

## **How Will Qualitative Analytics 5.0 Products Help Our Club?**

Qualitative Analytics (QA) comprise a body of knowledge about critical aspects that drive Premiership success. QA introduce new ways to look at and measure games that include: reading patterns of play; identifying trends; and revealing progressive game control. QA empower coaches with new thinking and approaches. Our range of products supports a performance journey to build and sustain success:

1. Off-field success is the foundation for on-field success. The journey involves building to the Dynasty Level 4 (of 4) **Organics™** demonstrated by:
  - a. Resilience, Performance, Governance and Sustainability
  - b. Leadership, Culture, Strategy and Communication
  - c. Measurable Pathway provided from Level 1 to 4
2. Practical models to enhance **Team Capability**:
  - a. Decision-Making profiling, application and improvement
  - b. Controlling Momentum throughout games
  - c. Optimising application of Human Drivers and Connectors
  - d. Leading in sport today – personal, professional and crisis skills
  - e. Creating and exploiting Vulnerability, Risk and Opportunity
3. **Insight™** Analytics to value and compare both teams' preparation.
4. Live **GameOn™** data feed during games to support match winning performance:
  - a. Both teams' Intensity measured across five connected components
  - b. Risk and Opportunity identified – to protect and exploit
  - c. Scoring/Defending reflected by effectiveness of 11 end-to-end steps
  - d. Transitions can be turned from a 'lost opportunities' to strategic gains
  - e. Players guided to play in the 'Now' through a strategic approach
  - f. Know 'Game control' during games based on likelihood of winning.
5. Post-Match Review using **Deep Analytics** QA 5.0's three levels of analysis: by Event, Cause and Effect, and Remediation/Innovation/Improvement.
6. **Innovation and Problem Solving**: initiate and respond to disruption and random play; creative use of stoppages in play; and building resilience.

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**"You see what you look for, you need to look for this – Qualitative Analytics 5.0"**