



FOOTBALL FIGHTER STRATEGY

Five Offensive Identity Systems
Every Football Coach Must Master.

IC FITNESS / **Fight365** Coaching Series

THE GARAGE SALE

THE IDENTITY

IDENTITY PRECEDES PLAYS



**BEFORE YOU SCRIPT A PLAY OR
ASSEMBLE A PERSONNEL PACKAGE, YOU
MUST ANSWER ONE STRATEGIC QUESTION:
WHO ARE WE?**

**“YOUR GUT ANSWER WHEN THE GAME IS TIED IN
THE 4TH QUARTER IS YOUR REAL OFFENSIVE
IDENTITY. EVERYTHING ELSE IS ASPIRATION.”**

THE FIVE CONTENDERS

Styles make fights. Identity wins games.

01



**THE
BOXER**

Methodical
Precision

02



**THE
PUNCHER**

Power &
Explosion

03



**THE COUNTER-
PUNCHER**

Reactive &
Opportunistic

04



**THE
BRAWLER**

Physical
Domination

05



**THE BOXER-
PUNCHER**

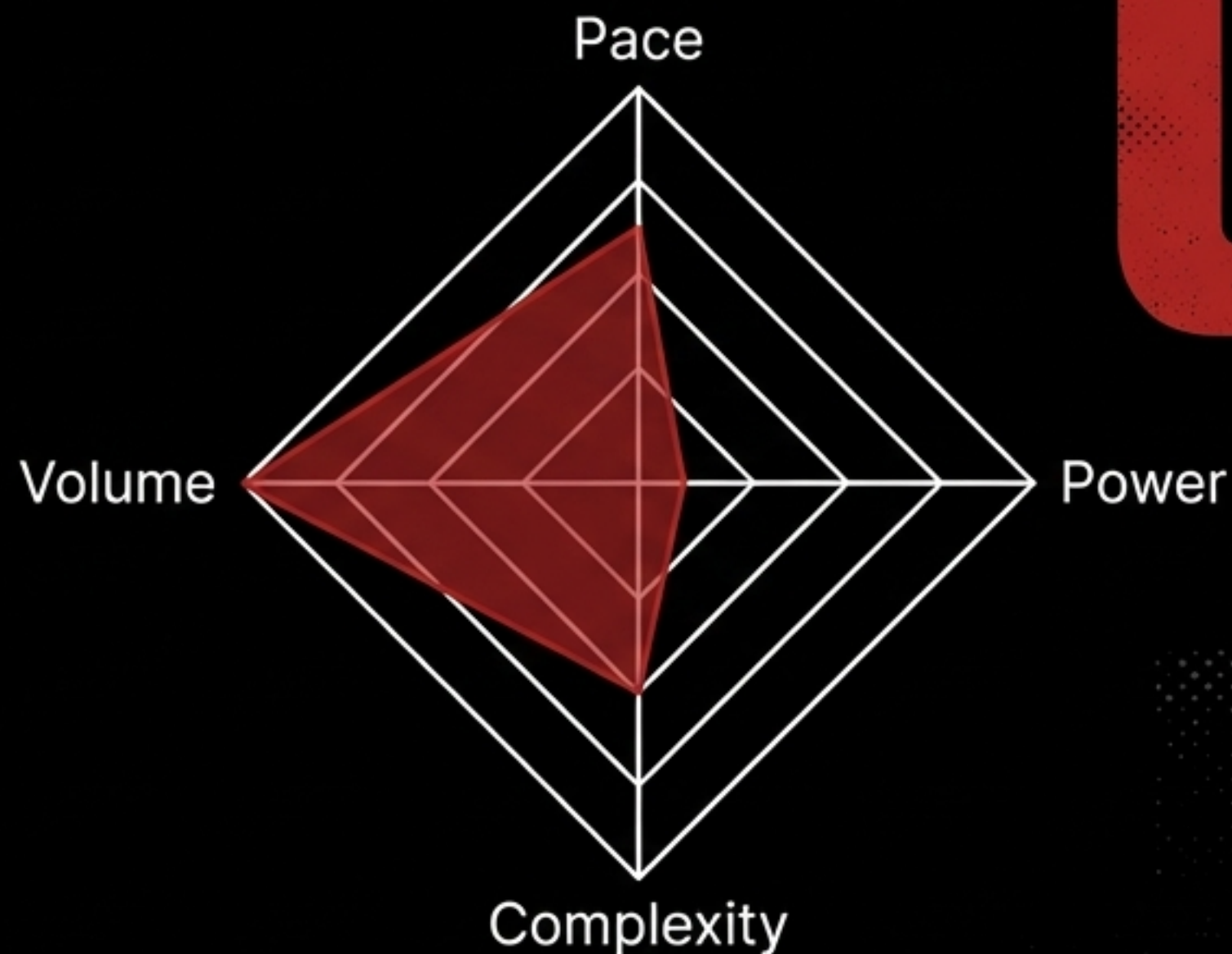
Versatile
Threat

THE BOXER

Analog: Willie Pep / Tom Brady

Possession compounds advantage.
High volume, zero mistakes. Make the
defense play 90 exhausting snaps.
Avoids negative plays and 3rd & long.

Base: 11/12 Personnel (2x2 Spread / Tight)



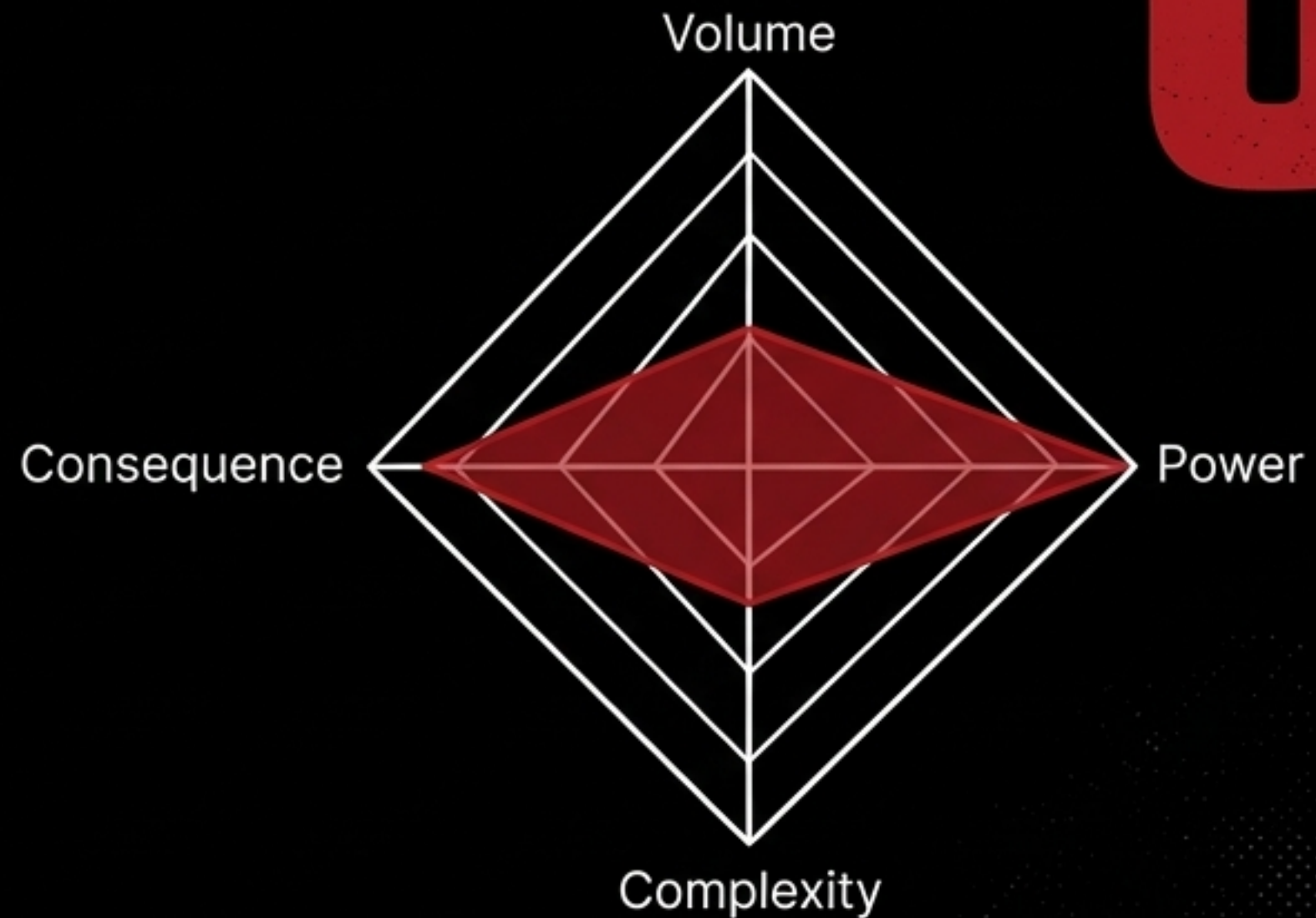
Run Game	Pass Game
Inside Zone, Stretch, Power (as a counter, not identity)	Mesh, Y-Stick, Levels, Shallow Cross

THE PUNCHER

Analogs: Mike Tyson / Derrick Henry

Philosophy: Strike for maximum impact. Low volume, high consequence. Creates existential doubt. Accepts long quiet stretches for the sudden-death explosive play.

Base: 22 Personnel (I-Formation Tight)



Run Game	Pass Game
Power-O, Dive. (Maximum physical impact)	Play-Action Deep Post, Seam Routes.

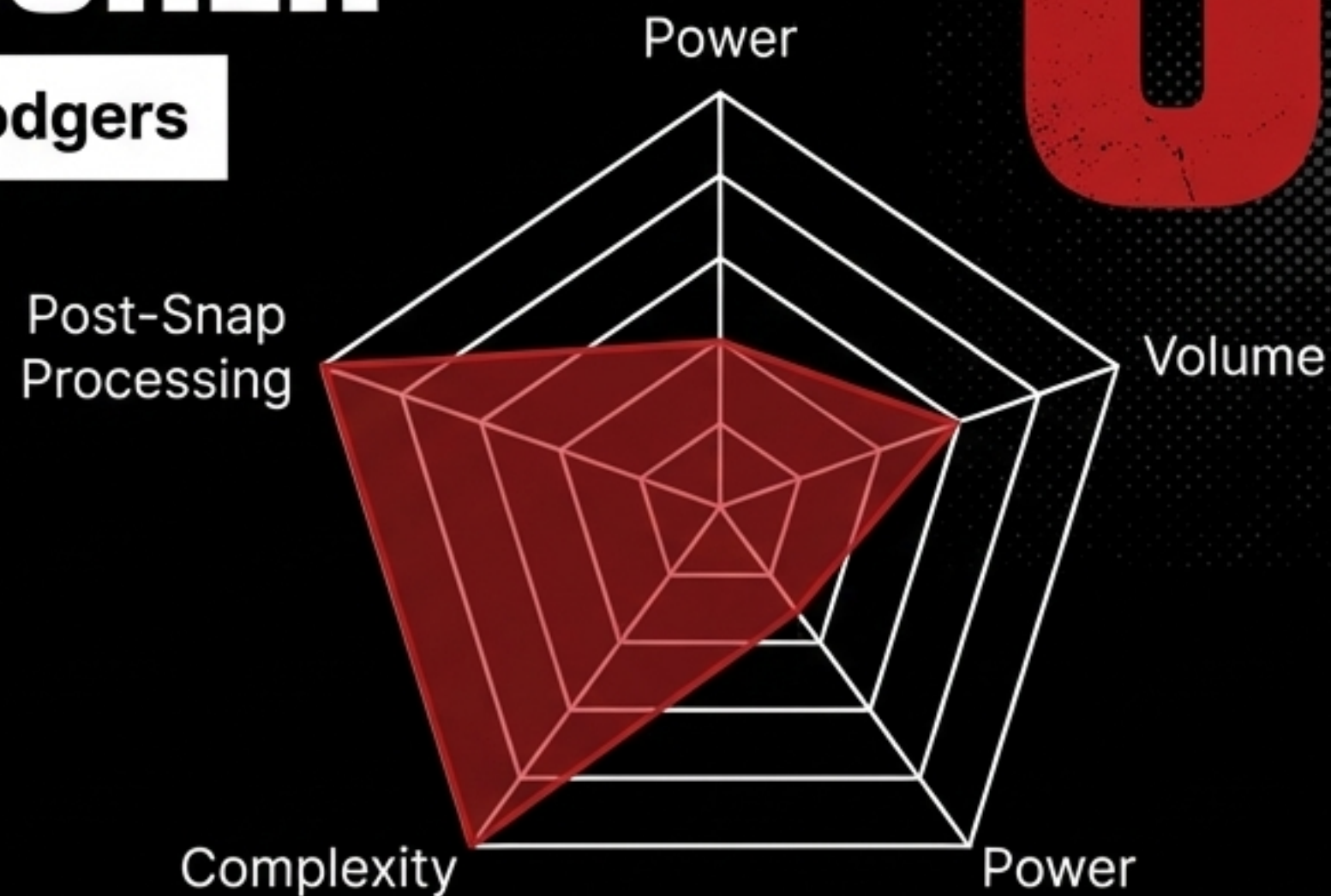
02

THE COUNTER-PUNCHER

Analogs: Floyd Mayweather Jr. / Aaron Rodgers

Philosophy: The defense dictates the attack. Create situations that invite over-commitment, then surgically attack the void. Not passive; trap-setting.

Base: 10 Personnel (Trips Right Open)



Run Game
Draw, Counter

Pass Game
Slant/Flat, Texas Concept, RPOs

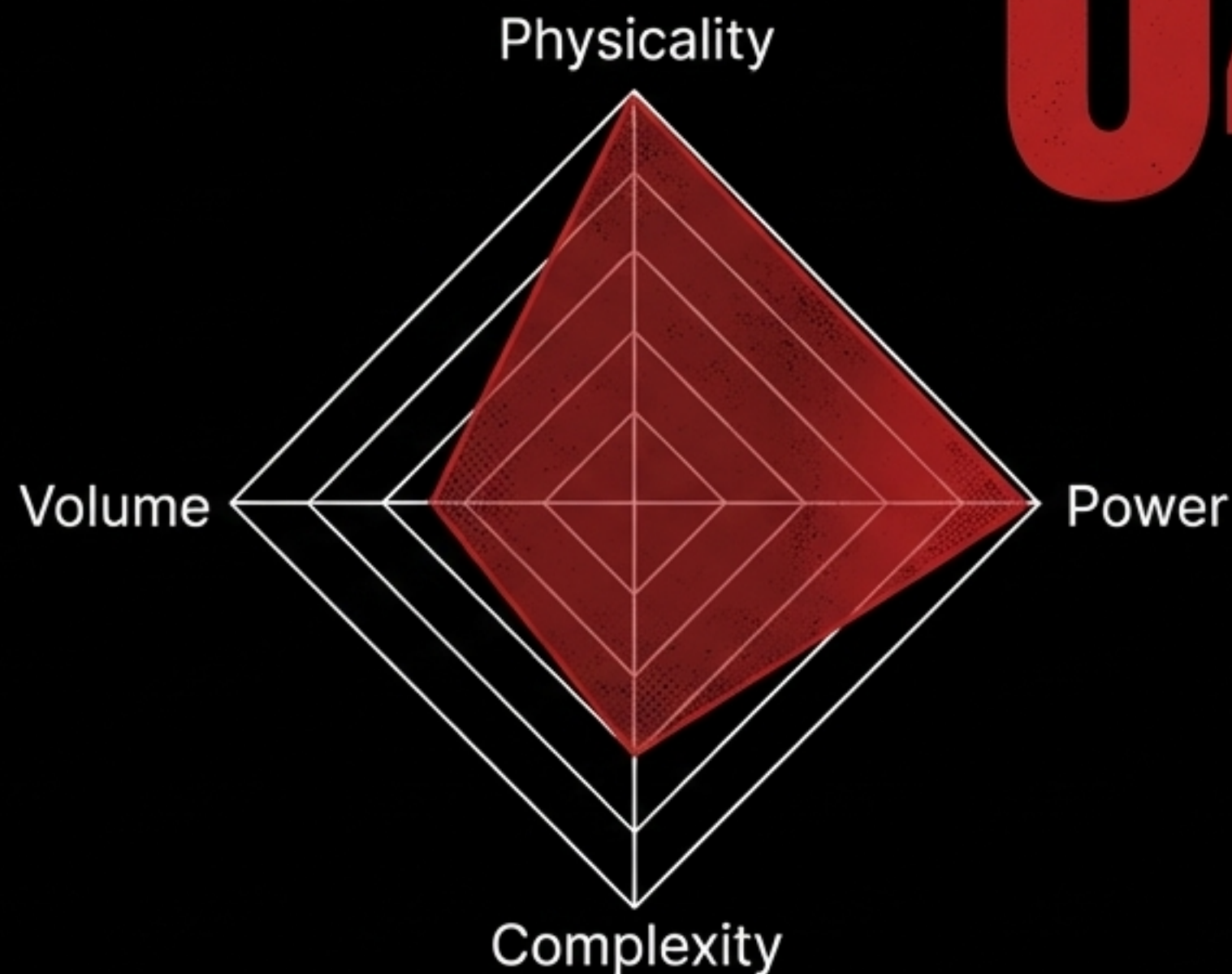
THE BRAWLER

04

Analogs: Rocky Marciano / Marshawn Lynch

Philosophy: Run until they break. Impose physical will over 4 quarters. The psychological dimension: knowing what is coming and still failing to stop it.

Base: 13 Personnel (Jumbo Tight - 3 TEs)



Run Game

Iso Lead, Toss Sweep

Pass Game

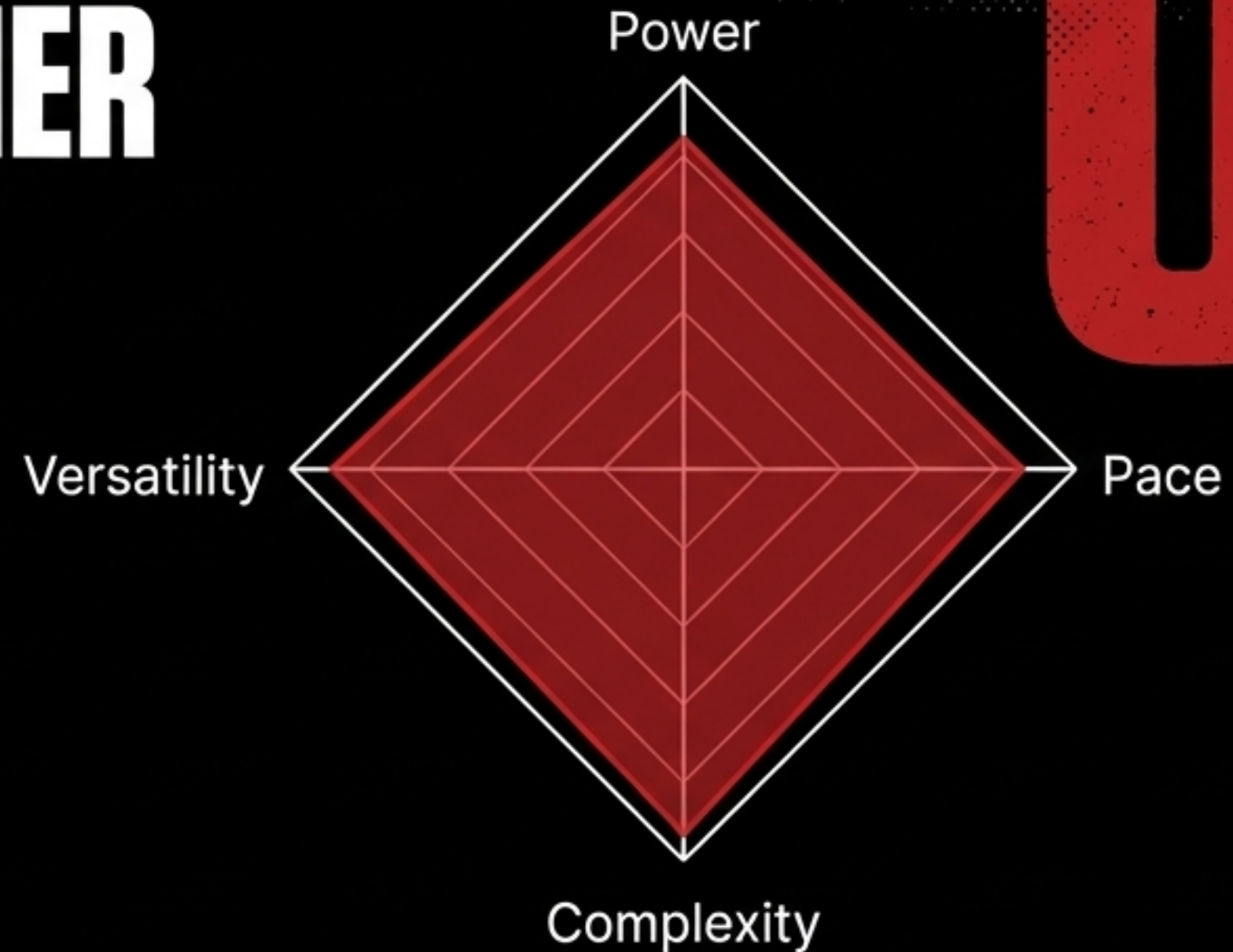
TE Dump Off, Drag Routes
(Mismatch exploitation)

THE BOXER-PUNCHER

Analogs: Sugar Ray Robinson / Patrick Mahomes

Philosophy: Strategic uncertainty. Punish any commitment from any angle. Offers no safe tendency for a defensive coordinator to prepare for.

Base: Multiple (11 Shotgun Spread, 20 Spread Open, 21 Offset I)



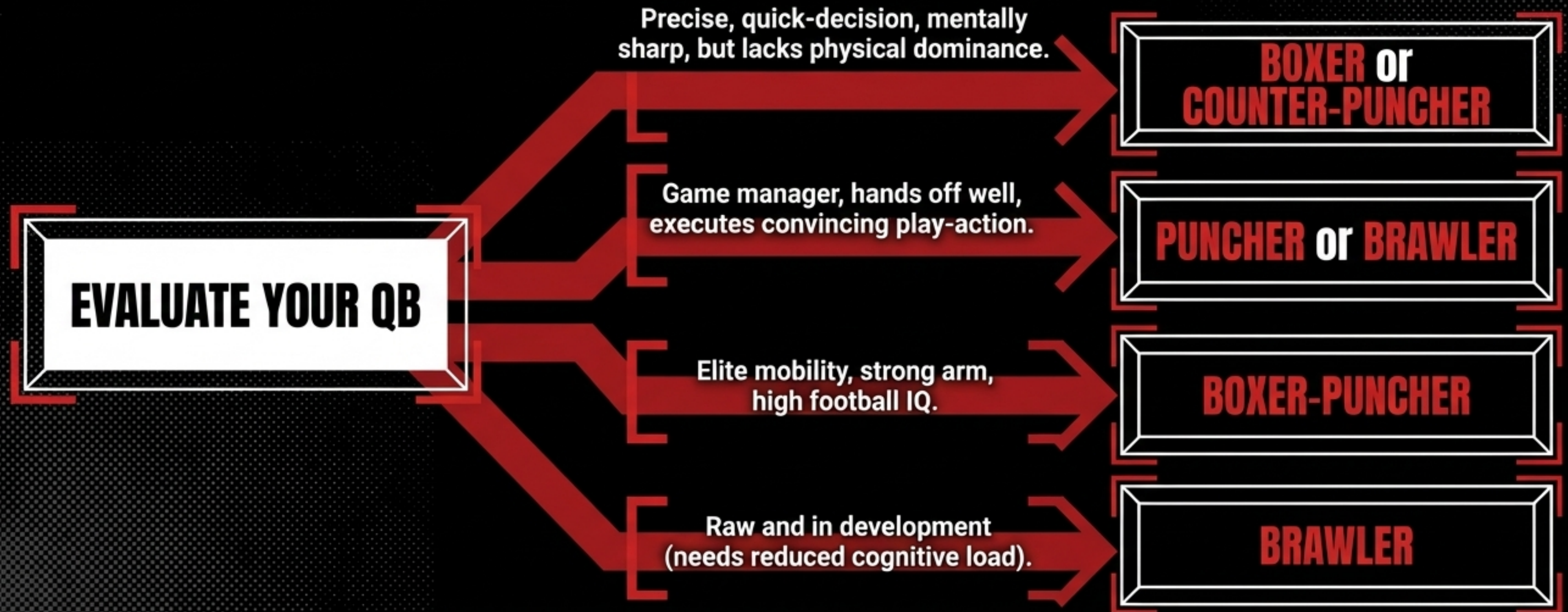
Run Game	Pass Game
Inside Zone/Counter combo, Sweep, Power	RPOs, Double Moves, Post-Wheel, 4-Verticals, Sail Concept

Tale of the Tape: The Grand Synthesis

	THE BOXER	THE PUNCHER	THE COUNTER-PUNCHER	THE BRAWLER	THE BOXER-PUNCHER
✓ TEMPO	Methodical	Low-Volume/Burst	Reactive	Sustained/Grinding	Variable/Fluid ✓
✓ BASE PERSONNEL	11/12	22 (I-Form)	10 (Trips)	13 (Jumbo)	Multiple ✗
✓ SIGNATURE RUN	Inside Zone	Power-O	Draw	Iso Lead	Zone/Counter Combo ✗
✓ SIGNATURE PASS	Mesh	PA Deep Post	RPO / Texas	TE Dump Off	Double Moves ✗
✗ VULNERABILITY	Needs Patience	Quiet Stretches	High Cognitive Load	1-Dimensional	Hardest to Install ✗

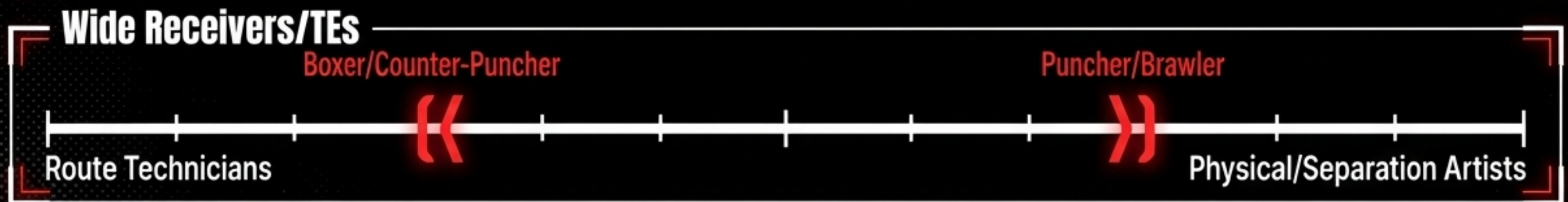
FINDING YOUR FIGHTER: THE QB DECISION TREE

The Quarterback determines the system.

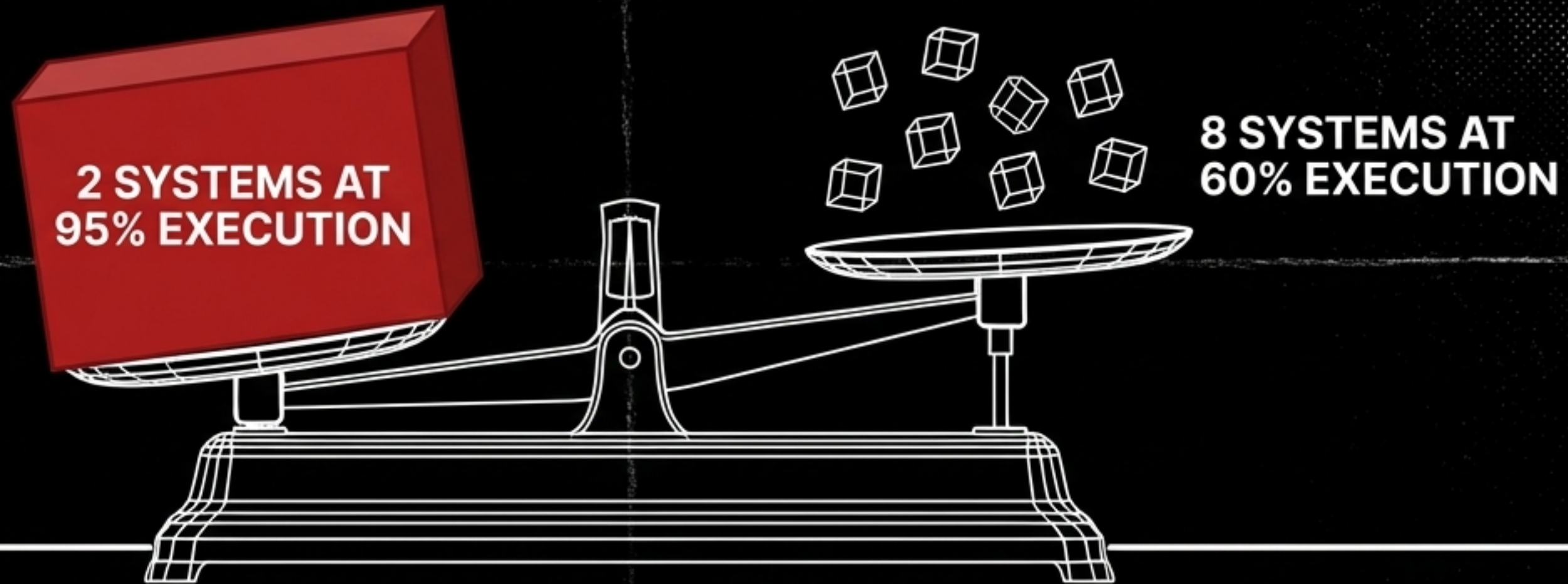


THE PERSONNEL AUDIT

Scheme to your roster, not against it.

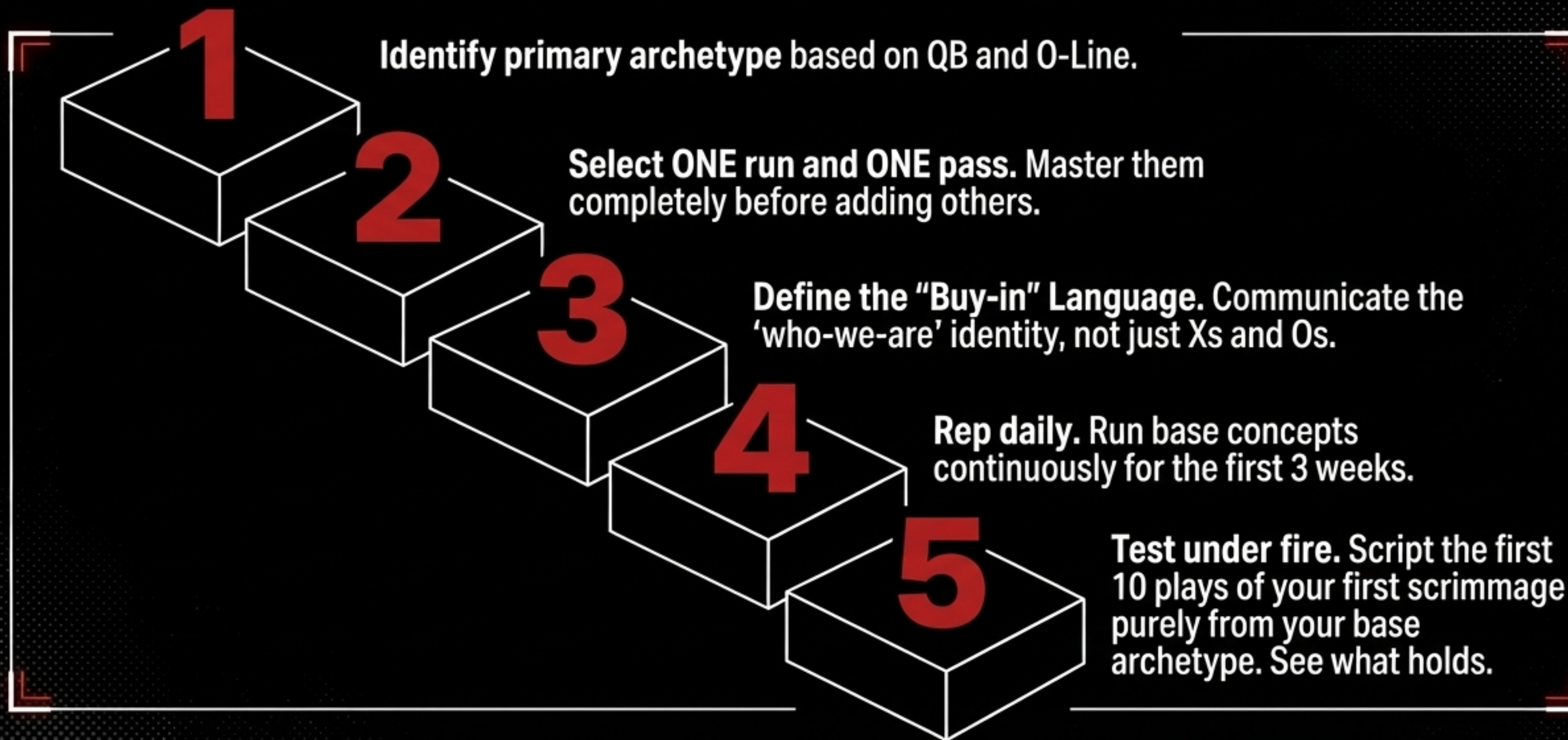


THE IRON RULE OF INSTALLATION: DEPTH OVER BREADTH



Elite coaches do not install systems. They install identities. The plays are just the vocabulary. The identity is the language. Build the foundation before building the mansion.

THE TRAINING CAMP ACTION PLAN



“The identity is not a cage. It is a foundation. When the pressure is highest and the game is on the line, your identity is all you have.”

Know your fighter. Win the round.