



The Efficiency Playbook

Avoid burnout and become more efficient with Hudl.

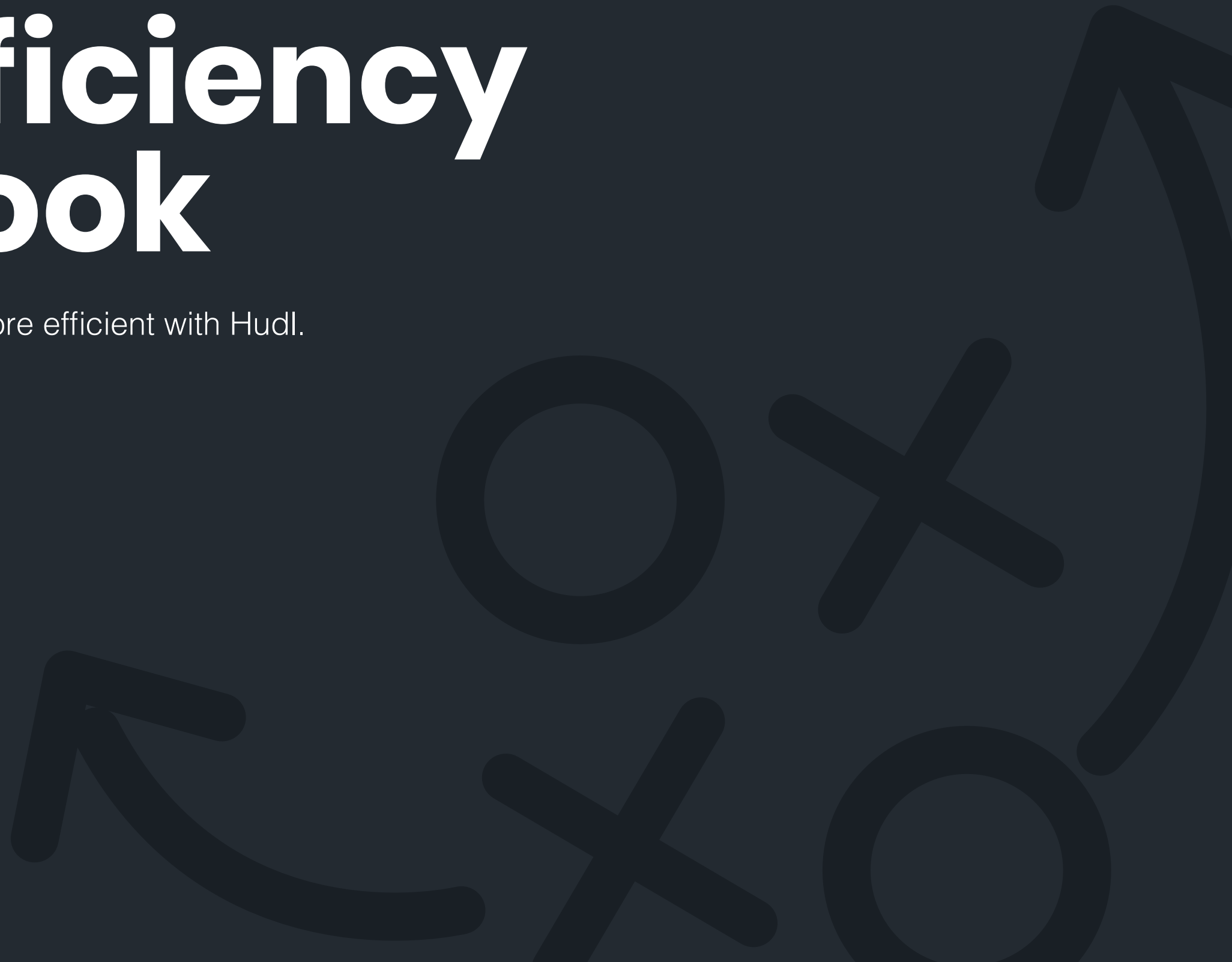


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“ I never have enough time.”

This recurring theme comes up in all of our conversations with coaches—you're overwhelmed and there just aren't enough hours in the day. You have to deal with the pressure to win while developing your team. Add in the work leading up to the game—analyzing the opponent, preparing practice plans, crafting training programs, monitoring your team's performance—and it can feel like too much to manage.

Then there are the personal struggles. Your athletes might bring their problems to you, or you have to deal with parental interference or a lack of administrative

support. And for many, coaching is a part-time job on top of full-time teaching or another occupation. Not to mention setting time aside for family and friends. **It's a lot.**

The more you do, the harder you work to get it all done, and the higher your risk of burnout. You're probably already doing your best to use time efficiently and avoid becoming overwhelmed, but running on empty is too common among coaches.

That's why we created this guide. Use it to uncover burnout symptoms in your life, discover how Hudl can help, and stay sane next season.

Impact of Burnout

Because burnout can feel like exhaustion, it's easy to minimize its effect and how seriously it should be taken.



Less Effective Coaching

If you're feeling unmotivated, discouraged and exhausted by your coaching, doing your job well will become increasingly difficult. Creativity and problem-solving might not come as easily, and your team's performance could suffer the consequences.



No Personal Time

Regardless of where you feel the most burnout, those feelings can carry over into other areas. If coaching is making you moody and tired, you may not be up for a fun night with the family after a game.



Unmotivated Players

Because so much of your job involves helping and inspiring your players, tapping into your own passion is key. The team feeds off your excitement. But when you're burnt out, your players will know it and act accordingly.

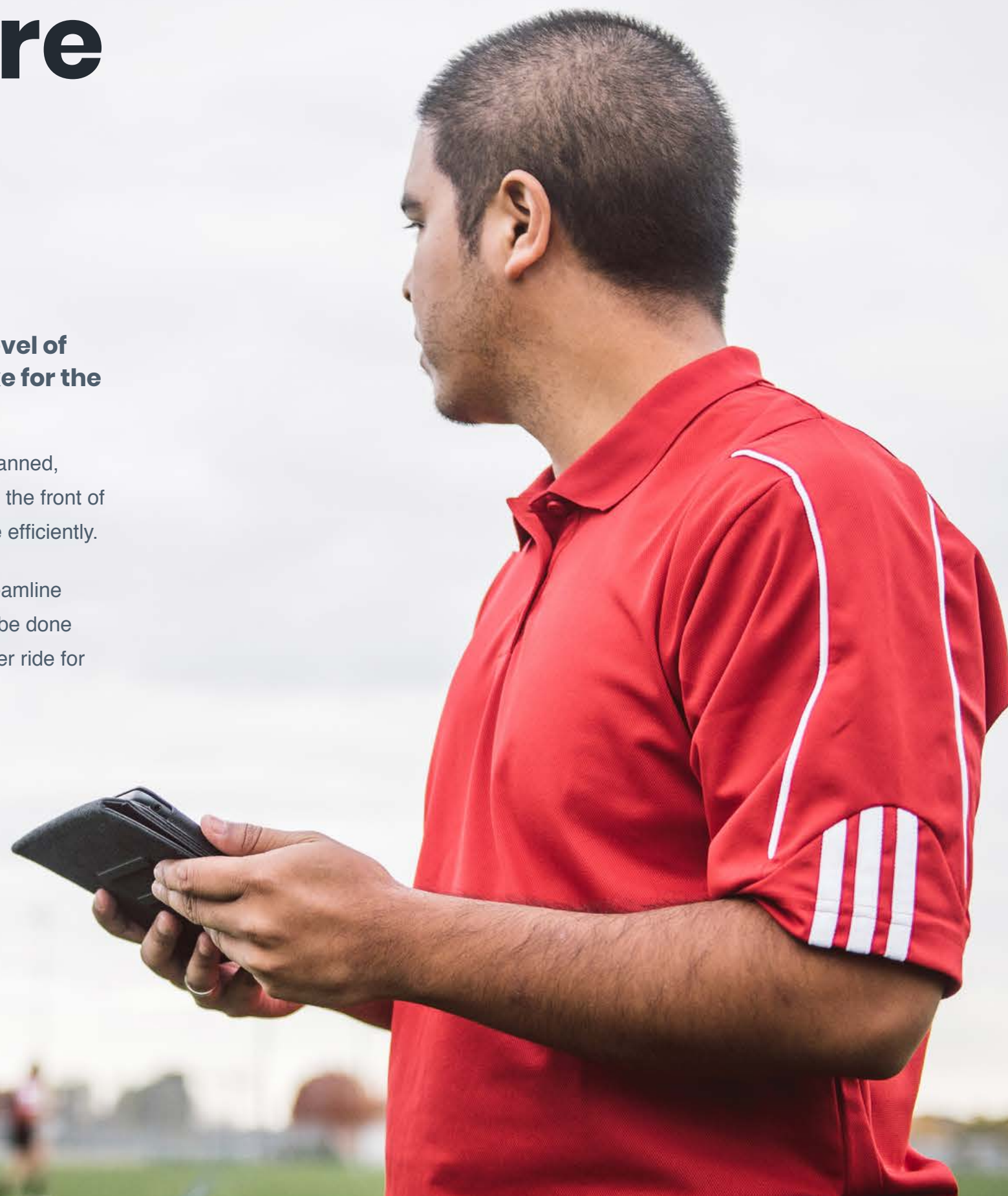


How to Be More Efficient with Hudl

Coaches are the pulse of our company. We've seen the level of commitment coaching takes and the sacrifices you make for the game and your players.

We know we can't take everything off your plate. Practices still need to be planned, video needs to be analyzed, and your players' development will always be at the front of your mind. What Hudl can do is help you manage the chaos and coach more efficiently.

In this guide you'll find the steps you can add to your current workflow to streamline processes so your staff can be as efficient as possible. A lot of the work can be done before the season even begins to make those mid-season months a smoother ride for the whole team.



Before the Season Begins

Set Your Focus | Delegate Tasks | Recruit Volunteers | Prep Your Hudl Account

Set Your Focus

Create goals for your team and yourself as a coach.

It could be a certain number of wins, or maybe you have a young team and want to focus on player development while avoiding embarrassing losses.

Set specific goals around how you want to use our tools. Maybe you need to start small and make a goal of uploading your video immediately after each game. Or take it a step further and create at least one playlist to share with your athletes.



Think about how “SMART” your goals are.

S

Specific

Instead of a vague goal like “work on communication skills with my staff,” concentrate on the execution.

M

Measurable

Make sure your goals can be measured, otherwise you’ll have no way of tracking success.

A

Attainable

Choose a goal that won’t add more stress and aggravation to your life.

R

Realistic

Be honest about what you and your team can achieve.

T

Time-bound

Set a deadline to go back and reflect on the results.

Delegate Tasks

What am I doing that someone else could do?

Working too hard for too long is one of the quickest ways to burn out. Delegating tasks is a quick trick to using your time more efficiently. As a coach, it's easy (even natural) to feel like the fate of the team rests solely on your shoulders.

You're not alone. You're part of a team that can and should share the work. Assistants, coordinators and players can share your passion and chip in.

As a leader, your focus is best directed toward planning and looking at the big picture.

By delegating smaller tasks to assistants and letting go of things that won't help your team reach its goals, you can prioritize the work with the biggest impact—ultimately becoming a more effective coach.

As a leader, your focus is best directed toward planning, training and looking at the big picture.



True Story

Newark Valley High School (N.J.) coach Brian Sherwood knew he had to reshuffle his workload. Rather than trying to function as both the head coach and defensive coordinator, he refocused on the team as a whole and delegated the defense to another coach.

“

It wouldn't have been effective if I would've continued to be a coordinator, because I couldn't [sit] on the bench, get out of the flow of the game and make all the decisions a head coach has to make during the game.

Brian Sherwood, Head Coach
Newark Valley High School (N.J.)

Involve Enthusiastic Players

Don't limit delegation to your coaching staff. Equip your players to share some of the load.

Team Leaders

Hold pre-season meetings to teach them how to run a few drills or portions of a video session on their own.

Athletes *can* create playlists on Hudl, so let your players take ownership and lead the team through review. This can be a helpful change of pace with a fresh, unique perspective.

The Entire Team

Have each athlete create a playlist of their top five and bottom five plays to share with the coaches. Or give them a focus area, like passing, and ask them to pull out three good passes and three that need improvement.

You can watch the playlists as a team before practice, or add notes and drawings for individual review. The key is for your players to have an integral role in the work, taking some of it off your plate.



Recruit Volunteers

These individuals can be total lifesavers. We recently talked to a coach who limits his responsibilities to reviewing playlists of his offensive line. A volunteer records and uploads the video, adds stats and creates playlists for each of the position coaches. Talk about a team player!

While you might not have one person to cover all those tasks, there could be a group of people willing to help. Maybe one is a parent who's heavily invested in your team and program, or a student who's interested in sports and statistics. Recruit those volunteers and give them a chance to get involved in your team's success.

Prep Your Hudl Account

Save yourself time in the thick of season by taking these steps to prepare your Hudl account before the first game.

Create a Schedule

While you can add video without a schedule entry and add events as the season progresses, **it's easiest to add your entire schedule before game one.** This will help players and coaches stay on track and keep your video organized.



Add Your Athletes

Your team's development starts with giving everyone access to Hudl. But first, you'll want to remove any old accounts that aren't being used.

There are a few ways to add new players and coaches.

01

Use Invite Codes

Share a code with your athletes and let them enter their own information. All you have to do is approve each player's request.

02

Import Your Roster

Add your athletes and coaches from an existing spreadsheet.

03

Add Athletes Manually

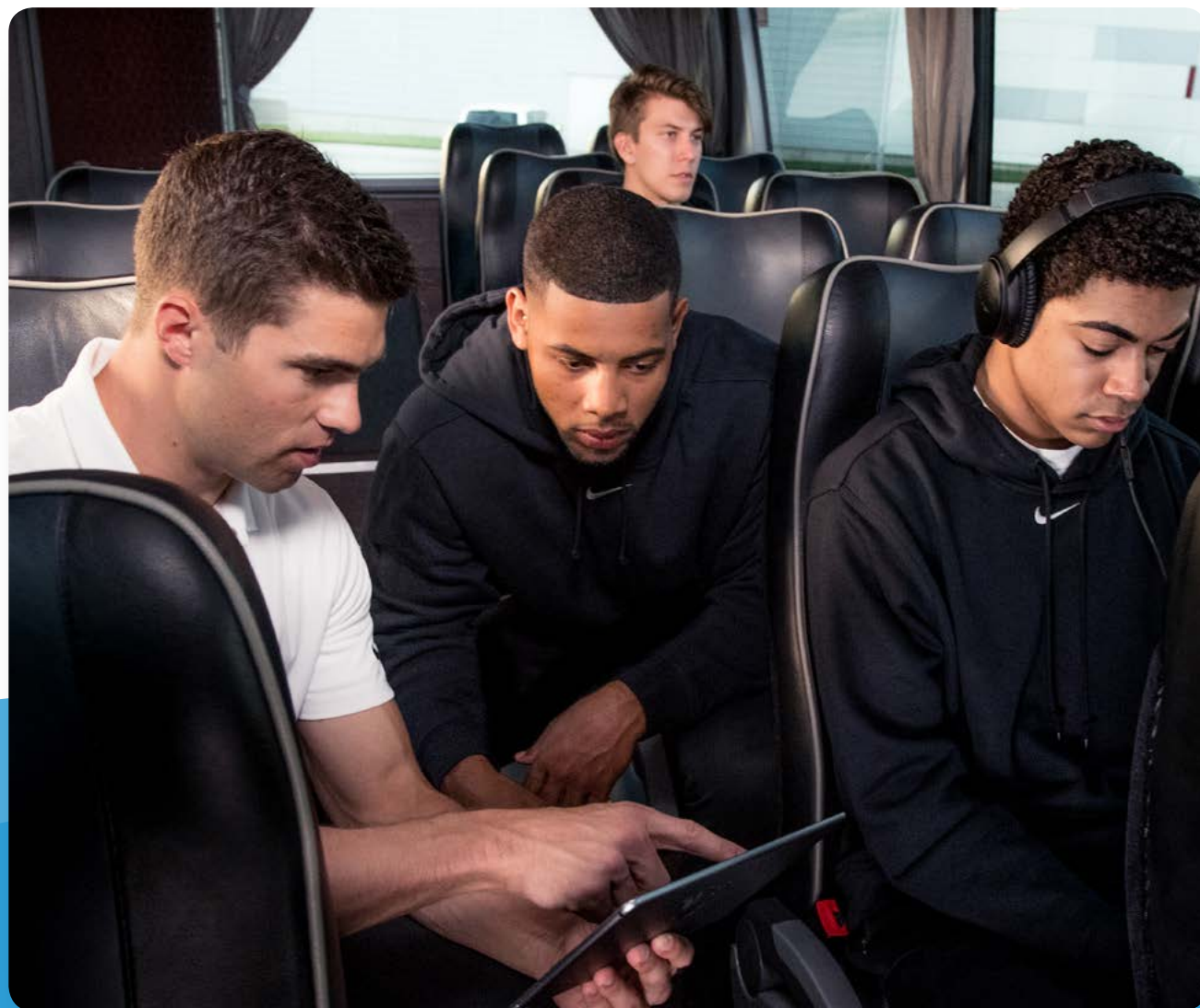
If you have a lot of returning players, you might only need to make a few updates. Add new players one-by-one just by entering their email addresses.

Try using custom groups to save time during the season. Start by creating a few for specific positions or team captains. This makes communication easier when you only want to message a few players, rather than the entire team.

Train Your Team to Use Hudl

Take the time to show your coaching staff how to use Hudl's tools and make sure everyone is fully on board. Using the tools at your disposal to prepare your team before it sees any action will help you avoid burnout.

But that's only the beginning. Once the stadium lights come on and the whistle blows, the chaos of season really starts. That's when any bit of extra time suddenly becomes a valuable commodity.



“

You can, in the end, **save yourself a boatload of time. It takes a little time to set up, but anything in life is going to be like that if you do it properly.**

Matt Gingrich
Anneville-Cleona (Penn.)

Use These Tools to Get Started

-  **Quick Start Guides**
-  **Athlete's Guide to Hudl**
-  **How-To Videos**
-  **Coaching Resources**
-  **Support Tutorials**
-  **Hudl Tips**

On Game Day

Now that games have begun, it's time to focus on the video. Streamlining your recording workflow will go a long way in avoiding headaches and exhaustion.

You can record from the Hudl app on an iPad or iPhone. This saves a ton of time because you don't have to hook up a camera to your computer and wait for your video to upload. You'll be able to upload after the game from the app in just a few steps—or during the action if you're connected to Wi-Fi.

Take advantage of our live tagging feature for **American football**, **soccer** and **basketball** to have complete stats by the time you hit the locker room. Save yourself from entering the data by asking someone with a good understanding of the game to help out.

Like we mentioned in the previous section, game time is when those volunteers you recruited can really come in handy. **Let someone else record, add tags or even upload your video to Hudl so you can focus on coaching.**

Make Better Decisions with Instant Replay

For American football teams, Hudl Sideline makes coaches' lives even easier. When your team can see video of each play right after it happens, you can adjust at game speed. The video can be uploaded from the app right after the game. And if there's more than one angle, it will intercut automatically.



Maximize Time between Games

Analyze Your Game | Improve Review Sessions | Communicate with Athletes

Analyze Your Game

Split the workload across your coaching staff and assign Hudl tasks to different assistants, managers or volunteers.

Delegate Stats to Hudl Assist

Save your staff tons of time by leaving everything to Hudl Assist. Upload your game and send it to our analysts to break down, so you can get stats for your team without losing any valuable time.

“

It saves time for our other coaches that we used to commit to inputting the data. Now they can further look at film and watch film themselves instead of doing that monotonous install of the information.”

Len Cusumano, Head Coach
Pascack Valley (N.J.)

Whether you live tag, add stats post-game or take advantage of Hudl Assist, you can use the data to analyze your team and your opponents. Because all the reports are automatically generated, you don't have to make the calculations yourself. Simply review what matters most to create your game plan and push your team to the next level.

Build Your Game Plan with Data

01

Analyze your team's performance to detect areas of weakness.

02

Find trends in your opponent's play and prepare for those tendencies.

03

Detect impact players to prepare for their strengths.

04

Create a practice plan to combat your opponent's strategy.

Improve Review Sessions

Another area technology can streamline is your team review session. Rather than watching the entire game to find the seven clips you want to share, use Hudl to find the key moments.

Create Playlists

Add only key moments for focused review sessions that hold your athletes' attention.

Add Comments and Drawings

Instead of trying to cover everything in a review session, send clips to your players with comments and drawings to review at home.

Ask Athletes to Create Playlists

Try delegating responsibility to build leaders on your team.

Filter by Stat

You know the areas your team needs to focus on, and it shouldn't be difficult to find those moments in the video. Simply filter to spot mistakes like missed shots to share with players and coaches.

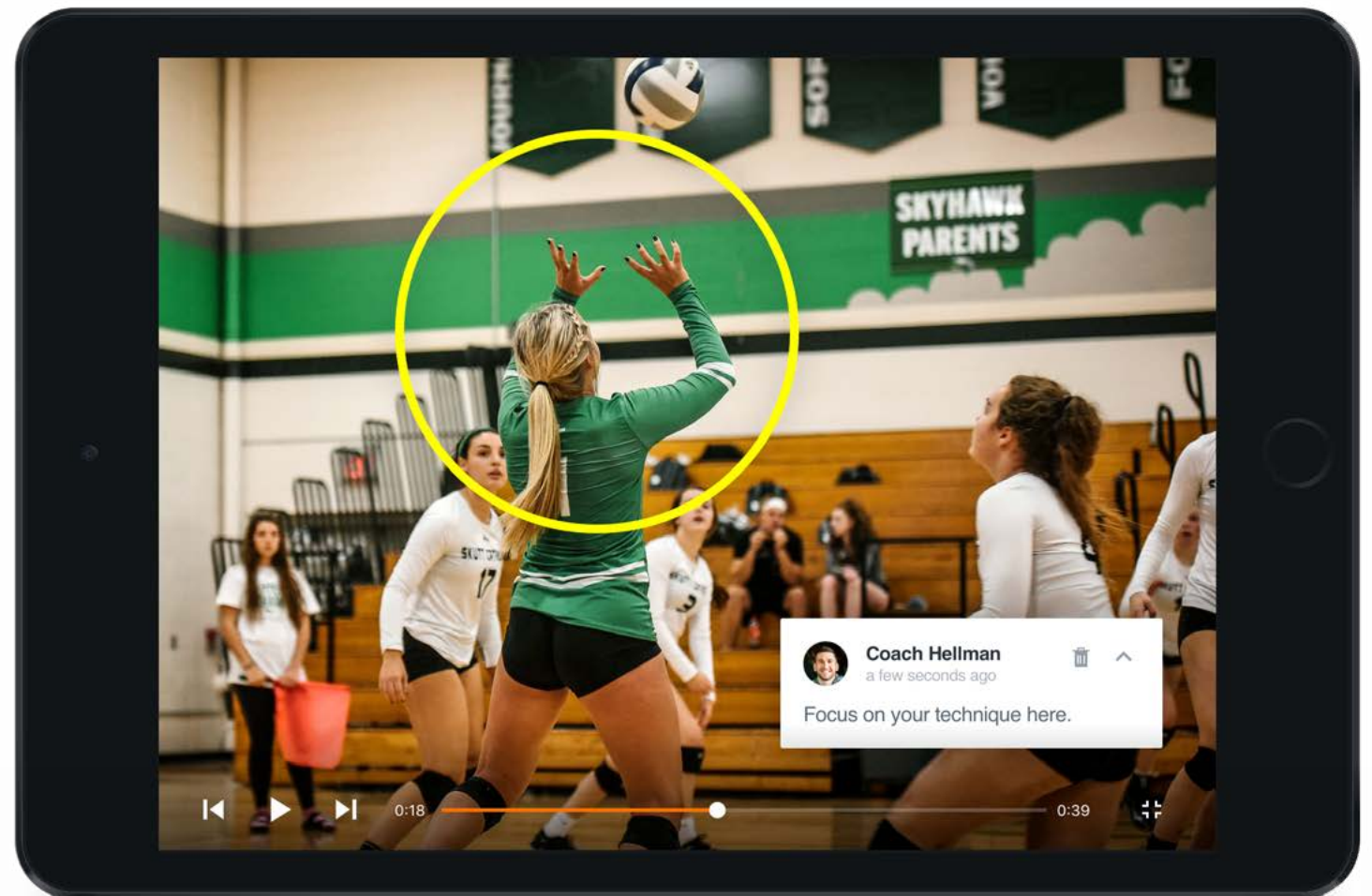
Use Our Interactive Reports

Analyze your opponents' stats and automatically generate a playlist to review with your team.

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The ability to save and mark up video has decreased the time we use when watching film. We can easily jump from play to play with our comments about the play already written on the film.

Bradley Baker, Head Coach
Benet Academy (Ill.)



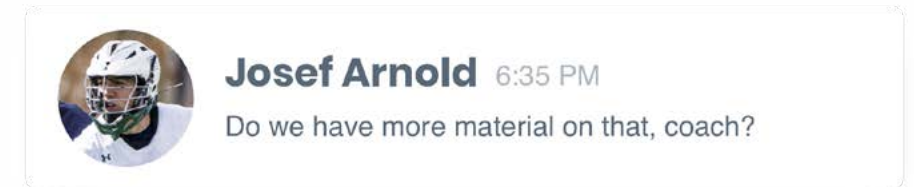
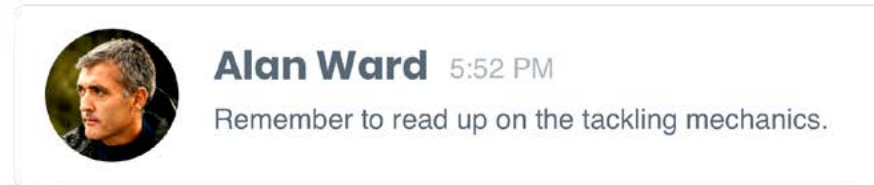
Matches		Attacking				Set Pieces		Possession	
Season	MP	G	SH	SH:G	AttT	CK	FK	P%	P#
2014-2015	10	1.4	10.5	7.5	45.9	3.4	7.1	56.1	83.2
By Half	MP	G	SH	SH:G	AttT	CK	FK	P%	P#
1st Half	10	1.0	5.4	5.4	23.5	1.6	3.5	56.7	42.5

Improve Your Communication with Athletes

Be more efficient in your communication with players by setting aside online “office hours.” This lets them know you’re available to answer questions about the video, their plays or positioning, but also puts boundaries on when you’re free.

A lot of coaches make themselves available to help athletes at any time, but this might not be the best use of your time and could put you on a faster path to burnout.

All team communication can be centralized in Hudl, making it easier to manage. You can access to your messages from any device. Include your whole team or just a specific group of players based on what you need to share.



Make the Most of Hudl's Messaging Tools

01

Set up virtual office hours to answer player questions.

02

Share a playlist with a position group to give feedback.

03

Send reminders about game and practice times.

04

Stay connected with your players during natural disasters.

05

Share links to training resources.

06

Discuss game strategy with coaches.

10 Ways Hudl Saves You Time

01**Track stats live to review immediately.**

Use the Hudl app to tag basketball, soccer and football games live.

02**Leave the breakdowns to us.**

Hudl Assist gives you all the key stats so you can spend your time in other areas.

03**Add team members with a few clicks.**

Unless you love manual data entry, you can import your roster en masse at the beginning of the season.

04**Record and upload with an iPad.**

Use the Hudl app to cut hours from your workflow. If you have Wi-Fi, some sports can even upload live at the game.

05**Pick up the pace with keyboard shortcuts.**

Every second counts. Streamline your video review with keyboard shortcuts tailored to your sport.

06**Keep everyone on the same page.**

All your communication is in one place. Easily update your team with new game plans, updated practice times, or training tips.

07**Exchange video without leaving your office.**

Instead of driving across the state, you can use Hudl to securely trade video with any team.

08**Build highlights from stats.**

Click any underlined stat in your reports to pull up its associated clips. Add them directly to team or player highlights with the click of a button.

09**Share video for athletes to review anywhere.**

Development isn't limited to the field. Share comments and drawings for athletes to review from any device.

10**Filter to find key moments.**

It's easier than ever to find specific moments with your stats. Filter by any stat in the video and save clips to a playlist in seconds.

Time to put these tips to work.

Use the power of Hudl to develop your team and analyze opponents—and lessen the load on your plate.

www.hudl.com/library

