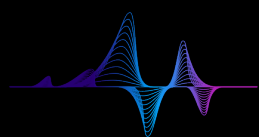


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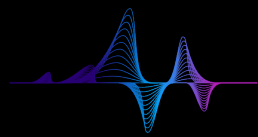
A coach is kneeling on a grassy field, talking to a group of young soccer players. A soccer ball is on the ground in the foreground. The scene is dimly lit, with a purple tint. The text is overlaid in the center.

**Discover how you  
coach,  
transform how  
they learn.**



Coach Intelligence Lab

Our **mission** is to make coaching better by giving coaches practical feedback they can actually use. We help coaches set clear, specific goals, track their progress over time, and make small adjustments that lead to big results. By focusing on **creating the best learning environment for players**, we aim to help coaches make a real difference in their athletes' development.



Coach Intelligence Lab

”

**80% OF COACHES ARE POOR AT  
ACCURATLY DESCRIBING THEIR OWN  
BEHAVIOR.**

*E.G. Smith & colleagues, cushion & jones, partington & cushion  
inter-alia*

# The Methodology

Self-Determination Theory (SDT) is a well-established theory of human motivation that explains what drives people to **learn, perform, & engage meaningfully in activities**. Developed based on the importance of fulfilling three core psychological needs – *Autonomy, Belonging, and Competence*.

## Autonomy

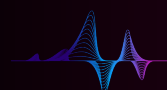
Young athletes thrive when they feel in control of their own development. Empowering them to take ownership of their behavior boosts confidence, learning, and growth, with the coach guiding their journey

## Belonging

Young athletes excel when they feel a sense of belonging and connection. Building strong relationships with teammates and coaches fosters trust, motivation, and a supportive environment where they can grow together.

## Competence

Young athletes are driven by the need to build competence and master skills. Coaches play a key role in helping them develop, guiding them to achieve their goals and feel confident in their abilities.



# Insights

## Questions vs. Instructions

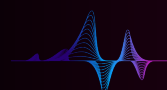
Engaging players through questions enhances their problem-solving and decision-making skills, although many coaches tend to use low-level, fact-seeking questions. Coaches should aim for deeper engagement to promote active learning and critical thinking (Cope et al., 2016).

## Feedback Specificity

Specific feedback is critical as it guides athletes more effectively, offering direct insights into performance improvements and skill refinement, which is essential for their development in sports (Otte et al., 2020).

## Feedback Scope

Using names and personalized feedback can significantly enhance the effectiveness of coaching. Personalization helps in creating a better rapport between coach and player, making the feedback more impactful. While specific research on using names in sports feedback is limited, studies in educational settings show that personalized feedback significantly enhances engagement and learning outcomes (Otte et al., 2020).



## Skillful Silence

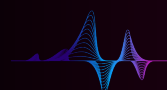
Silence from the coach during training or games empowers players to take ownership of their decisions. By stepping back, coaches give players the space to apply their understanding, reflect on their actions, and adapt to the game context without immediate feedback. In such settings, players value responsibility and autonomy, which are crucial for developing strategic decision-making abilities (Wisnu et al., 2022).

## Positive Coaching

Positive emotional states can significantly enhance learning and performance in sports. Athletes who are in a positive mood perform better, likely due to increased motivation and reduced anxiety. Negative emotions, conversely, can hinder performance and learning by focusing attention on negative outcomes or stress (Tamminen & Dunn, 2022).

## Player Bias

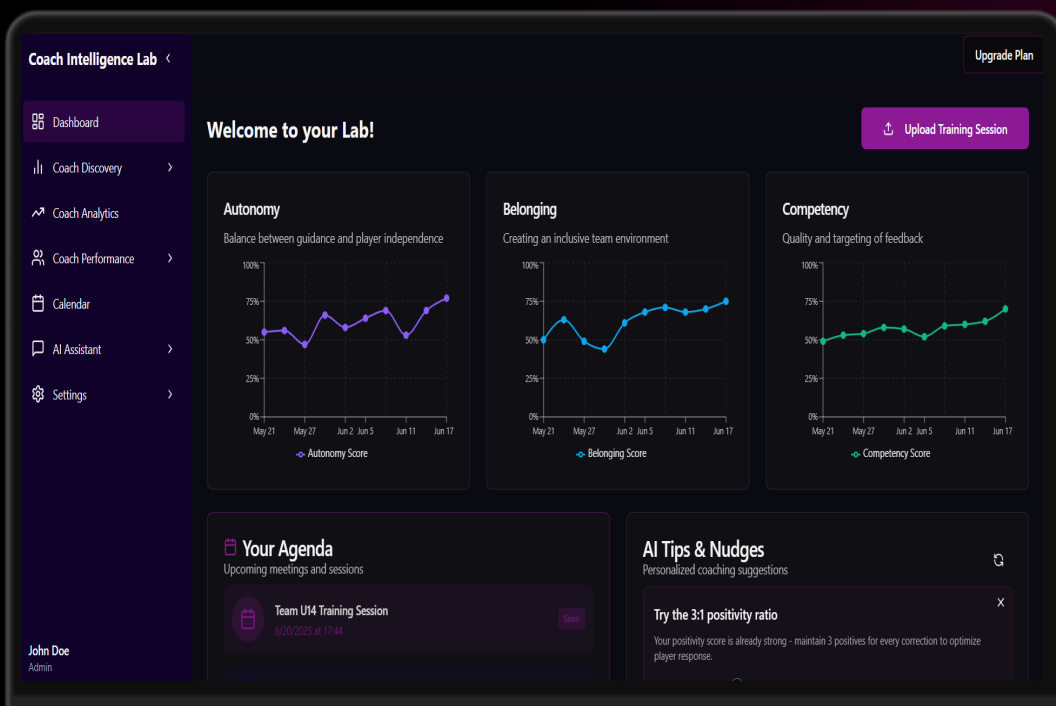
Coaches may develop biases, consciously or subconsciously, towards certain players which can affect player development. This bias can lead to unequal development opportunities within the team. Research shows that coaches tend to give more opportunities to players they perceive as more competent (Cripps et al., 2016).

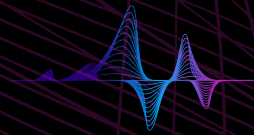


# DASHBOARD ANALYTICS

Our intuitive dashboard gives you a complete overview of your coaching behavior. Track key metrics like feedback ratio, question frequency, and positivity over time.

- ✓ Real-time feedback analyses
- ✓ Coaching style identification
- ✓ Time-based comparison
- ✓ Custom goal setting





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