

# Simplifying basketball player development for coaches

See how using the XLR8 mobile application provided reliable data to help amateur level through professional players grow skill and kept coaches informed.



## Challenges

Coaches are time constrained and are often required to perform numerous basketball and non-basketball related tasks. During the off-season, players are expected to develop certain skills that can improve individual performance, while enhancing next seasons team's success.

But how can coaches and players stay on top of this off-season development process? How are players accountable? High school through international pro players work on their games, but does the work equate to on court results?

Lack of specific measurements, time constraints on coaches, trainers and players, and geographic obstacles stand in the way of maximizing player skill growth.

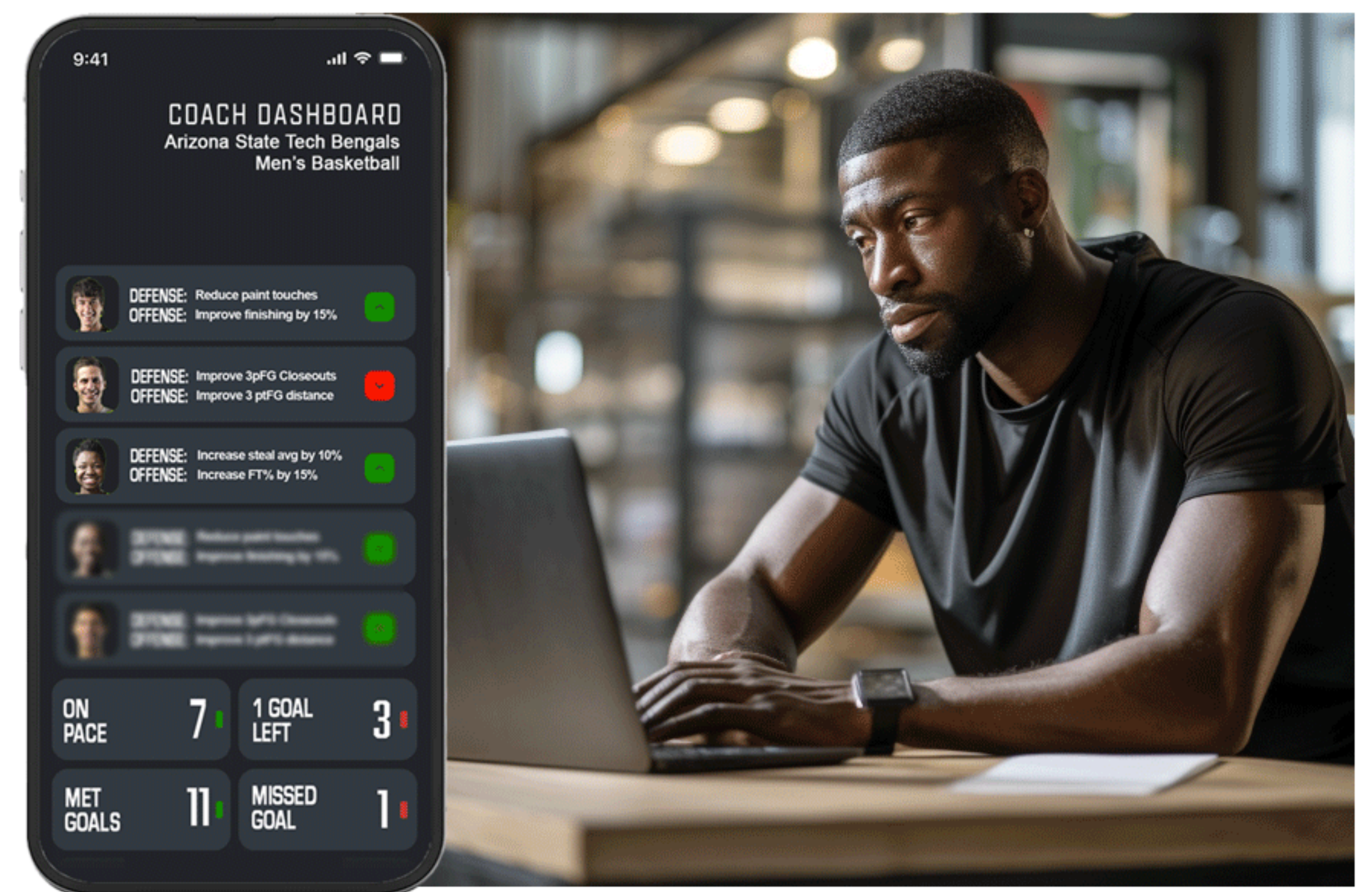


## Solution

Partnering with basketball trainers and coaches over the past 3 months allowed us to understand the challenges and opportunities for coaches and players to maximize their basketball work ROI.

Setting specific skill development goals, baselines, timelines and follow up mechanisms accomplished:

- \* One app combined data from a myriad of sources
- \* Coaches received progress reports via mobile
- \* Coaches saw all player progress on one screen
- \* Coach follow up was prompted for ease of use
- \* Coaches voice memo'd players from app
- \* Players saw progress toward their skill goals
- \* Players were more engaged in their development
- \* All stats are linked to film
- \* Player confidence increased *as skill increased*



## Benefits

The benefits to coaches and players were clear:

Coaches and players set specific development goals. Regardless of the player's location during the off-season, coaches could follow the player's progress.

Once goals were set, the app established a baseline skill level from film breakdown from the previous season using Synergy Sports, Lean Analytics, Hudl, and/or other analytics platforms.

Player's video recorded their workouts on their mobile device or uploaded film from summer games or film from their skill trainer. The app broke down the film, 'statting' and tagging events related to their skill goals.

Players could see their progress as the app reported results. Coaches could see all of their player's progress to goal on a single screen. The more feedback seemed to drive player focus towards achieving their goals. All of the stats were linked to film, so trainers, players, and coaches could view examples of specific player actions.

Skills improved significantly during the 3 month trial, documented by analytics and player confidence feedback. Coaches saved countless hours of time and were engaged in their player's progression.

The app drove the development process and kept coaches involved by reporting their athlete's progression.



## LEARN MORE:

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