



# REVOLUTIONIZE PLAYER DEVELOPMENT

USING INDIVIDUAL PERFORMANCE FEEDBACK



# Feedback drives performance

Every coach knows in order to change and improve performance, you need to provide your players with quality feedback.

But how do you improve your feedback and make it more actionable for players?

## The Challenges of Coaching Today

Coaches at all levels understand the pressures of accelerating player development and coaching successful teams.

Of course, we place enormous pressures on ourselves to help our players succeed.

However, even at the youngest levels in many areas hockey has become a business where players and parents are looking to maximize the return on their investment.

As a result, there is increasing pressure from organizations, parents, and at advanced levels, agents and advisors. They all want to ensure we're providing the best development opportunities for our players.

Average Cost of Hockey

**\$2,583 / year**

This is the average annual cost to play hockey according to the Apen Institute. In many areas this cost can exceed \$20,000 per year. This is a significant investment that carries an expectation of a return in the form of player development.

## The "Eye-Test" Problem

Recognizing details of the game is a key part to being a good coach. That is how we make in-game adjustments and provide feedback to our players. But the "eye-test" doesn't tell the full story - it leaves some gaps.

- 1 Coaches are limited to what they are able to see
- 2 No way to develop a full picture of performance
- 3 Difficult to identify and benchmark player development
- 4 Provides limited talking points for Coach / Player communication

# Technology to Elevate Feedback

Beginning with the wide-spread use of video, coaches have been using technology to provide more advanced feedback for decades.

There are technology solutions available to the highest levels of the sport that help coaches, strength & conditioning coaches, and sport scientists understand minute details of athlete performance.

This technology includes three types: Biometrics, Position Tracking, and Advanced Motion Tracking.

With advances in technology, some of these solutions have become readily available for coaches at all levels of the sport.



## Biometrics

Tracking heart rate, rest, and recovery using devices such as a heart rate monitor, Whoop, Garmin, Apple Watch etc.

### How it's used

Helps coaches assess a player's fitness, recovery, and readiness to train or play before or after sessions.



## Position Tracking

Wearable devices using positioning systems within the venue to track athlete movement and performance.

### How it's used

Allows coaches, strength coaches, and sport scientists to understand athlete biomechanics and better assess fitness, injury prevention, and recovery.



## Motion Tracking

Wearable device that tracks player movement to provide data on skating stride, active time, time-on-ice, and other crucial performance metrics.

### How it's used

Provides coaches with actionable feedback to make more informed coaching decisions in games and practices.



# Individual Performance Feedback



## Using Performance Metrics

Coaches can use Motion Tracking technology to benchmark performance metrics for each player in all game and practice sessions. Some of the most common metrics include: stride time, agility, balance, and explosiveness.

- 1 Helps combine “the eye-test” with data to identify areas of development for each player.
- 2 Enables coaches to have more constructive conversations with their players leveraging data to highlight performance trends.
- 3 Assists in creating personalized development plans for each player based on their individual needs.
- 4 Provides coaches, players, and parents with data-driven evidence of growth and development over the course of a season.



## About HELIOS Hockey

HELIOS is an advanced motion tracking technology that was born at the intersection of MIT and the NHL.

Using its patented AI-based *Stride Recognition Technology*, HELIOS helps coaches and players use performance data and video to take a more informed and active role in development.

Teams and players at all levels - from Pro, NCAA D1, and CHL to Academies, Prep, and Elite Youth are relying on HELIOS to **GET BETTER, FASTER.**

Learn about how your team can revolutionize player development using HELIOS.

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