

# 2024 COACHING Conference

SATURDAY 23<sup>RD</sup> NOVEMBER  
CROKE PARK

# COACHING FOR THE FUTURE



Gaelic Games  
**COACH  
PATHWAY**

Gaelic Games  
**PLAYER  
PATHWAY**

# How Performance Analysis can impact your Coaching

Thomas Mount  
Shane Mangan  
Emma Byrne



**GAELIC GAMES**  
**COACH**  
**PATHWAY**

**GAA**  
WHERE WE ALL BELONG

**LGFA**  
PEIL na mBAN

**THE GAMOGIE ASSOCIATION**  
An Cumann Camógachta

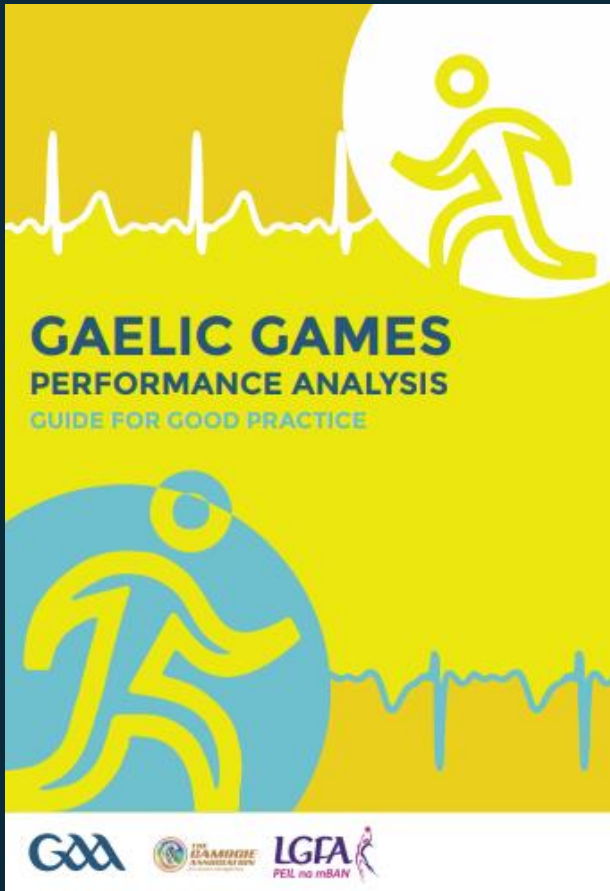
## Outcomes:

- PA within Gaelic Games
  - Gaelic Games Guide for Good Practice
  - Introduction to PA Courses
  - Accreditation Pathway
  - Community of Practice Events
- Case study-Shane Mangan
- Case study-Tomas Mount
- Q&A

# Guide for Good Practice

GAELIC GAMES  
PLAYER  
PATHWAY

THE GAELIC GAMES PLAYER  
PATHWAY & SPORTS SCIENCE  
2030 VISION



Denise Martin  
Colm Clear  
Johnny Bradley  
Niall Collins  
Brian McDonnell  
Emma Byrne  
Louise Byrne  
Alan Swanton  
Kevin McGuigan

GAELIC GAMES  
**COACH  
PATHWAY**

1. What is Applied Performance Analysis 6

2. Six areas in which PA supports Coaches & Players 8

3. What does a Performance Analyst do? 12

- Creating Knowledge
- Designing opportunities for knowledge
- Reporting to the Coaching Team
- Feedback to Players

4. Working effectively with a Performance Analyst

- Role Descriptors
- PA Support Agreements
- Timeframe
- Aims for Delivery
- PA Projects & Deadlines
- Evaluation
- Sign off

5. How could your team/club benefit from PA?

- Rationale:
- Why do we need PA?
- How could PA fit into your coaching philosophy?
- What do you want to achieve with PA?
- Circumstances
- How much experience have you had?
- How much time can you manage?
- What resources have the team?
- How can you recruit someone with PA skills?
- Experience and knowhow
- Tips for starting with an analyst

6. A Guide for Practice for using PA

- What is the Gaelic Games Performance Analysis Guide for Practice?
- Why do we need a Guide for Practice?
- Principles for PA Delivery
- Guide for Practice
- Understanding Performance Analysis
- Pre-Game & In Game Analysis
- Post-Game & Point in Time Review

7. How to find a Quality Assured Performance Analyst

- Background to the Gaelic Games Performance Analysis Accreditation Programme
- Aim and Objectives of the Accreditation Programme
- Key Aim:
- Objectives of Developing a Quality Assured Performance Analyst
- The Accreditation Programme
- PA Competence
- PA Experience
- Finding an Accredited Gaelic Games Performance Analyst

8. Opportunities to Learn about PA
- Introduction to Performance Analysis
  - PA Courses
  - Gaelic Games Introduction to PA
  - Other Education Providers

**Principles for PA Delivery**

Just as you as a coach have a style in which you conduct training sessions and no doubt have a way you would like to see the team play, your coaching philosophy. An analyst will also work off similar guiding principles which will assist them in maximising the effectiveness of their time and effort. These can be individual but as a starting point might include:

**1. Trust is Everything**

Trust in the integrity of information, trust in the analyst, trust in the positive intent of the process.

**2. Clarity of Purpose - The what, why, when, how, where & who**

Ensure that you are capturing the info/data that matters, not just that which is easy to collect.

**3. Awareness of context/relevance**

Be aware of the operating reality of those around you, what matters may change over time.

**4. Create light Bulb Moments**

Help to create an environment where players have time to reflect and are facilitated to problem solve, creating learning opportunities by probing/leading with open questions.

**5. Catch them doing it right**

Players are more likely to positively engage and change behaviours when feedback is framed in a positive way.

Particularly at underage level, set the foundations for future years.

**6. Allow time to reflect**

Strive to continually evolve how you operate by giving yourself the time to reflect on your input potentially after a session or at the end of the season. Ensure you learn from our experiences and strive to continuously evolve and adapt to the operating environment.

**Pre-Game & In Game Analysis**

Stage	F3/T1/T2 Youth	T3/T4/F3 Adult	E1
3. Pre-Game 	12-17 Tactical profiling - of how we are playing Assist with Team selections - PA can assist coaching the selection of the team by reviewing previous performances. Goal setting- New targets for the upcoming match.	ADULT Tactical profiling - Of ourselves and opposition. Assist with Team selections - PA can assist coaching the selection of the team by reviewing previous performances. Opposition Analysis - Prepare opposition clips and clips on certain opposition players - main factors that feed in to opposition analysis and circulate to players.	Elite Representation Tactical Profiling - Ensuring the coaches are provided with information (in visual, numerical, video formats) to help understanding of upcoming game. Effective Preparation - Holding pre training session with players, deliver message, train, video the training session and then review the video of the session to measure if players understood the message. Opposition Analysis - Prepare opposition clips and clips on certain opposition players - main factors that feed in to opposition analysis and circulate to players. Game Preparation - As an analyst, meet with the management and agree what should be prioritized for measurement during the upcoming game.
		Real & Lapsed Time Feedback - Using PA software to measure "Is our plan working?"	Real & Lapsed Time Feedback - Coding during a game can be notational, via an iPad/iS or with a laptop. Responsibility of the lead analyst to provide feedback to the management team.

**Post-Game & Point in Time Review**

Stage	F3/T1/T2 Youth	T3/T4/F3 Adult	E1
5. Post Game 	12-17 "Reporting - What went right/wrong, What are we going to work on for next game. Education - show some video clips to emphasize learnings shown to players in group setting. Questions - Plan the questions that you might ask the players. Consider Age when designing"	ADULT Reporting - What aspects need to be addressed in the future. Feedback: Team/In Groups/1v1/ Player led Timing/Length - before next training. How long will this take (MAX 15-20 mins) Where and How? Do you have a suitable location to conduct your feedback. What other tools do you need.	Elite Representation "Test your analysis - ensure that it undergoes a reliability and validation test Player lead analysis - Motivate players to carry out their own analysis by setting rewards. When delivering feedback, get to the point quickly and avoid long video sessions and ensure that feedback is balanced in favour or positives and negatives Have a room at the county grounds (training base) with equipment for players to review the analysis (on their own or with coaches) - analysis room
6. Point in Time Review 	Review - Review the current process and from previous seasons	"Review - Review the current process and from previous seasons Refine - Establish if the key areas of focus reflect what is measured and how/why its measured"	Reporting - Have a database built up with data from past games etc. so can be referenced and compared etc. "Review - Review the current process of PA 3 to 3 times per year Refine - Establish if the key areas of focus reflect what is measured and how its measured"

# Intro to PA courses



## INTRODUCTION TO PERFORMANCE ANALYSIS

### OVERVIEW:

This course aims to show how analysis can be used as an effective teaching tool to improve both coach & players learning & performance.

This Introductory PA course is specifically designed to meet the needs of the modern coach at all levels.



### LEARNING OUTCOMES:

- Identify and discuss the principles of best practice in PA delivery
- Identify, prioritise and design a simple system to measure appropriate performance indicators
- Demonstrate the ability to collect objective, accurate information based on an agreed framework and test its reliability using percentage error calculations
- Analyse, interpret and refine data into an understandable and appropriate format for analysis by coaches
- Facilitate the coach-led delivery of appropriate feedback to participants, taking into account their bio-psycho-social needs in a scenario-based setting



### DATES:

Tues 3rd Dec  
Thurs 5th Dec  
Tues 10th Dec  
Thurs 12th Dec

Attendance at all sessions

Online:  
7.30-9.30pm

€50 per person

**REGISTER NOW**



# Accreditation Framework

Accreditation based on;

1. Experience

2. Competence

3. Values



Role Descriptor	Role 1	Role 2	Role 3	Role 4
Planning & System Design		Conduct basic needs analysis Designs simple system to capture, analyse and feedback appropriate information Select appropriate game based performance indicators for measurement	Party to coaching plans and strategy. Conduct comprehensive analysis of the needs of the coach, team, individuals and support staff for a season.	Participate fully in coaching team planning and review processes. Design an appropriate and systematic programme of PA and feedback which monitors various aspects of performance in collaboration with a multidisciplinary team.
Data Collection	Record video and / or GPS data of games and training Record notational analysis data accurately & reliably Code key events in software or apps objectively & reliably	Design and apply notational analysis templates Design and apply coding templates	Design and apply systems for optimum use of computer based sports analysis systems* facilitating data collection in games, training and post-match	Build a performance data archive which can be mined and referenced
Analysis & Reporting		Process and refine data into an understandable and accessible format for in depth analysis by coaches	Collaborate with coaching staff to analyse, process and refine video and information	Benchmark performances against team / individual norms and expected outcomes
Feedback Delivery		Facilitate the coach led delivery of appropriate feedback to participants in multiple formats	Oversee the dissemination of feedback, monitoring its uptake and impact	Evaluating if feedback interventions to coaches and players meet their stated aims
Philosophy of Practice / Self-Management	Behave in an appropriate and ethical manner within the limits of their role Demonstrate enthusiasm, attention to detail, ability to perform under pressure and willingness to learn	Seek feedback, reflect on and evaluate PA practice Demonstrate a commitment to continuous learning and innovation in all aspects of practice	Critically appraise the impact and effectiveness of the system	Critically reflects on the decision making processes employed at each judgement point Leads and manages an analyst support team



**GAA**  
**LEARNING**  
**GAELIC GAMES**  
**COACH**  
**PATHWAY**

# Community of Practice





# Six areas:

1. Understanding Performance
2. Coaching and Monitoring Practice
3. Pre-Game
4. In-Game
5. Post Game
6. Point in Time Review

# Performance Analysis as a Coaching Intervention Tool

Dr. Shane Mangan



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# Background



- Undergraduate degree in Sports Science & PhD in Sports Science - Lecturer in Sports Science since 2015
- Sports Scientist, Performance Analyst with various club & inter county teams since 2014
- 4 seasons as Coach/Manager Ladies and Mens Gaelic football teams

## Case Study:

# Ballyboden St. Enda's Senior Men's Gaelic Football Defence to Attack Transition

## 2023 Season

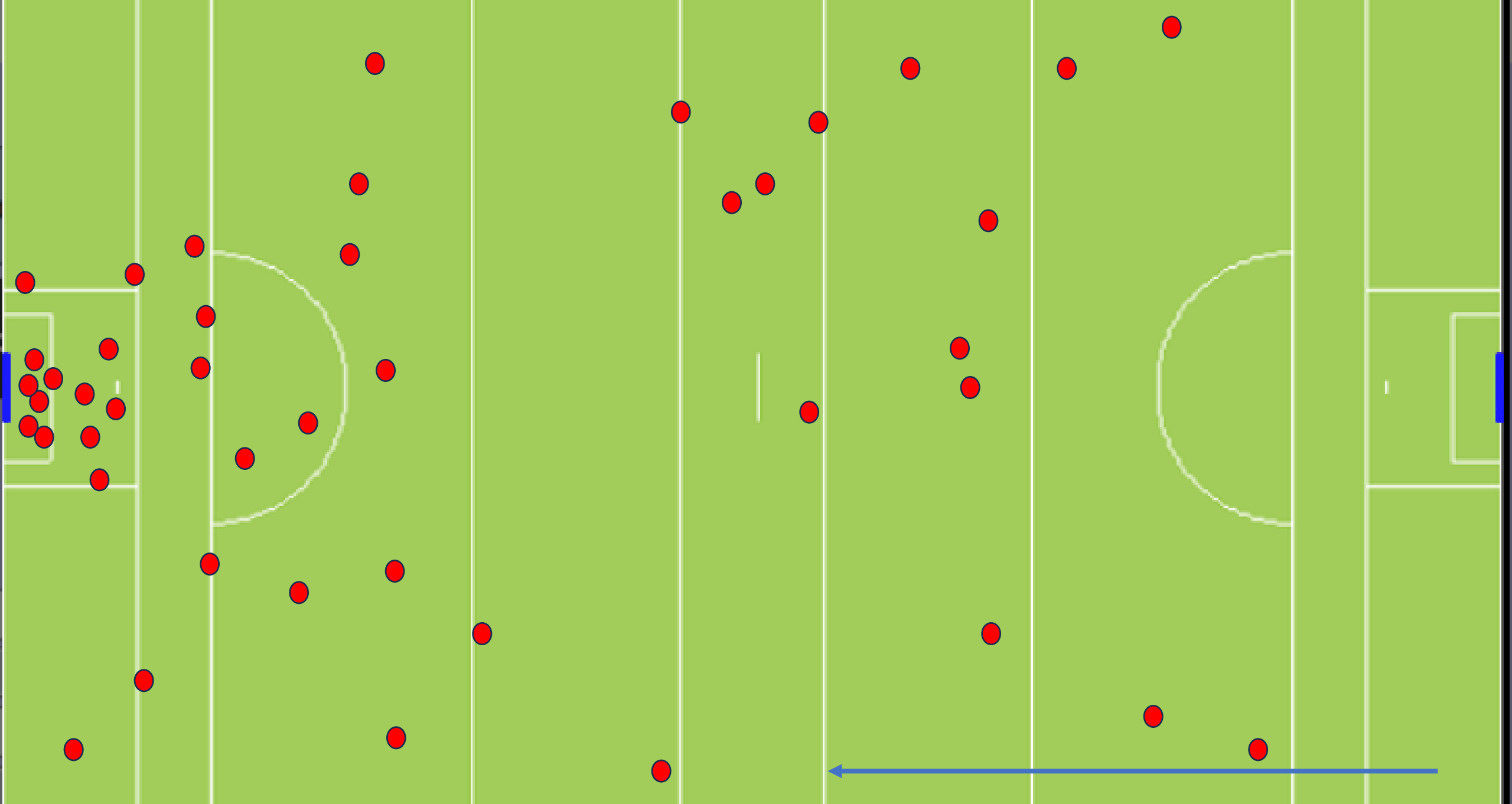
- 2018 – 2022 Performance Analyst
- 2023 & 2024 Coach



# A Story of Problems and Solutions

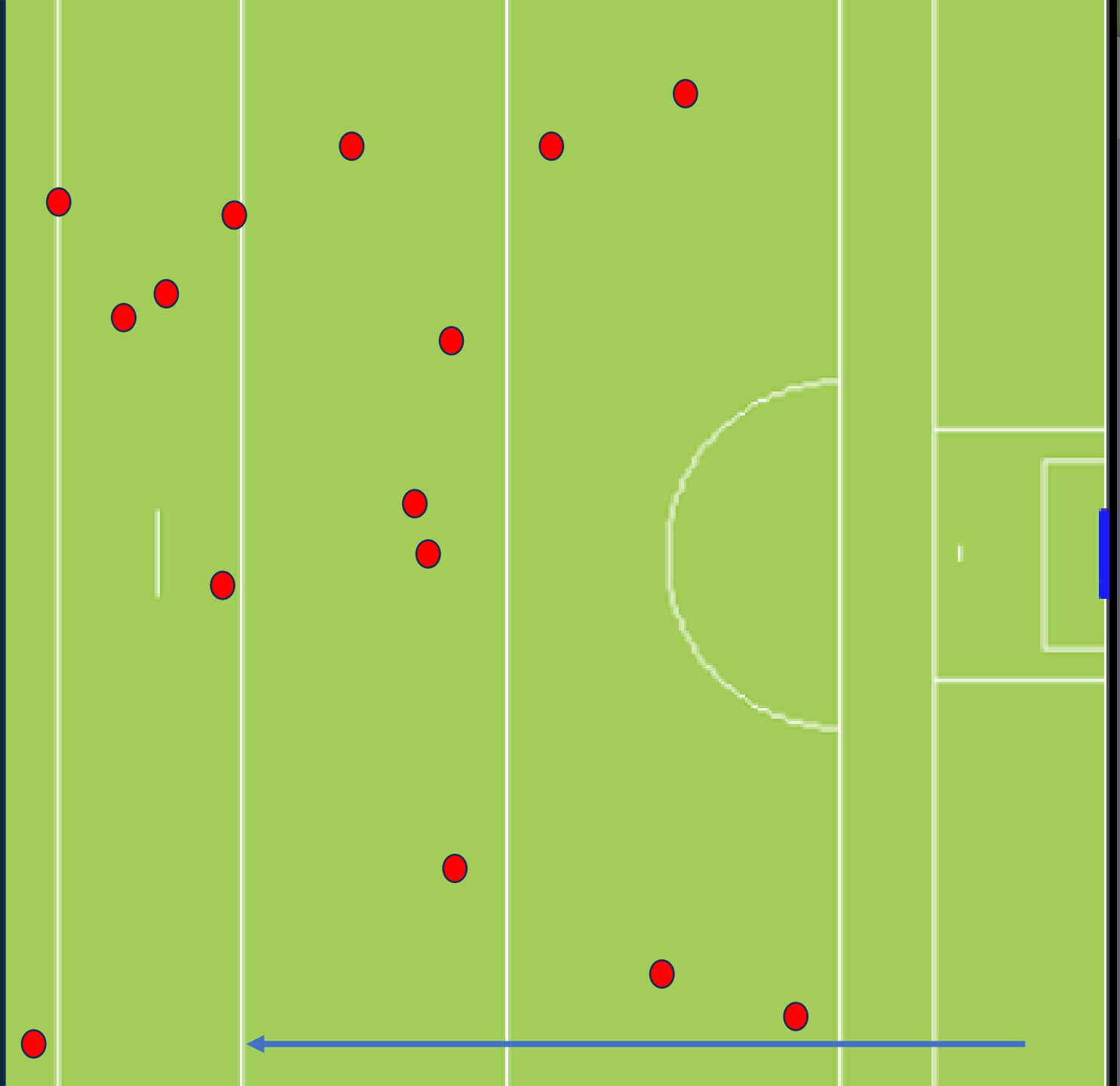
**Coaching with the aid of Performance Analysis**

Problem : Turnovers Lost v Kilmacud Crokes 2021 & v Na Fianna 2022



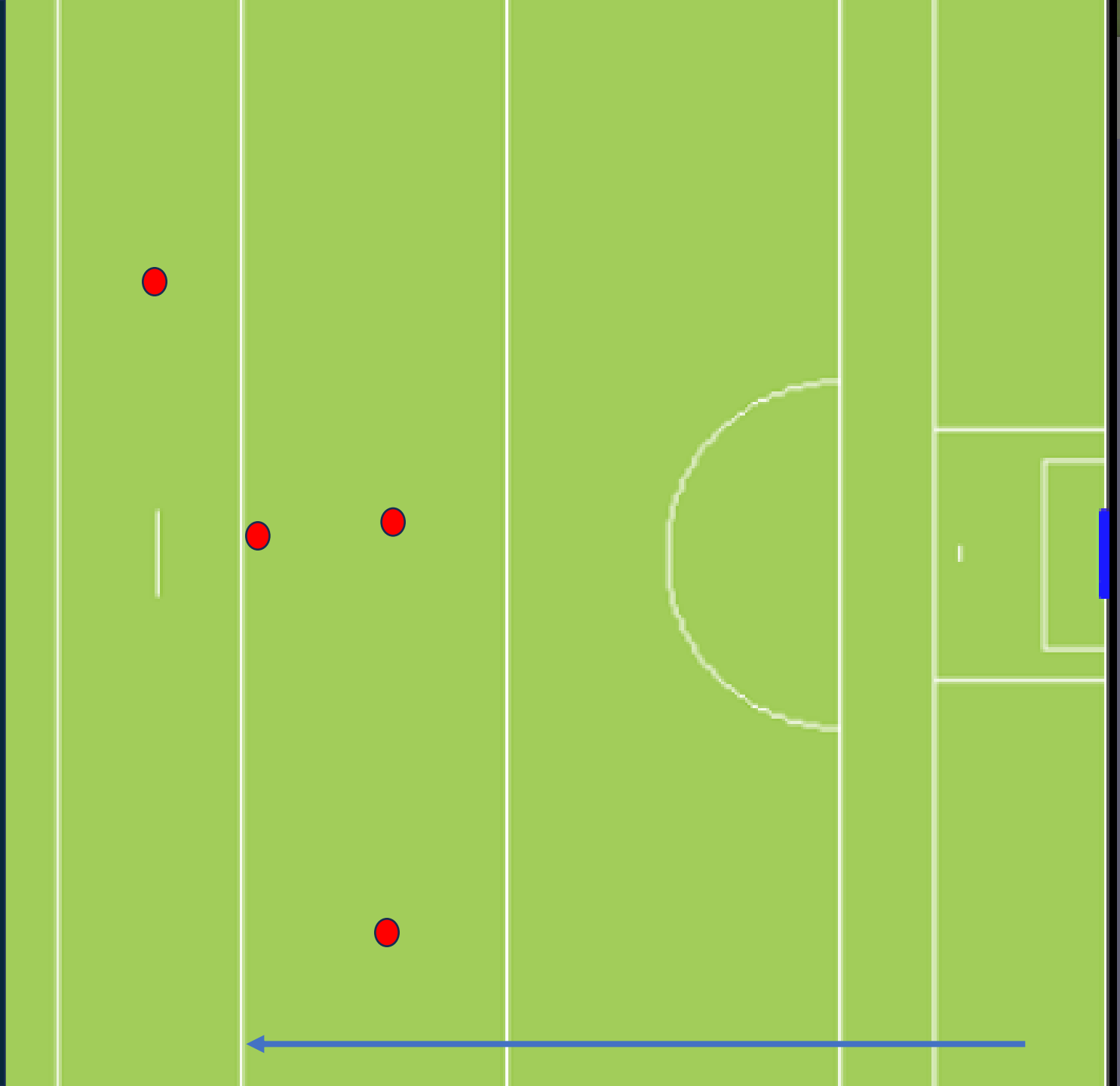
15 Turnovers Lost  
12 Opposition Shots

V Kilmacud Crokes 2021  
V Na Fianna 2022



4 Turnovers Lost  
3 Opposition Shots

V Kilmacud Crokes 2023  
V Kilmacud Crokes 2024





# Solution: Step 1- Using video to highlight the problem

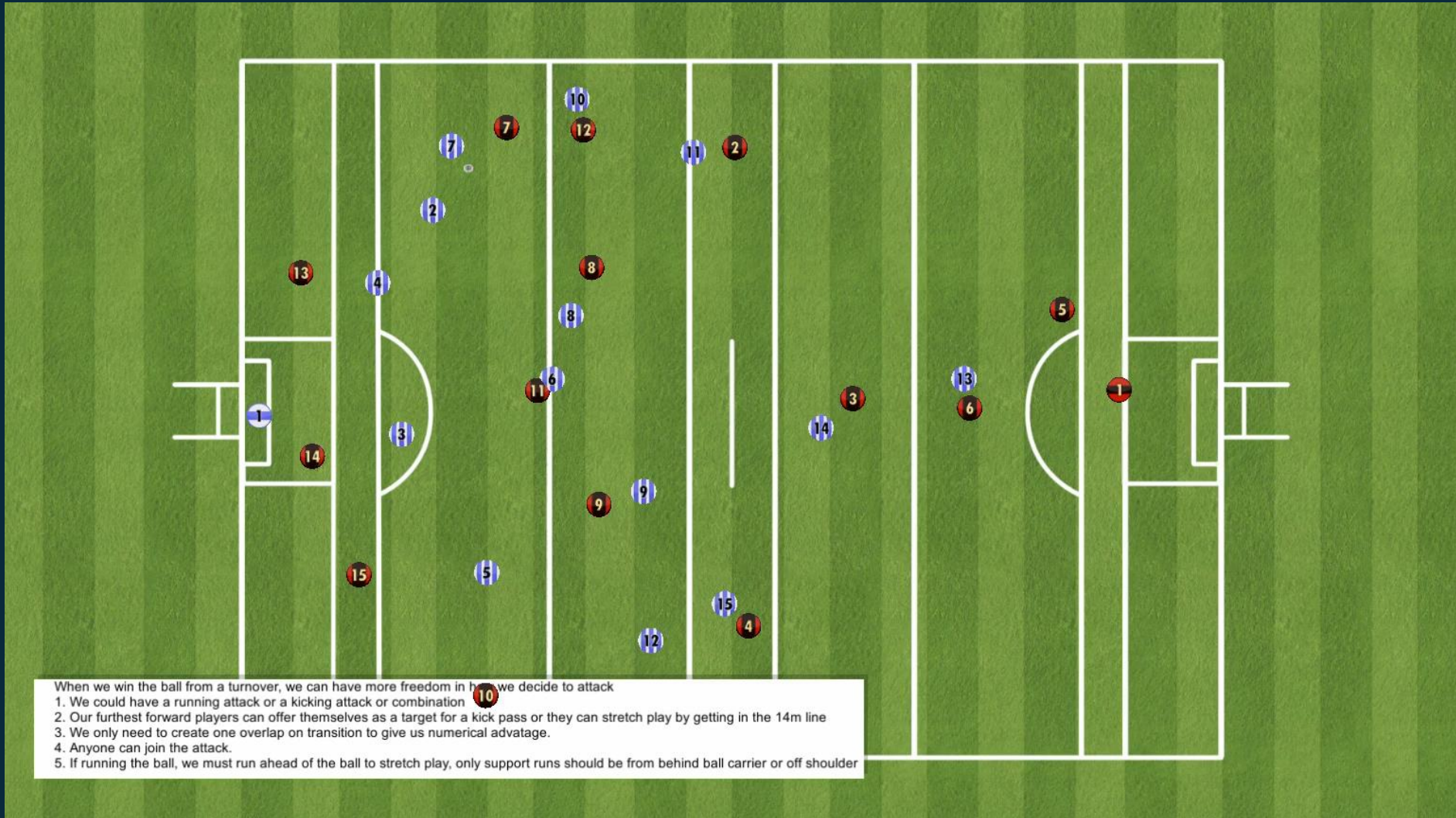


#1 Turnover Lost

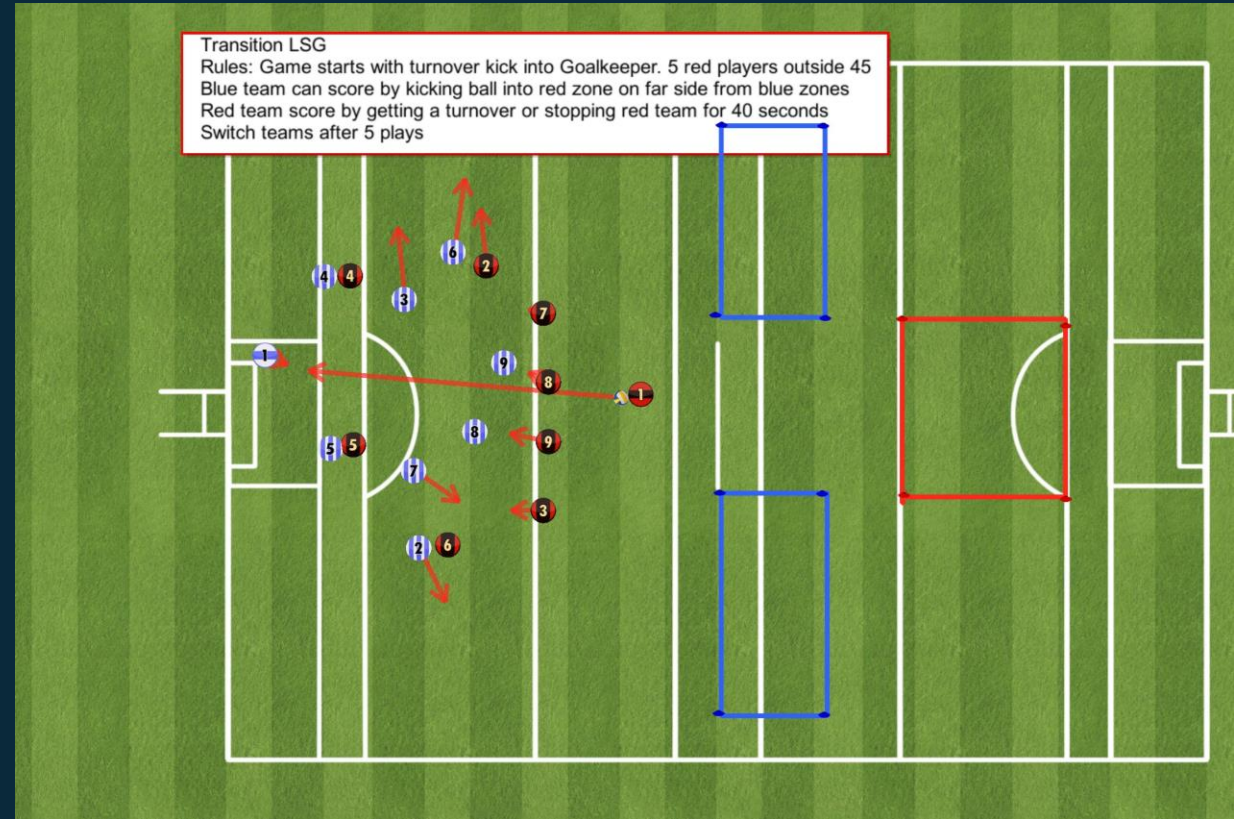
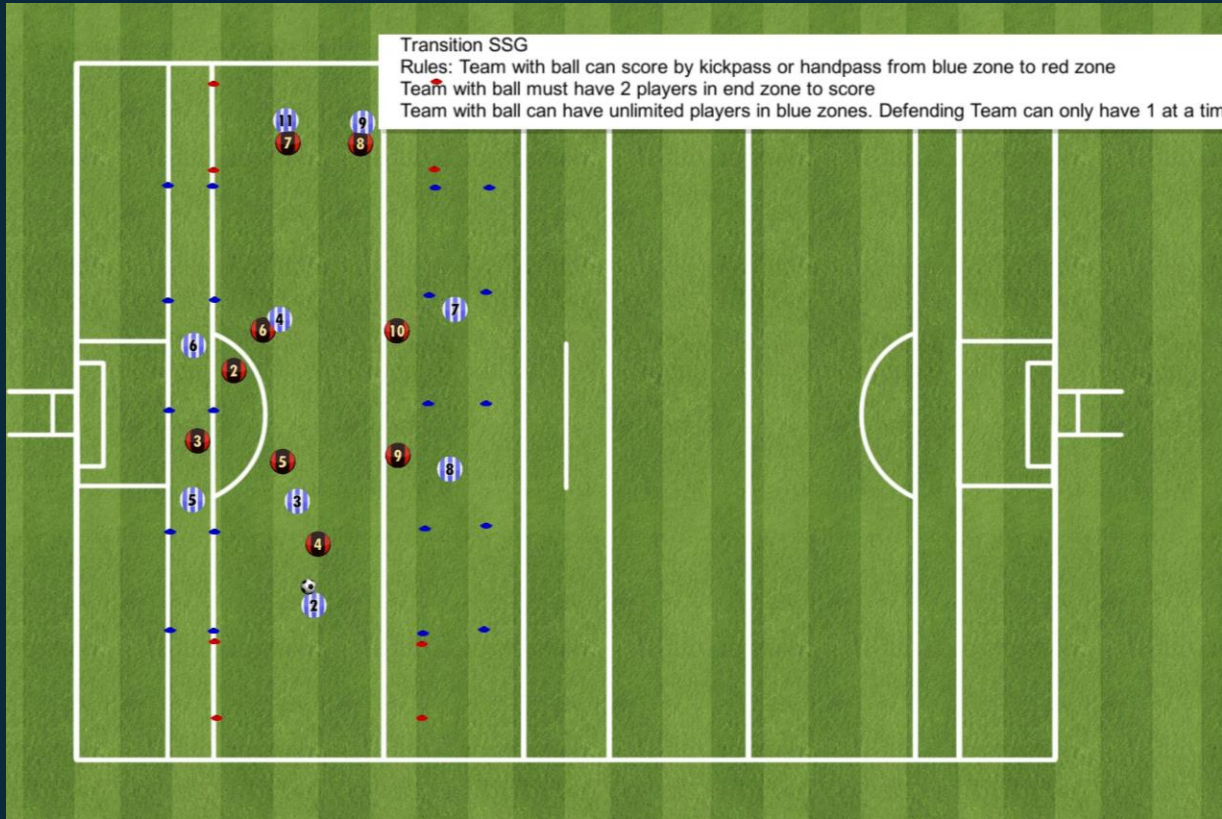
## **Solution: Step 2 – Communicate new coaching principles**

- Run ahead of the ball
- Get deep
- Support runs
- Head up and move quickly

# Solution: Step 3 – Show the players what you want to see



# Solution: Step 4 – Introduce new principles to training games



# Solution: Step 5 – Implement in matches and review



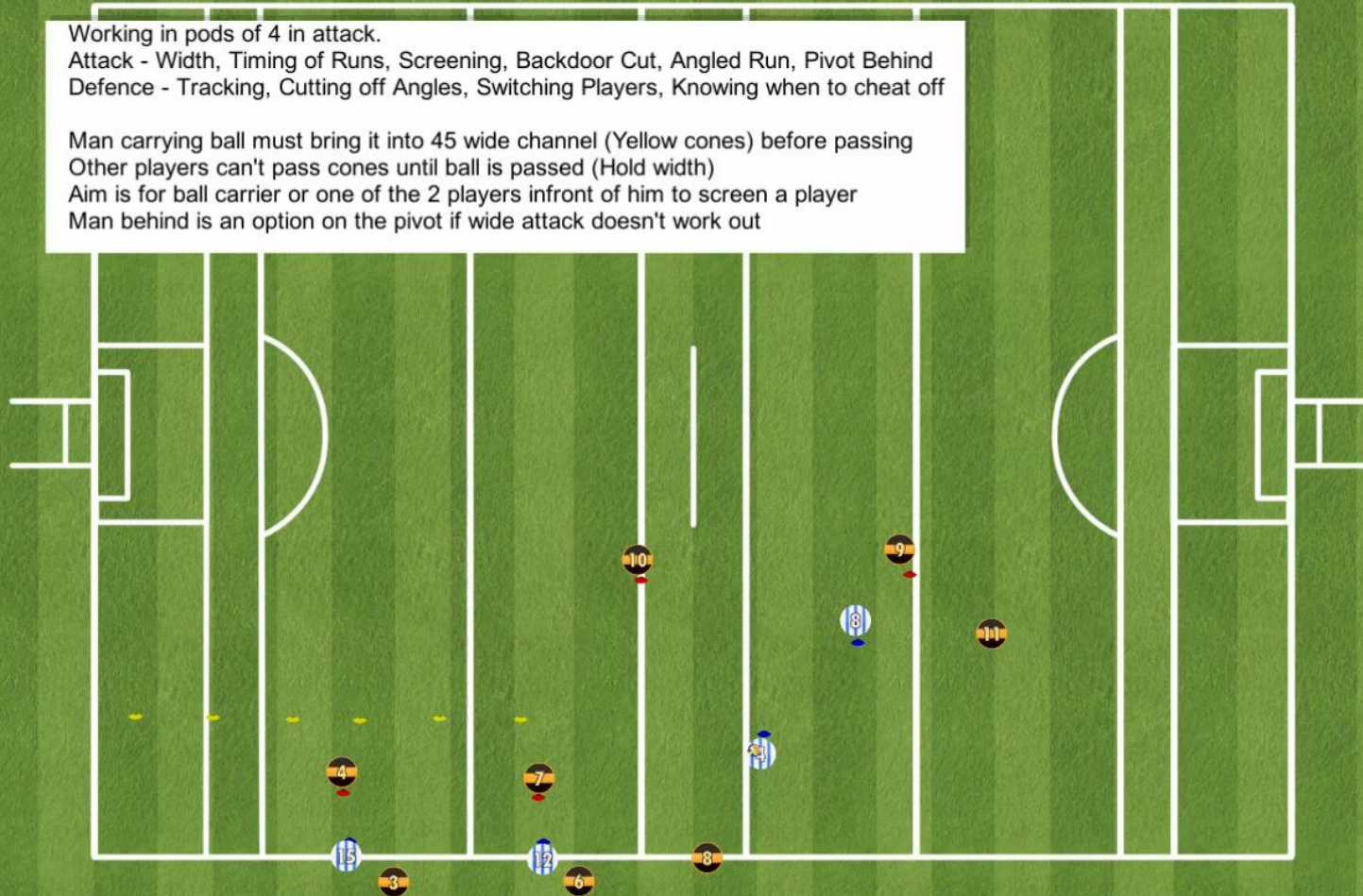
#1 Defence to Attack

**We now have a new problem!**

# Solution: Step 6 – Recreate the scenario as a drill

Working in pods of 4 in attack.  
Attack - Width, Timing of Runs, Screening, Backdoor Cut, Angled Run, Pivot Behind  
Defence - Tracking, Cutting off Angles, Switching Players, Knowing when to cheat off

Man carrying ball must bring it into 45 wide channel (Yellow cones) before passing  
Other players can't pass cones until ball is passed (Hold width)  
Aim is for ball carrier or one of the 2 players in front of him to screen a player  
Man behind is an option on the pivot if wide attack doesn't work out

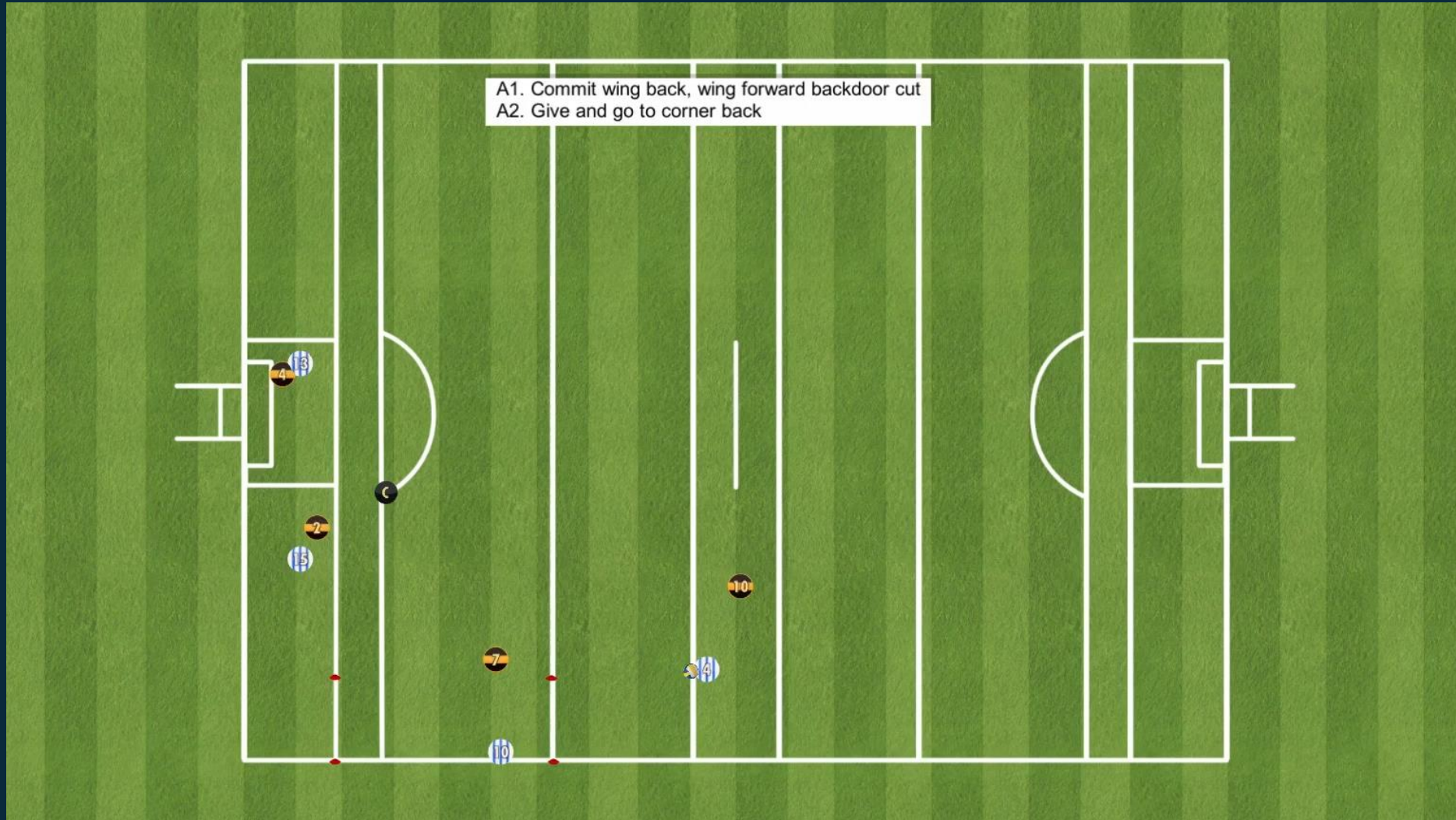


# **Solution: Step 7 – Implement drill in training and review**

- The drill was run over 3 training sessions with little instruction.
- Some players could find solutions, but **they weren't on the same page**



# Solution: Step 8 – Provide some "Sample Answers"



# Solution: Step 9 – Implement solutions in training and review



#1 Coaching Point

# Solution: Step 9 – Implement solutions in training and review



#7 Coaching Point

# Solution: Step 10 – Execute in matches

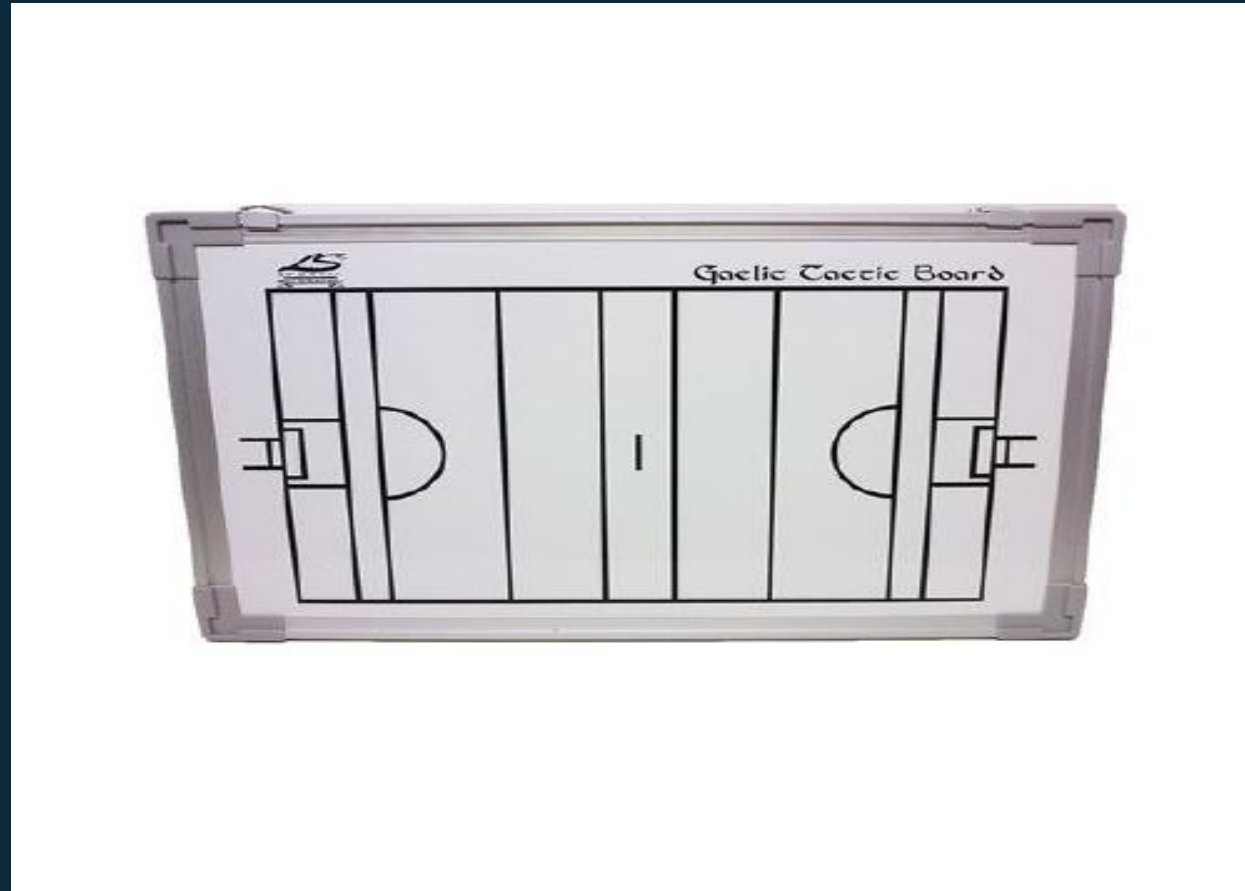


#1 Coaching Point

# Return on Defence to Attack Wide Transitions

Game	Turnovers Lost in Own Half	Shots	Scores
Round 1	4	9	0-5
Round 2	3	13	1-8
Round 3	1	10	1-6
Quarter Final	3	5	0-4
Semi Final	2	11	2-6
Final	3	4	0-0

# 2024 - Back to the Drawing Board



# Thank You



Shane.Mangan@  
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Twitter  
Shane\_Mangan



Bluesky  
Shane-Mangan

## GAELIC GAMES PLAYER PATHWAY



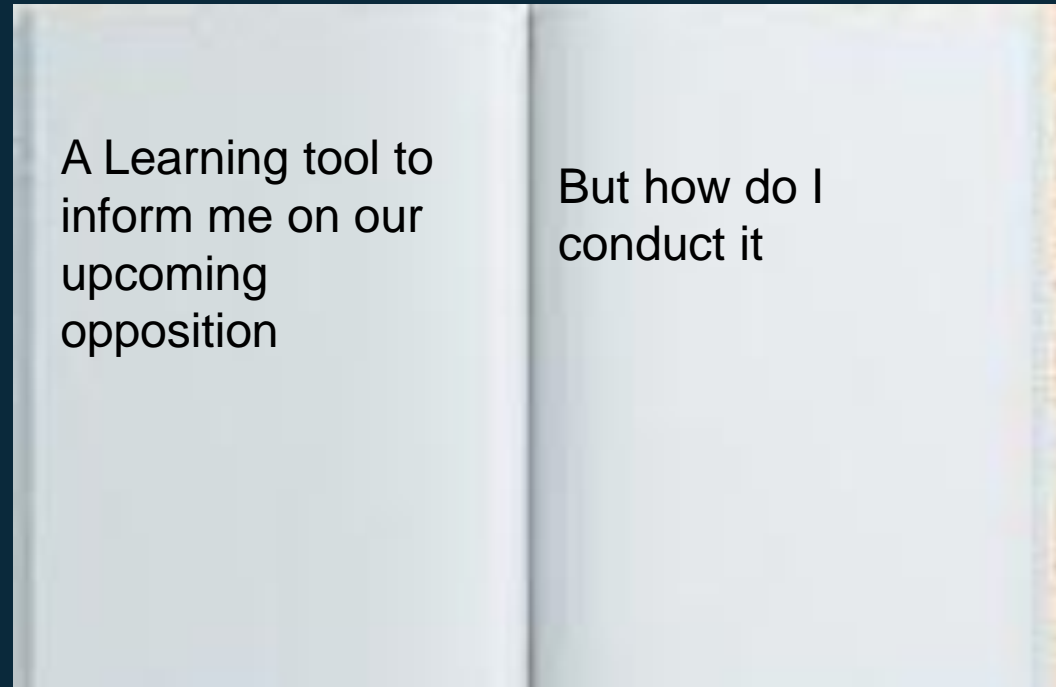
# Applying opposition analysis into a coaching process

Tomas Mount





# Where to start



2014

# Elements that go into an opposition analysis

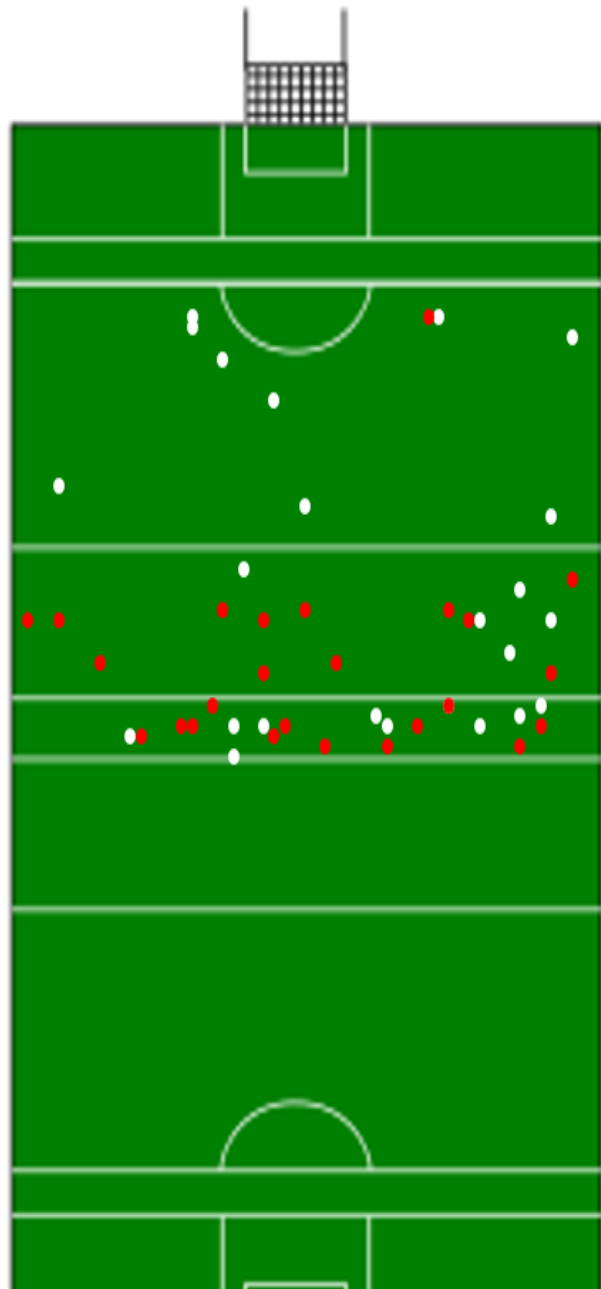
- Kickouts – for and against – set ups
- Attacking- Transition to attack – Key Players
- Defensive- Transition to Defensive- Man Markers



Good information but only headline info

LAOIS  
WESTMEATH

0.00  
0.00





Set up  

Drop Off



Loose Tag

**Tag**

Zonal 11

Zonal press

Zonal Tag

Opposition  

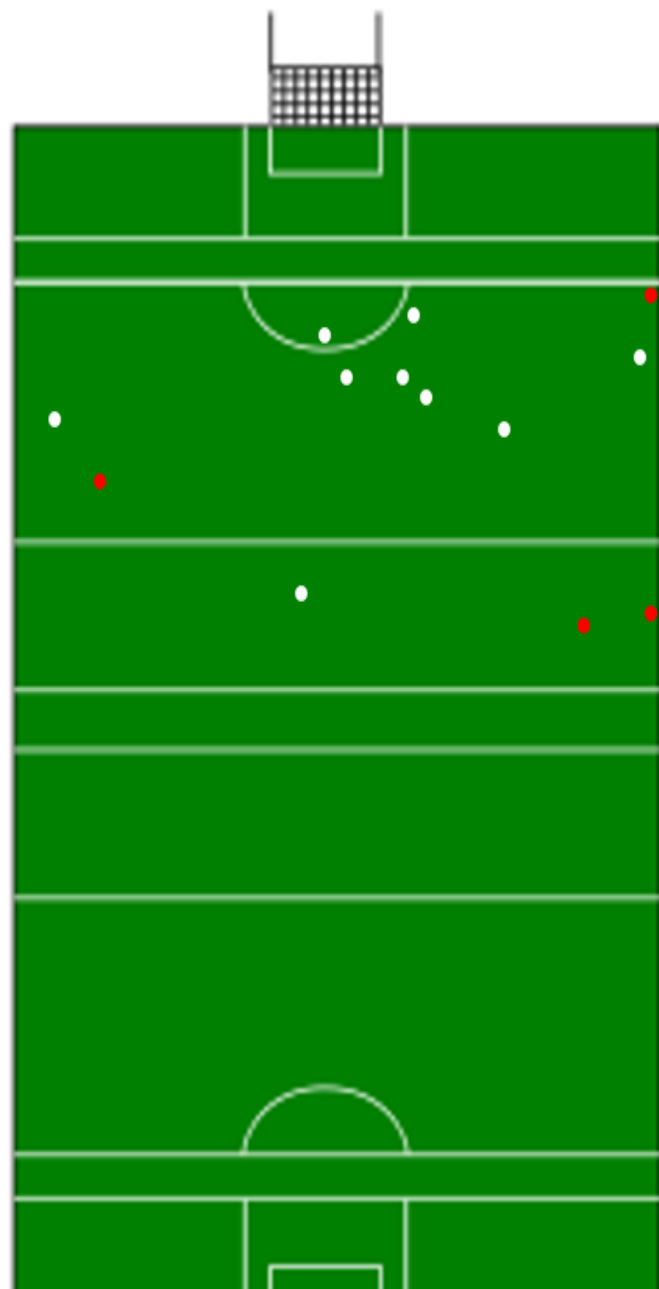
Antrim



Laois

Longford

Louth

Wicklow



Set up  

Drop Off



Loose Tag

Tag

Zonal 11

Zonal press

**Zonal Tag**

Opposition  

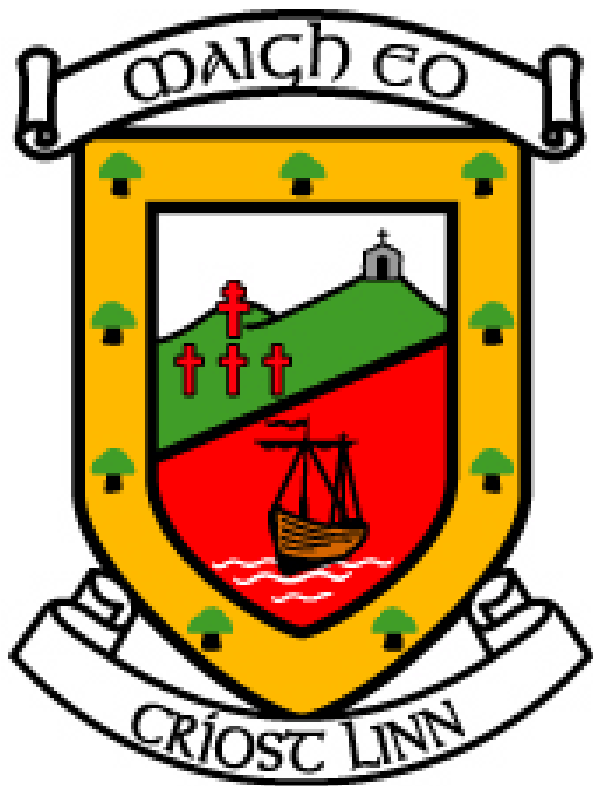
Antrim

Louth

**Wicklow**

Laois

Longford



## Challenging your data

**Am I looking for the right answer?**

**My metrics aren't telling me the right story**

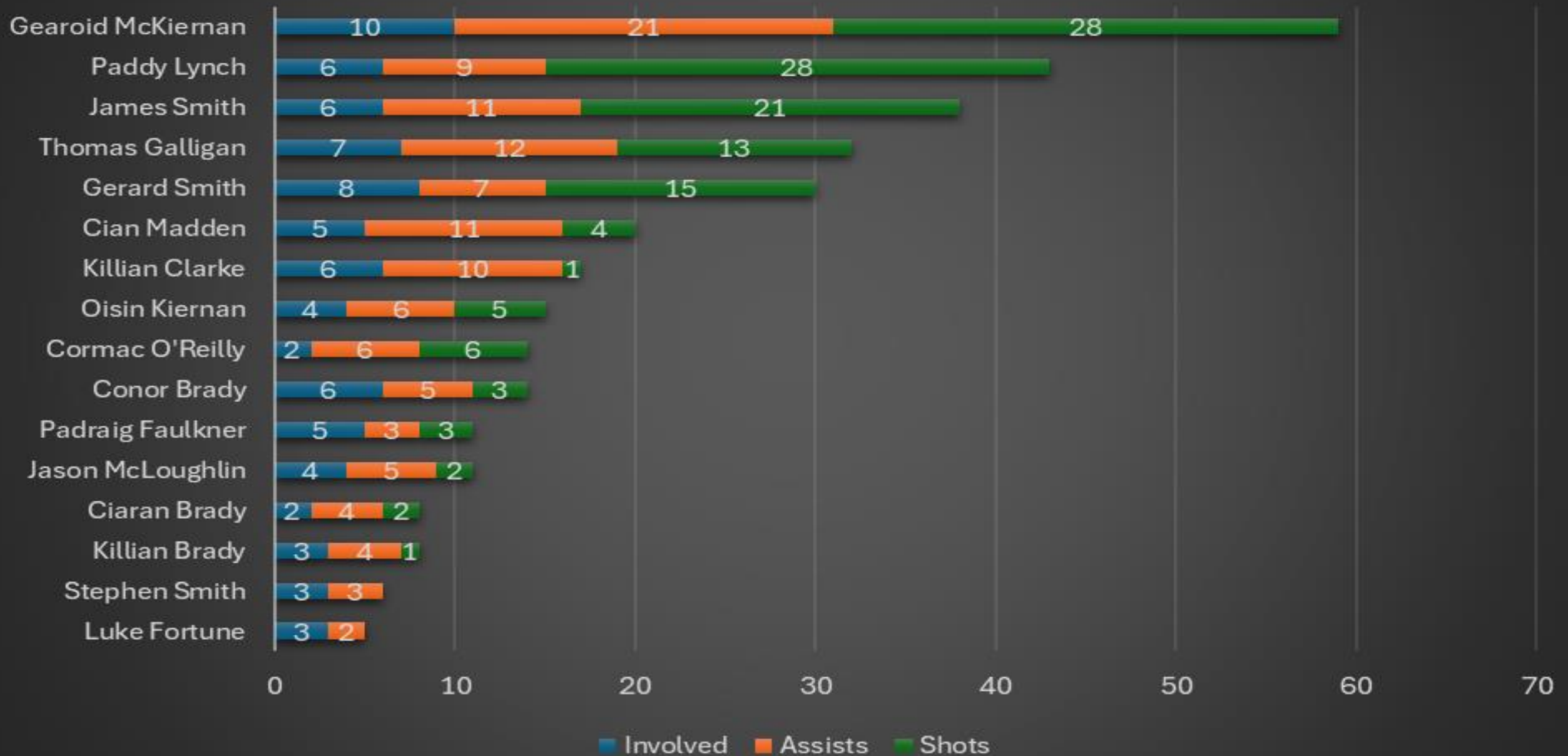
# Influence Chart

- Look at assists
- Shots
- Involved from the line break



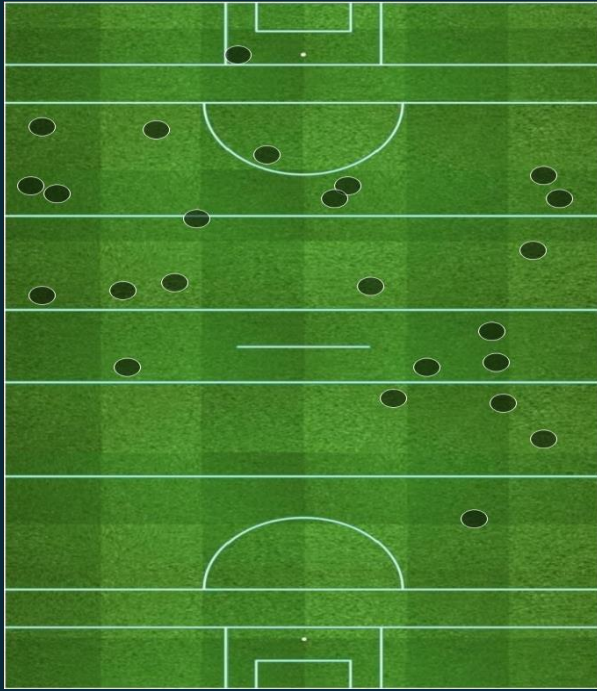
## Tailteann Cup Final 22

# Influence





# Gearoid McKiernan touch map



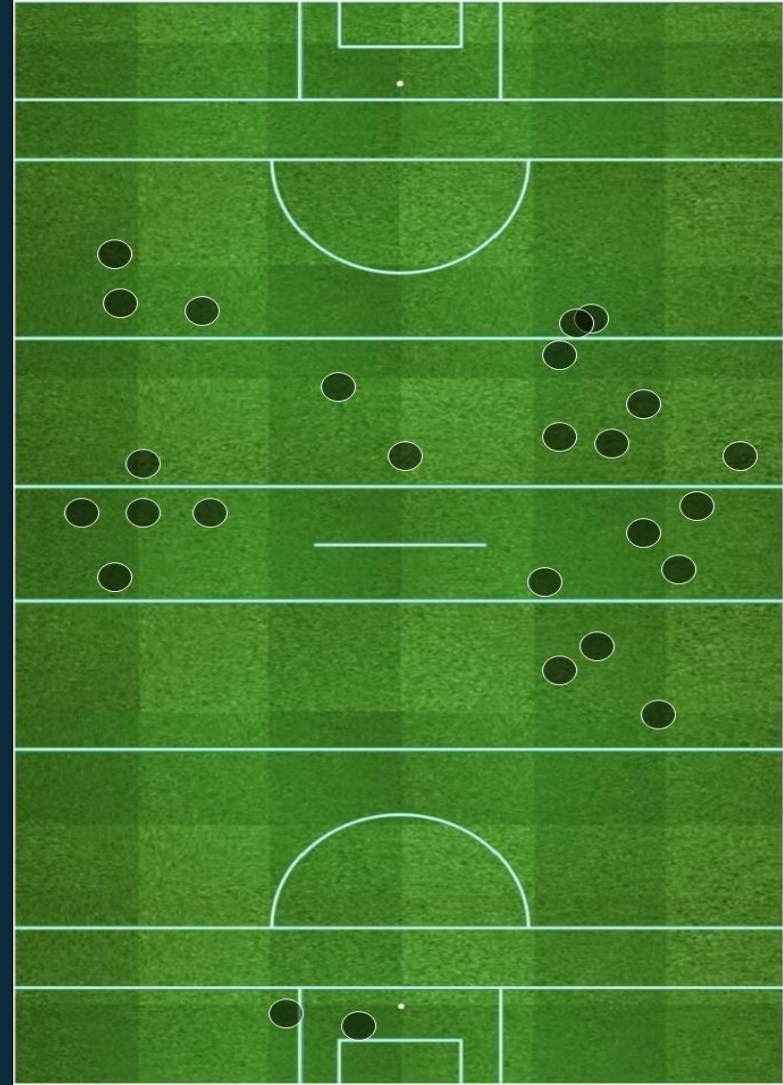
Donegal



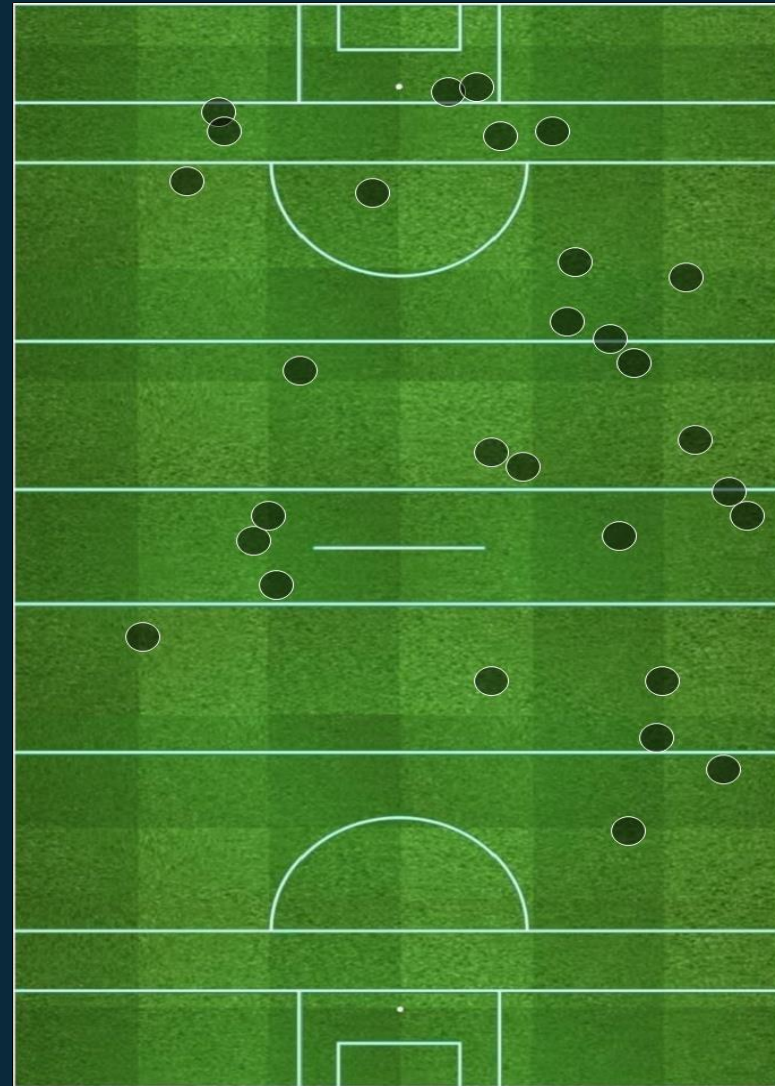
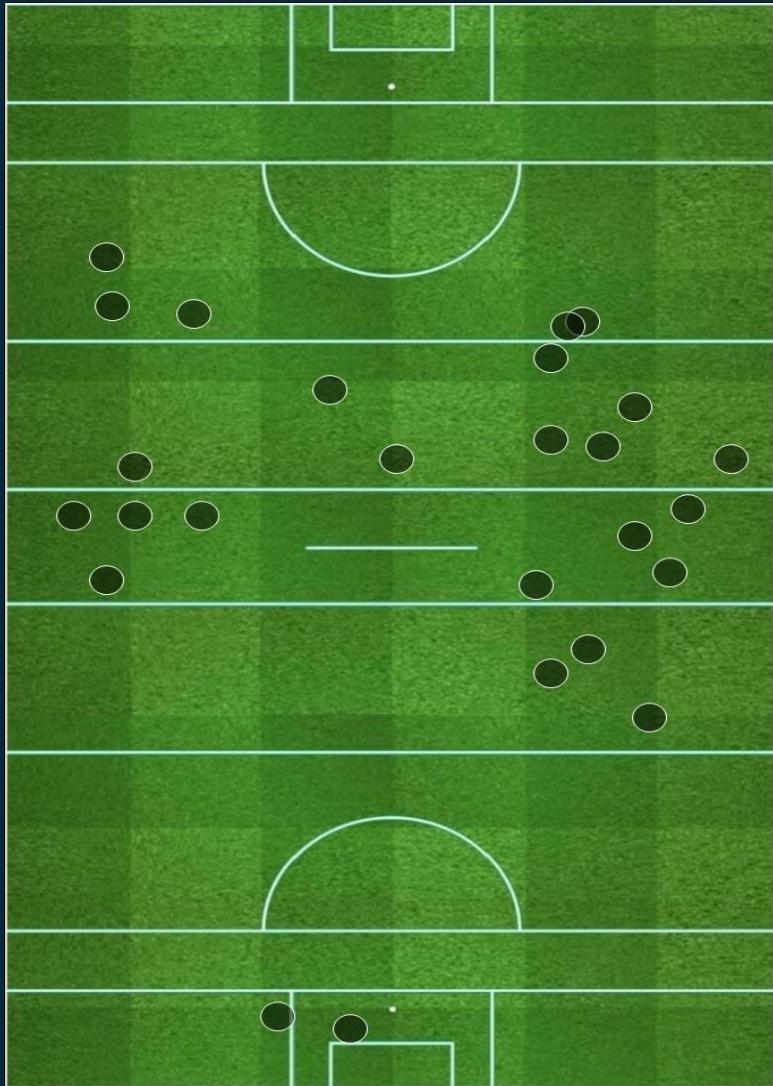
Fermanagh



Sligo



Qualitative vs Quantitative

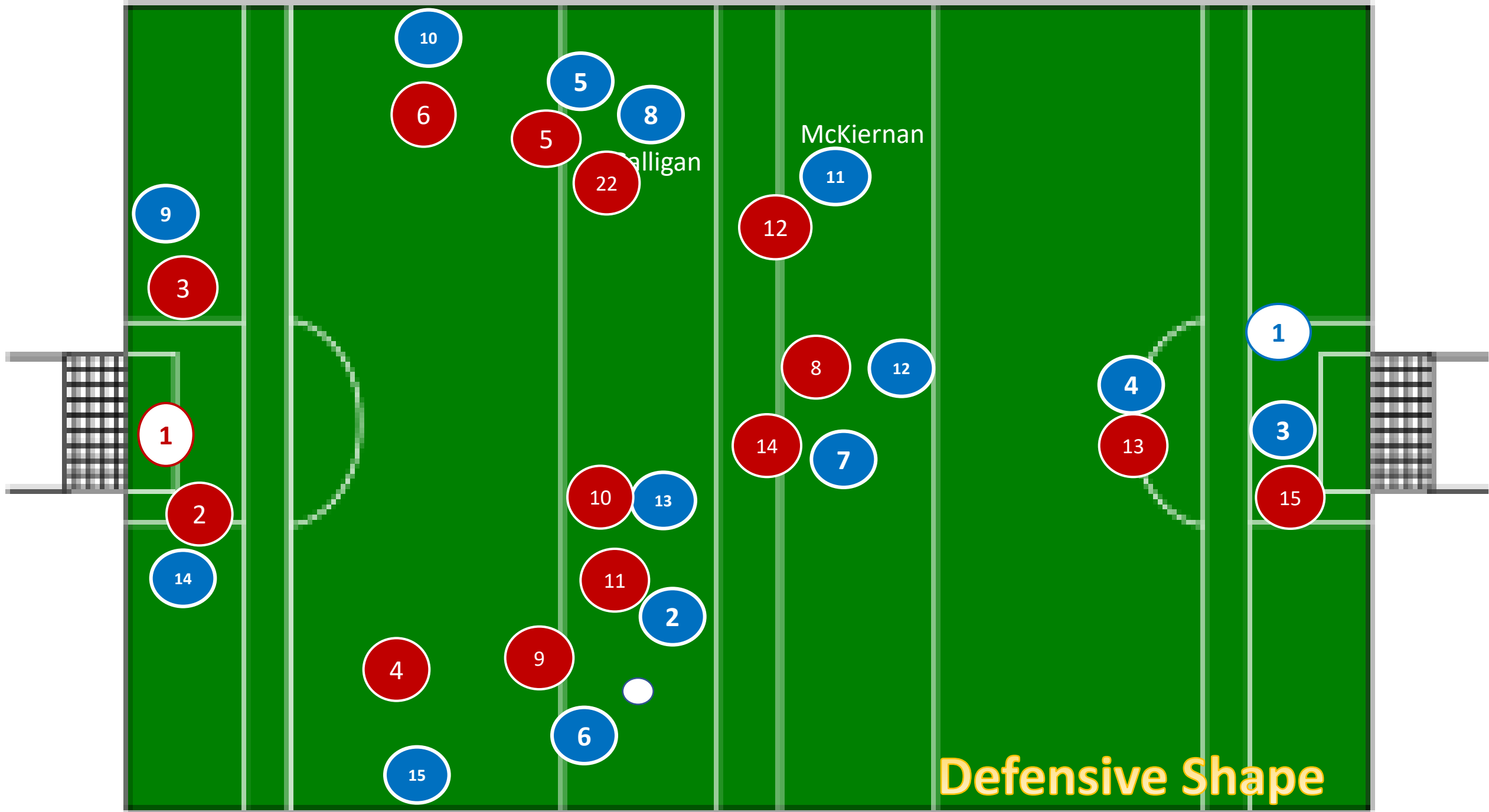


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# Applying the analysis to our coaching process

- Our principles
- What do we intend to do
- How might our findings affect this





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& MASTER  
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Renault  
CAPTUR & CLIO  
O'Briens

CAFE

THE TULLY & ...

Lakeland Insurance & Glass

SPRINGFIELD HOUSE HOTEL

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1800 247 247

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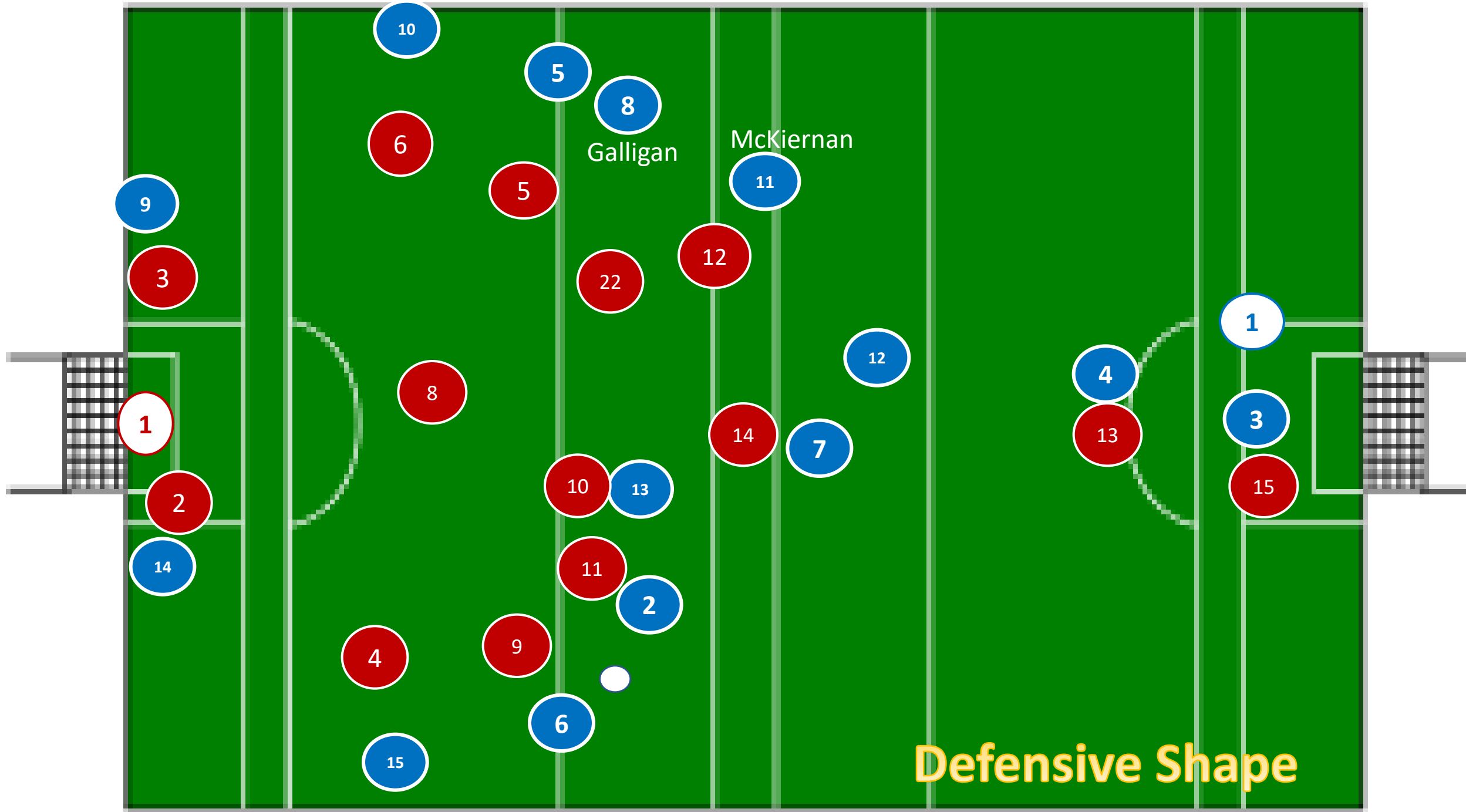
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**Defensive Shape**



Mullingar Autos Ltd.  
George Mullingar 044 48733

O'BRIENS MULLINGAR

OMA CAFE  
MOMENT BY MULLINGAR

WINTER DANCE

MORAN'S

Lakeland Interiors & Glazing

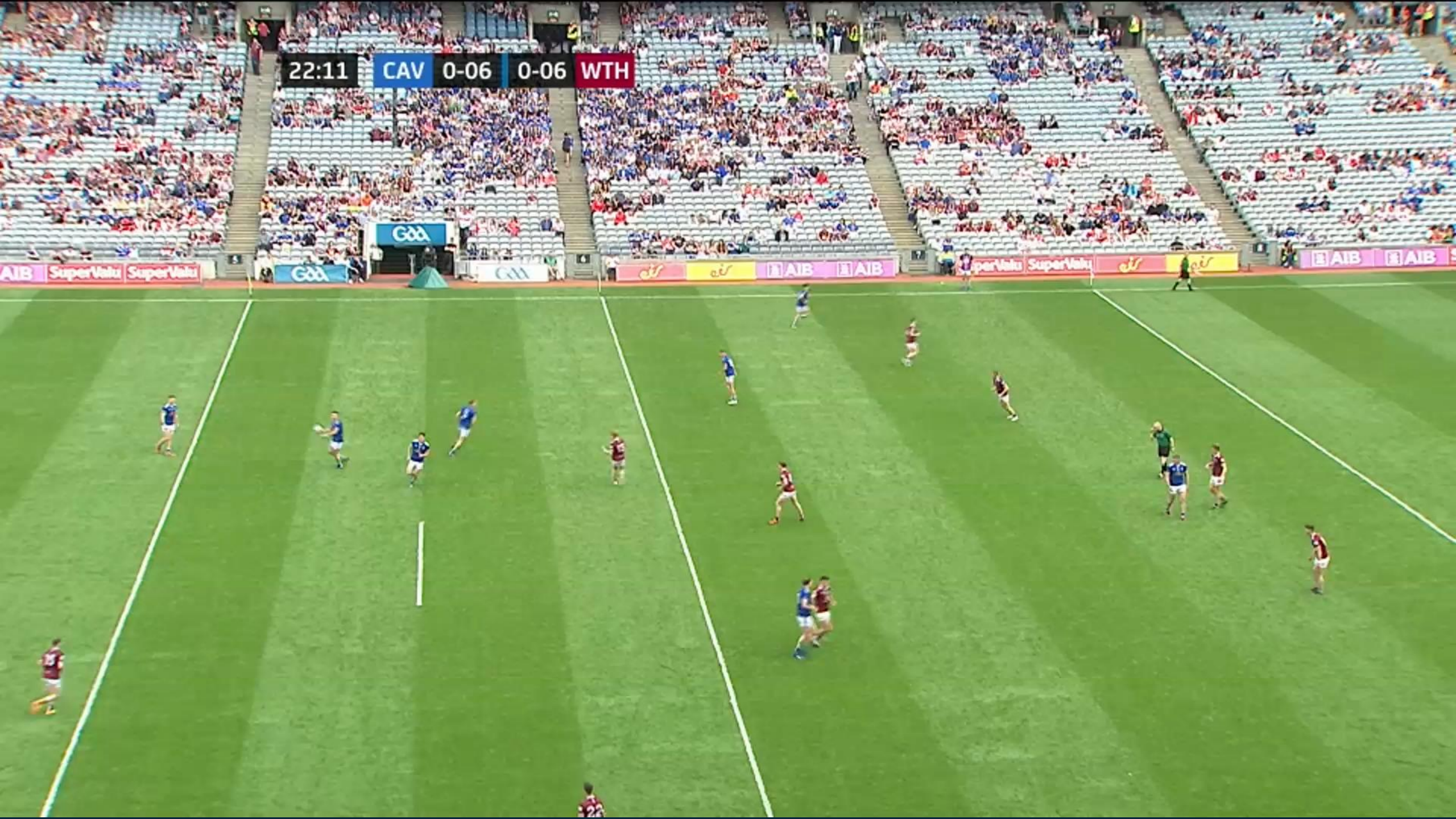


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WTH



# Recap

- Start from scratch- What is important to the group- How can I benefit them
- Challenge your findings- What do they mean- Am I finding what I need
- Apply it to your coaching process – How will our learnings affect our process- What if scenarios

# Thanks for joining us


## Any Questions?



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**PATHWAY**



## What is next?

KEYNOTE	14.55	#1 A Coaching Way		Pat Critchley
HOGAN SUITE	15.30	#2 What Happens Now?		David Sharkey & Coaches
		#3 Competition Winners & Closing		