



*“Share the good, bad and ugly analytics results with players”*

## **ANALYTICS – FEEDBACK TO PLAYERS**

Again, there are 4 basic steps to changing a player’s behavior:

1. To know what needs to be changed to improve a player’s and the team’s play
2. To understand what needs to be changed to improve a player’s and the team’s play, and why
3. To believe that it needs to be changed to improve a player’s and the team’s play
4. To actually make the change to improve a player’s and the team’s play

Coaches can and do constantly communicate what they want players to do to improve the players and the team’s performance. Whether the players understand the “why” the change is needed and then “believe” the change is needed is often debatable. Many coaches are very autocratic, do it because I’m telling you to do it. Don’t question it. How would you like that approach with your boss at work?

Analytics is a great way to objectively help players with the why change is needed to move them to “believe” and “act”. Many coaches lament that the players are not doing what they told them to do over and over. They don’t realize they missed steps 2 and 3 above in the learning or change process. The players have not bought-in.

So, it’s a good idea to make it a regular procedure with the players after games to spend 20 minutes or so giving them your subjective and the analytics (objective) feedback on the game before practice to show them what we have to work on and why. If this off ice session is supported by video all the better.

The meeting should be interactive not the coach doing a one way lecture. If the latter is done watch the players eyes glaze over like they do in school from time to time. Ask questions, ask for their feedback. Even ask them to show a better play on the white board. At first they will not participate much but over time they will accept and like the interactive communications. How many coaches have they had that have asked them for their thoughts on what to do to improve play?

Don’t try to cover too much, just the 3 most important areas the team needs to focus on and why. Be very organized. Give them your view of the “good, bad and ugly”. Bring some humour with you. Tell them some stories of your playing experience, good and bad. Be human. Be a leader. Don’t come across as a know it all.