's arrival as a player. Although the club has always had a significant national and international impact, back then, it won a league title every 11-13 years. However, the club was eager to win titles due to substantial spending. When the league was won with Johan as a player, things began to change. This led to a more professional approach to training and technical development. Moreover, Cruyff's arrival as a coach marked a milestone, as he won the league five years in a row, which was unthinkable at that time. All this was achieved

while maintaining the football principles and existing system and seeking players with the right profile to match the club's football sensitivity.

Winning Just to Win Was Not the Goal, Winning by Playing Well Was.

It was the club's golden era, continuing the legacy with Pep Guardiola and Luis Enrique. Both coaches led us to win many titles while playing exceptionally well, making the club a historic benchmark. In this way, it created that 'football envy' around the world.

CONTINUE

Unit 1.3 Identity of the Club

PRINCIPLES AND VALUES

TRAINING EVOLUTION

- Education and the development of individuals are prioritised over the development of football players.
- Strict rules are established regarding education, greeting people, and maintaining a positive attitude.
- Respect for everyone, including the referee, is instilled.
- It is emphasised that not everything is permitted in sport.
- Playing well is promoted as a means to win.
-

A personal example of principles and values in action took place when I returned to the U-18 national team. I did not have my academic records because I had not had time to collect them from school. Laureano Ruiz informed me that I could not train until I brought them in. Although I assured him that I had passed everything, I had to go back home and could not train until the next day. These aspects were inflexible despite the player's sports level.

When I signed, they asked me if I was studying or interested in doing so. At that time, my father worked at Seat. They supported me so I could study electricity and enter the Seat school, a three-year program that would then allow entry into the factory as an employee. It was a difficult period. I woke up at 6 a.m. to go to the enterprise zone, where the school was located. During the first few months, I would eat a sandwich before training in the afternoon, after coming directly from the academy. When the club learned about my situation, they helped me find a bar near the Camp Nou facilities and provided me with vouchers to get better meals, including a hot dish. They cared about my well-being and placed great importance on education.

It was very strict in all aspects. During the three years in the juvenile team, we always played on Sundays. Every Saturday from 4 to 6:30 p.m., we had talks about nutrition, education, game rules, and sexuality. These activities were not common among clubs at that time. Laureano Ruiz was a key figure for us and for the club. These values continue to this day, although it is more challenging to manage players with the evolution of social media.

PRINCIPLES AND VALUES

TRAINING EVOLUTION

As I previously mentioned the importance of Cruyff's arrival, I also want to highlight that since I joined the club in the youth category, training has always focused on the use of the ball, an aspect introduced by Laureano Ruiz. He established playing with the same system from the Alevín category to the Juvenile team. Later, this idea extended to Barça Atlètic and the second team, though with less defined nuances. I have always experienced rondos and positional games at the club. Even though physical training was important due to our growth, everything was done with the ball in play.

When Johan Cruyff arrived, this philosophy was intensified with the influence of the Dutch school and the famous Philips school. From a young age, we trained in a way similar to how it is done now, with adaptations like recording training sessions and using heart rate monitors or GPS, but the basic concept of training has remained quite similar.

Paco Seirullo, alongside Johan, was instrumental in innovating and clarifying the concept of training, always seeking continuous improvement. He was also a very important figure.

As coaches, we did not have an assistant coach or fitness trainers until around 2004. We were the ones who set up and took down the training equipment, moved the goals, all alongside the players. From that year on, with Serra Ferrer, we began to have an assistant coach and a fitness trainer for different stages. Additionally, we started working with a psychologist, which was not an option before and who was often avoided by many people. This new approach brought many improvements to the training sessions and marked a significant evolution in these aspects. The role of analysts was also introduced.

In my last years as a coach, we have received extensive internal training from the club, in addition to the certification from the coaching school. We have had classes in coaching and psychology, which have been very helpful to us.

We evolved from the 4-3-3 system with a sweeper under Cruyff's leadership to playing

Evolution of the Game

1 of 2

with three defenders—two markers and a central

Evolution of Positions

Players have evolved significantly, with most becoming athletes who possess a strong physical component. For example, the role of the winger has changed. It is now less common to find players highly skilled in dribbling as we did before, wingers who excelled

2 of 2

CONTINUAR

Unit 1.4 Environment of the Club

Perspective and Evolution in The Media.

The fact that Barça has been such a large club for so many years and has had such a significant social impact, especially here in Catalonia, has made a notable difference. There have been times when up to four sports newspapers were almost exclusively dedicated to FC Barcelona, with up to 15 pages of content about FC Barcelona. Throughout the years, there have always been media outlets more aligned with the club and others less so, from the time I joined until now. They generate many rumours and doubts due to the need to produce content, even though not everything published is true, and things are often distorted.

In the early days, social media did not even exist. It was unthinkable at the time. Now, it is crucial to pay close attention to young players due to this new era in communication.

For example, a player from Barça B was signed one morning, but that same afternoon his contract was terminated, or he was dismissed due to some old comments on his social media. The club is aware of the

impact of these matters and is currently paying close attention to such situations.

Media Scope and Social Impact

For many years, at least since I joined, the club has participated in tournaments worldwide, with a global impact. Nowadays, we can see FC Barcelona playing in tournaments in Brazil, Africa, or any other place, and it is common to find FC Barcelona jerseys and people who know the club, especially children. This is reflected in the number of FC Barcelona fans and supporters' clubs around the planet, each with its corresponding social headquarters. During Núñez's era, it was said that the president of FC Barcelona was more well-known globally than the president of the Generalitat.

This is one of the club's great strengths: the passion and love it generates.

CONTINUE