



# ALL-IN-ONE

FORWARD  
FOOTBALL

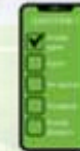


DATA INTEGRATION FOR ADVANCED PERFORMANCE ANALYSIS

NEXT LEVEL  
SPORTS DATA INTELLIGENCE



QUESTIONNAIRES



SPORTS.TECH



INSAIT KS



LEAGUE DATA



VIDEO TAGGING



FOOTBALL  
SKILL TESTS





# ALL-IN-ONE

FORWARD  
FOOTBALL



DATA ANALYSIS AT EVERY STAGE OF PLAYER DEVELOPMENT

NEXT LEVEL  
SPORTS DATA INTELLIGENCE



# ALL-IN-ONE

## ROADMAP FOR CLUB AND ACADEMY DEVELOPMENT & IMPROVEMENT PLANNING

How do you turn your club's values into a clear, measurable style of play?

That means building a program that follows every player from the academy to the first team, using objective performance insights to track both potential and development. When we talk to clubs, coaches are very interested in this idea – but they also have many questions, because it is often quite different from their current way of working.

### Where and how to start?

*How do you know which data is relevant?*

*We already measure a lot and do we have to start all over again?*

*How do you create a uniform and widely supported 'information sharing' culture?*

*How do we turn deeper insights and knowledge into competitive advantage?*

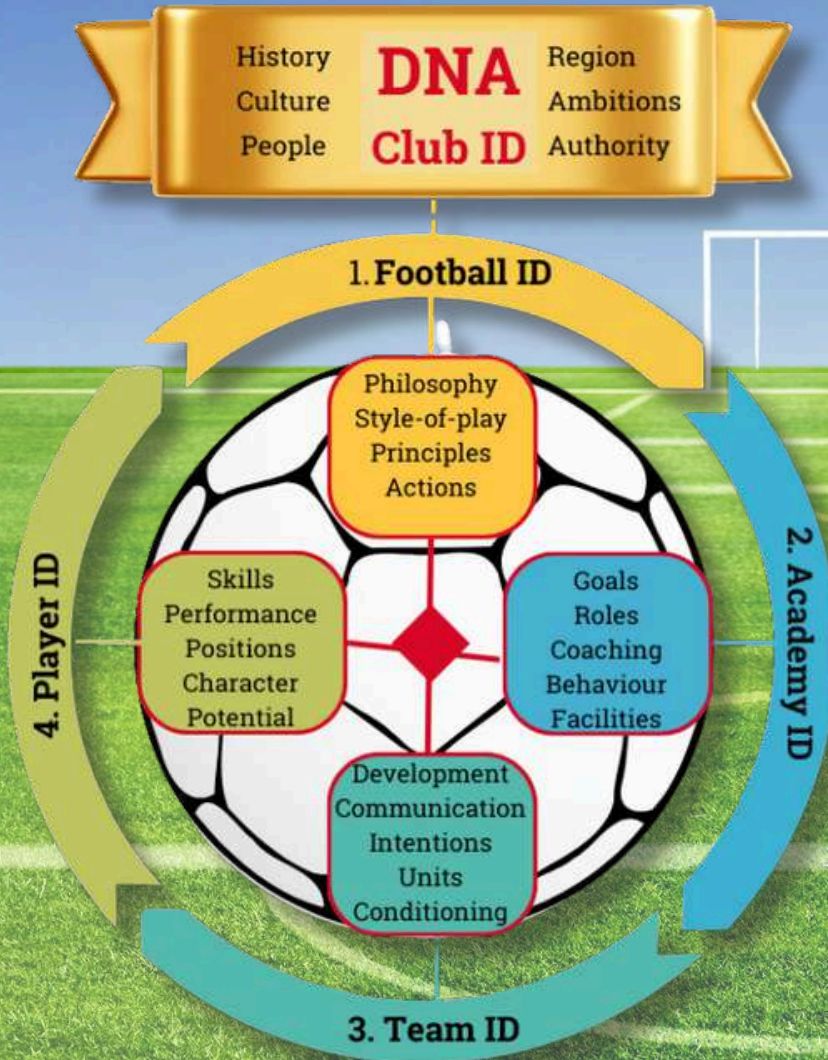
*How do you turn that data into insights that coaches and players can directly interpret into daily actions and improvements?*

Check this infographic for the steps to take how a clear playing style from club DNA can be transformed into a cutting edge talent development and player and team performance development program!



# ROADMAP FOR CLUB AND ACADEMY DEVELOPMENT & IMPROVEMENT PLANNING

To really understand why, when and what you do on the pitch, you first need to define your Club ID and DNA. Once that identity is clear, it actually makes sense to document your football philosophy – including the key building blocks shown below.



The **Football ID** of your club grows out of its DNA – your shared view of how the game should be played. It covers your style of play, key principles, and the behaviours and actions that make your team recognisably “your club”.

1.

The **Academy ID** is the unique way your academy works: what you do every day, who players learn from, and how roles, behaviours, tools and facilities all come together to drive each player’s and coach’s personal growth.

2.

The **Team ID** is how your team grows together: it is shaped by the conditions you create, the tasks you set, the way you interact, and the shared intentions you use to reach your goals as a group.

3.

The **Player ID** captures who a player really is: their skills, preferences, personality, intentions and achievements – and it helps you see how much untapped potential is still there to be developed.

4.

# ROADMAP FOR CLUB AND ACADEMY DEVELOPMENT & IMPROVEMENT PLANNING



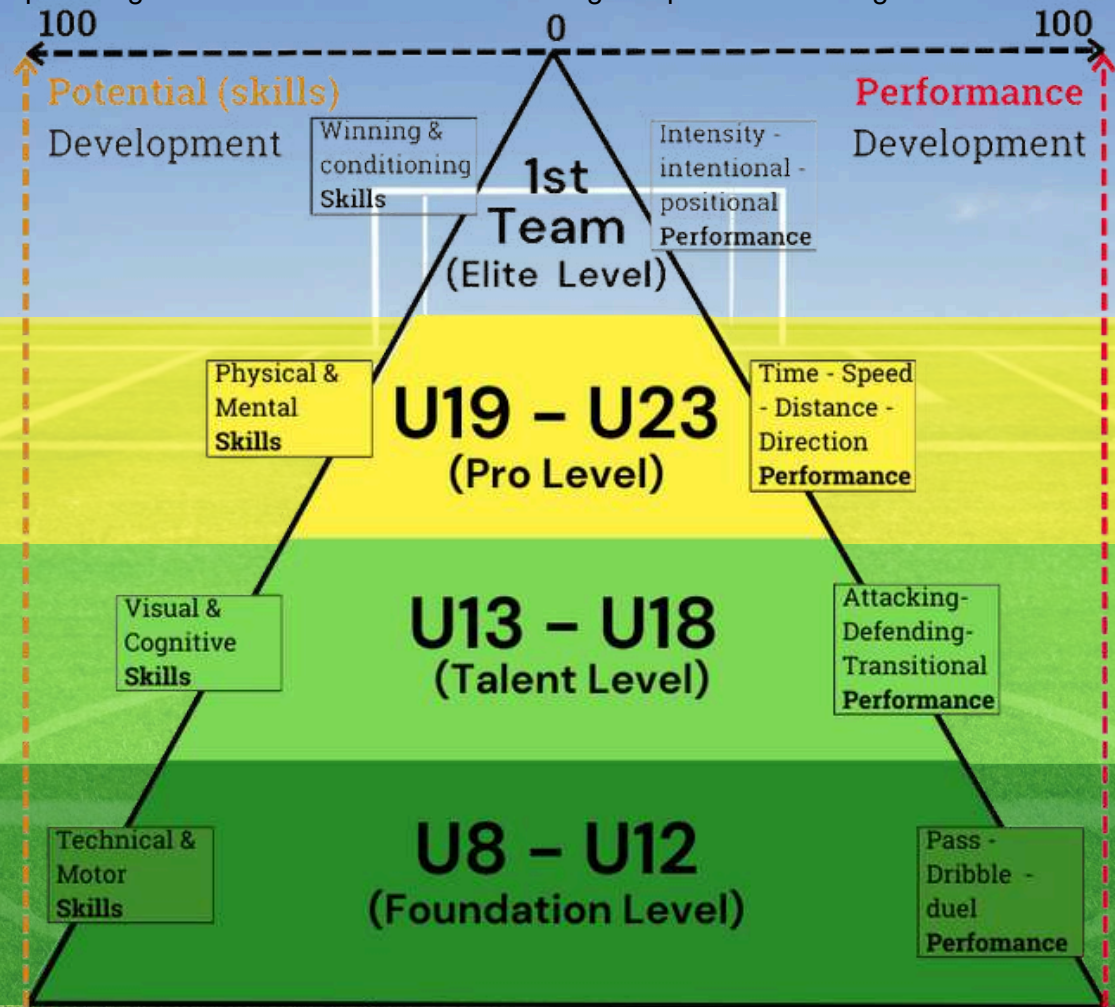
In this next phase, your football philosophy is turned into clear skills and measurable parameters for each age group. These skills and metrics show, in an objective way, how players perform and develop in matches and training over time.

The goal is to see real growth in how players use their potential and what they show on the pitch – and to guide that growth. With better and deeper insights, coaches can keep making smarter choices and build a lasting competitive advantage for the club.

**Potential (skills) Development Tracking**

On this side of the pyramid, you see the skill areas players need to master, based on your playing principles – for example physical, technical, visual-cognitive and mental skills.

For each area, there are tests that allow you to track development objectively. In many of these tests, elements like speed, accuracy, decision-making and game understanding keep coming back as key indicators. This gives coaches deeper insight into each player's potential and profile, using clear, objective data instead of just impressions.



**Performance Development Tracking**

On the right side of the pyramid, you see examples of match and training performance that are translated into data parameters. For each age group, you choose the parameter sets that match your key playing principles in talent development.

These can be physical metrics, but also tactical ones – in possession and out of possession. For every player, their contribution to the playing style, their growth within it, and the impact on the team are monitored continuously.