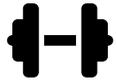


# the playbook

*by*

chordinnate

# PLAYER DEVELOPMENT is challenging



## **Physical Abilities & Skills**

These may be the easiest to assess, but are often hard to see realized



## **Technical / Tactical Skills**

You know what your athletes need to learn, but not everyone learns in the same way



## **Role Clarity**

Who athletes have been may not be who they need to be



## **Motivation**

What made someone work to get somewhere may not keep them working once they arrive



## **Communication**

You know the messages your athletes need to hear, but they don't always get through



## **Consistency**

The best do what needs to be done regardless of how they feel, but that isn't a given

# KNOW your players

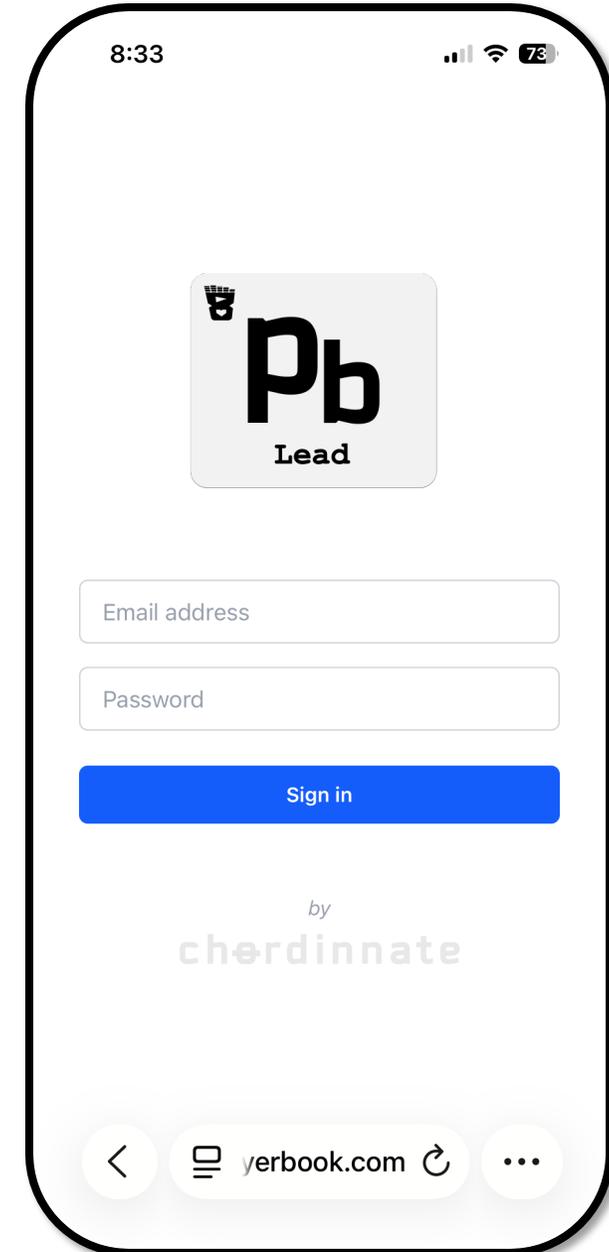
You have existing systems for identifying talent and predicting competitive potential. **Player profiling** helps you understand your athletes at a deeper level so that your scouting expertise more consistently pays off. Surface level personality tools, data without context, or subjective measures alone are incomplete. Tailored combinations of assessments and interviews allow you to better understand who athletes are so you can help them develop within your system.

## profiling process

- 1 Identify key questions for player evaluation & athlete development
- 2 Administer surveys/assessments and interview athletes
- 3 Translate results into profiles that address your needs and values
- 4 Discuss the results to connect them to what matters to you
- 5 Create player development profiles to provide ongoing support

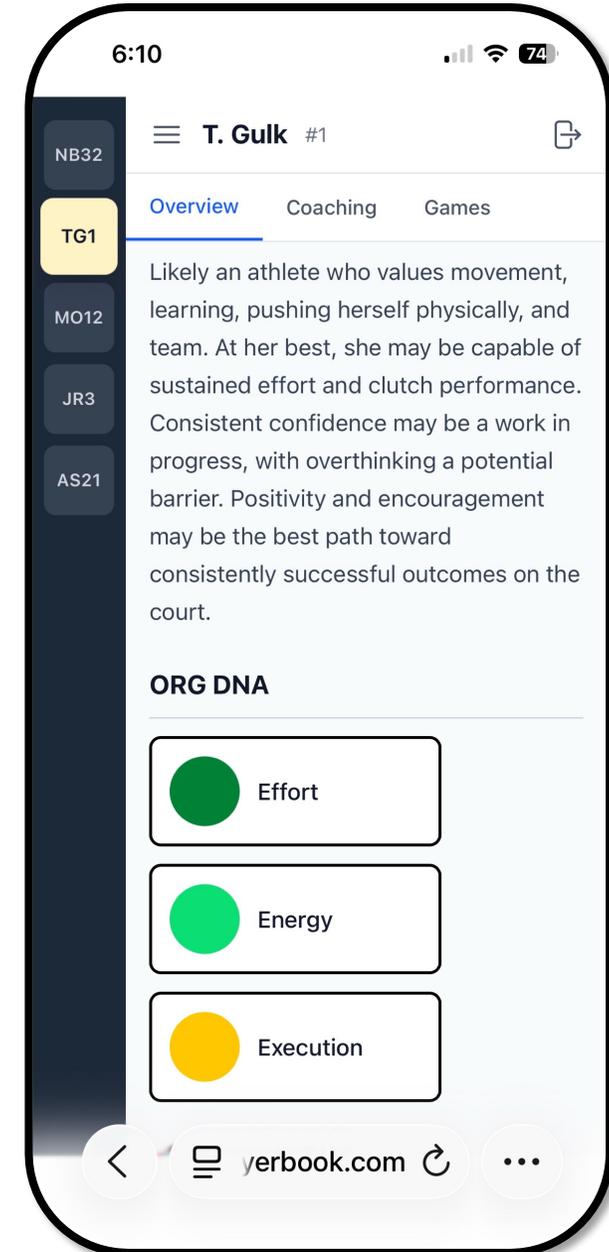
# ACCESS insights

The most detailed athlete profile means little if you can't access the information easily and efficiently. It also means next to nothing if it isn't delivered in a way you can understand. **The PlayerBook** is a web-based application that you can access from any connected device (*e.g., phone, tablet, laptop*) to view plain language athlete profiles and individualized coaching recommendations.



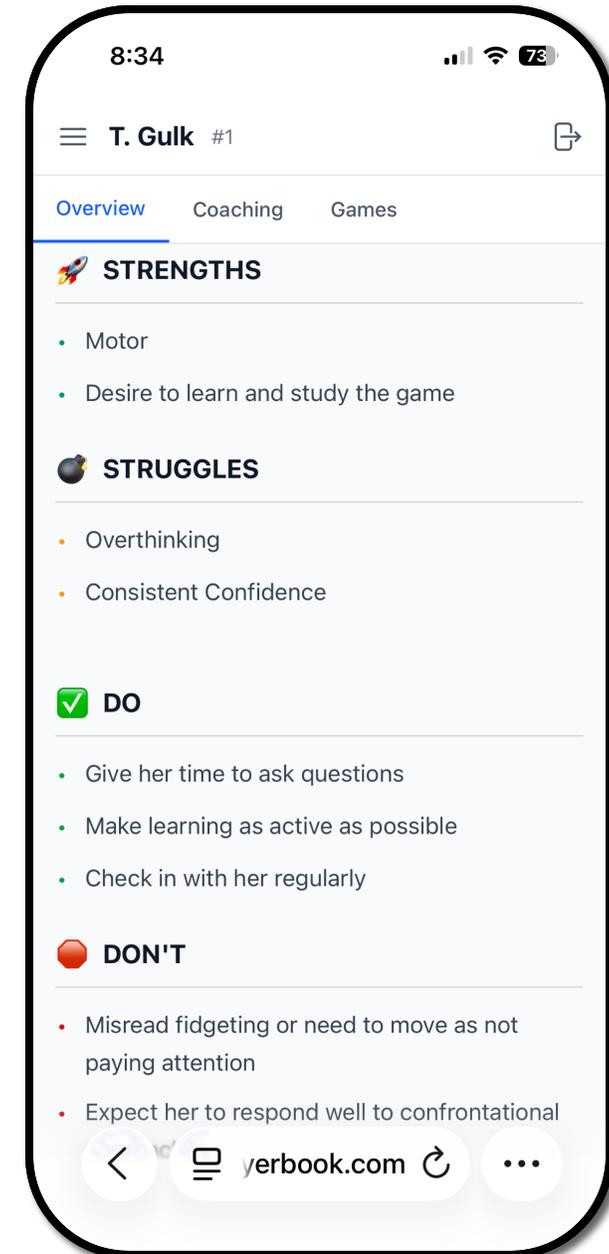
# ACCESS insights

Get easy to apply coaching insights about every player on your roster. We connect profile results back to what matters to you and use the language you help define to deliver the information. You can easily navigate from player to player using the tabs on the left and navigate between summary information, coaching insights, or even game analysis within each athlete.

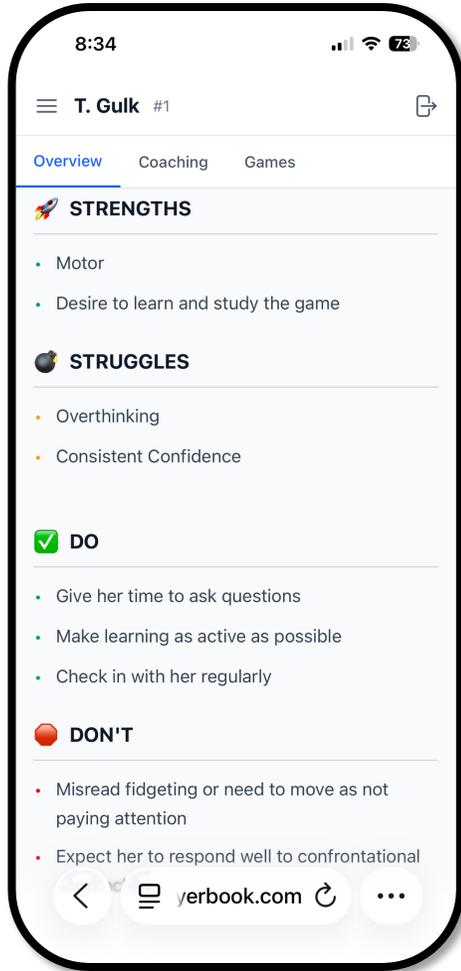


# DESIGN the experience

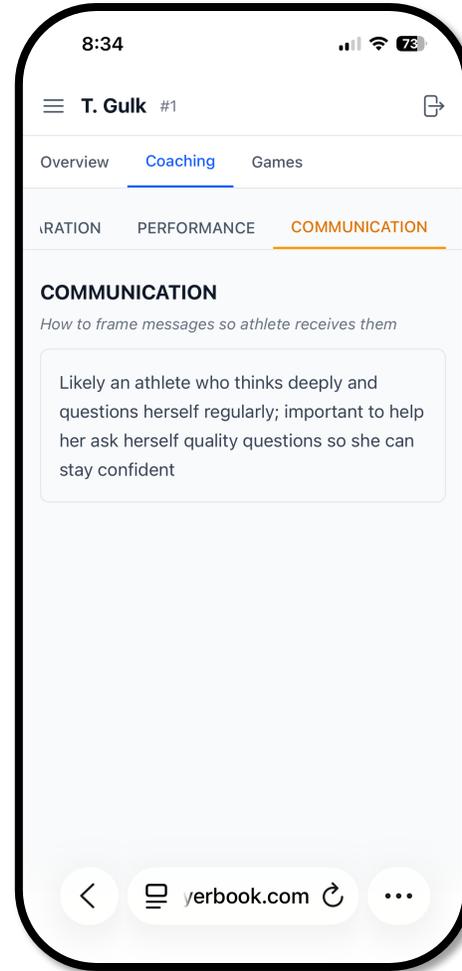
Information is tailored within the three general areas: overview, coaching, and games. Within the overview section, you can choose from a menu of options (e.g., *organization DNA alignment, dos/don'ts, strengths/struggles*). Within the coaching section, you define the areas you want to address (e.g., *instruction, communication*) and we provide easy to apply recommendations. If you want game analysis, you identify key characteristics and get feedback in those areas. Keep categories similar for the entire team or individualize the format for each athlete. Get what you want when you need it to help your players perform to their potential.



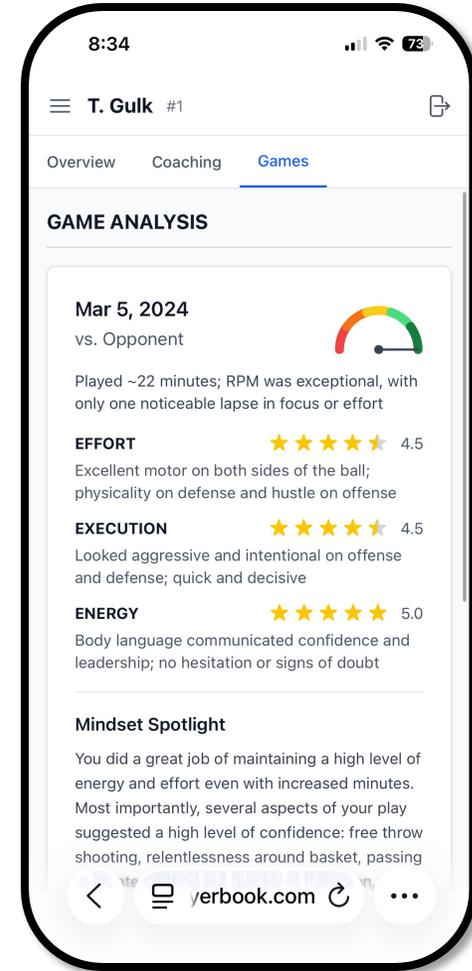
# the playerbook



ATHLETE OVERVIEWS



COACHING INSIGHTS



GAME ANALYSIS

## Want to learn more?

Visit [www.theplayerbook.com](http://www.theplayerbook.com) and use the login info below to test the experience

email: dalton@doubledeuce.com  
password: BeNice



## Or get in touch!

dave laughlin, phd  
+1 314 479 1750



[Linktree](#)

