

# Performance Analysis in Amateur and Professional Sport: an ongoing quest for coach and player 'buy in'

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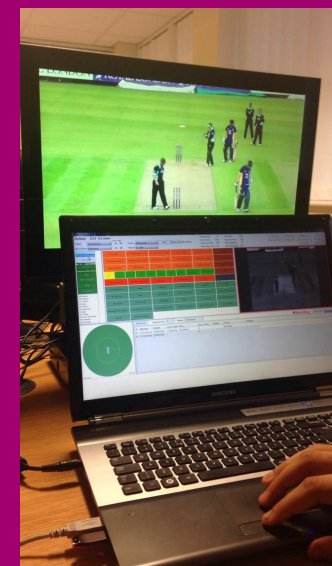
Department of Health



## My placement:

We were responsible for the performance analysis (PA) for University 1st XIs in the north-east including hockey, rugby union, lacrosse, football, cricket and rowing. We also worked with the professional clubs of Durham and Yorkshire County Cricket. My role included:

- Filming of matches and training using various capture methods and equipment
- Coding matches using an array of softwares to highlight specific events and key performance indicators (KPIs)
- Provide pre and post match presentations on upcoming oppositions and performance for teams with statistical reports and video footage



## What the experts say:

Carling et al (2014) highlights PA's rapid growth over the past ten years due to various factors including technology advancement and a move away from traditional and autocratic coaching discourses. However, Wiltshire (2013) states that although most professional sports organisations now have a dedicated analyst as an imperative back room staff member, many have little or no interaction with players and the role is still largely associated with simply filming performance. Wiltshire (2013) goes on to say that many coaches and players alike are still yet to recognise the full potential of PA due to their reluctance to 'buy in' to a new sports science discipline that they may have very little prior knowledge of.

## My performance analysis experience:

Wiltshire's (2013) point about coach and player 'buy in' sits very well with my experience in a practical setting. While some coaches may make full use of our resources and skills as analysts, others may simply request the video footage from our work, often due to not knowing what is possible beyond said capturing of performance. This experience proves Carling et al.'s idea that PA is a sporting domain that relies heavily on the coaches understanding and openness, an issue not experienced by other backroom staff, such as S&C coaches and physiotherapists.

Whilst working with a University 1st XI hockey team, I learnt that the key to effective performance analysis is continual interaction with players and coaches so they can perhaps provide feedback on your own performance as an analyst, as well as vice versa. This allows a performance programme to continual progress as personal development is facilitated, not simply the performance outcome.

## Concluding thoughts:

PA can inform the coaching process and personal development of players, not by answering specific performance questions, but creating a dialogue regarding performance between all stakeholders in a sports performance set up.



Carling, C., Wells, S. and Lawler, L., 2014. Performance analysis in the professional club environment. In: W. Greyson and M. Littlewood, eds. *Science in football: translating theory into practice*. London: Bloomsbury Publishing

Wiltshire, H., 2013. Sports performance analysis for high performance managers. In: T. McGarry, P. O'Donoghue and J. Sampaio, eds. *Routledge Handbook of Sports Performance Analysis*. London: Rutledge, pp. 176-187

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