

## **SPORT TRACKER**

### **SEMINAR 1 - PORTLAOISE**

**1ST NOVEMBER 2008**

#### **Philosophy**

The philosophy of SportTracker is to work with sports people of every shape and make.

#### **Framework**

Amateur Groups and individual sports players have long sought frameworks, expertise and knowledge to improve performance and gain more enjoyment from this pursuits.

SportTracker provides amateur sporting clubs and our members with the capability to track and analyse an individual and/or team performance information. SportTracker products and services combine sports science, coaching expertise and technology.

#### **M.C**

Liam Hayes

#### **Guest Speakers**

Brian Cody, Jim Kilty, Brid Stack, Paddy Keenan  
Jackie Tyrell, Brian Dooher, Pete McGrath, Mickey Harte

#### **Roadshow Partners**

FSL Electronic Scoreboards, MC Sports, Thorn Sports Surfaces  
Fitness by Design, Goalpost Ireland, Opel Kit for Clubs

This is the second year of SportTracker Roadshow.

Launching new Diaries and Analysis Books.

A new electronic mobile system will be launched in February 2009.

Tracker Diaries for 2009 are available in Football format,  
Hurling format and Individual books for sale.

Junior Tracker Diaries now developed, aimed for 8 to 12 year olds in Football and Hurling.

**Guest Speaker: Brian Cody**  
***Five times All-Ireland winning manager with Kilkenny***

**"MOTIVATION"**

What sort of ideas or philosophies do Kilkenny have as a team?

- Essence of Kilkenny team is Spirit. The success of the Kilkenny Hurling Team over the past number of years has been down to Spirit. I wanted to win an All Ireland Final and doing so put spirit in the whole county and the Kilkenny fraternity. Spirit is the key to developing a successful team with everybody moving forward together.
- Spirit and the desire to win was going to give Kilkenny the chance to win, not just a Leinster Final or a one-off All Ireland, but to give an opportunity to develop a team that would stand the test of time and would continue to grow. Central to that was building a spirit through the whole County and everybody involved in Hurling, from County Board to Team Managers, Coaches and Players.
- Unity will lead Kilkenny so that means other people are involved in the whole team, not just the 15 players on the field.
- Unity of purpose is not just a particular manager or player but the team collectively - Everybody building together and driving forward. Team point of view is that everybody is important from trainers to backroom staff. This means giving everybody involved the opportunity to do their job and not tell them how to do it. Let the team get on with the job.
- Have confidence in that person that they will do their job to the best of their ability.
- Facilitate the people who do the job and do it very well. Spirit is borne out of respect which is important in developing a team or building a team. Respect one another, the full panel of 33 players, not just the 15 playing on the field at that time.
- Communicating, talking and listening to each other, and the thoughts and values of various groups and people you deal with.
- The whole panel is very important, not just the players. For example, Jackie Tyrell has developed himself in a major way from Club Player to Inter-county Player. He maximises his belief in developing himself physically. What every player strives to do is to play to the best of their ability and that is in the player's own hands. The individual diary plays a major part in all that. I try to encourage the players to take ownership of themselves, to drive and to set standards for themselves and the team as a whole.
- Spirit is bursting out of the dressing rooms.

- What do you say at half time to continue the drive in the team? Nothing. The players are so driven and so motivated that they take on board themselves what they need to do to get the best result possible. Even those who are not on the main team on that day are always encouraging those who are playing and so the whole panel is one team. Everybody is part of one team, there is no second team in Kilkenny. Players know that they need to keep their standards up and to work for the sake of the team. The buck stops with the manager and he has to be seen to make hard calls when the need arises. It is essential for players to see that a manager is there and will make the hard decisions when it comes to it and will not be afraid to do so. Players are very committed and determined to be the best they can be.
- Focus: Manager is limiting the number of decisions in the dressing room at half time, the main train of thought is all about focusing on the game and the job that has to be done to get the best result possible. Players want to be part of the set up.
- Players are there because they enjoy it and when they get to a certain level they see that the opportunity is there to be successful. They are part of a serious training session and part of a serious team.
- ABSOLUTE FOCUS is essential.

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***Q: Consistency of performance is the real hallmark of a great team. To what degree do the players take individual responsibility?***

A: The Manager encourages players to take responsibility for himself. Players should look at their own career and see how they can improve. How can they improve? Players with drive are committed to improving their game. It is in their own hands. Every player has the opportunity to take the responsibility for his own career and they never give up. For example, Derek Lynn never played in a Minor final and never made the team until he was 23 so he was always driven to do the best he could and never gave up.

***Q: In the last year, you introduced the SportTracker diary to players, have players monitored their own performance?***

A: There are so many aspects to the SportTracker diary. Individually, it sets goals for themselves. Looking at yourself, looking at your own performance, How am I doing? How can I improve? What can I do better? Looking at my own performance, what am I doing right? What am I doing wrong? People involved are committed to sports. Very much user friendly, not very complicated, simple, basic and very easy to work with. More and more I see how one can benefit from SportTracker diaries. I would not push them on the players at all but so many of the players use them and have got so much benefit out of them.

**Guest Speaker: Jim Kilty**

***Ireland's most successful athletics coach, Kilty includes World indoor champion Derval O'Rourke amongst his team of athletes.***

**"FITNESS & CONDITIONING"**

Terms of reference to say how the diaries can be used to suit the manager, coaches and players aims for the year.

Fitness and Conditioning: What does that mean?

**FITNESS IS A STATUS:** The Status that you want your players to reach. Fitness can be physical, skilled and tactical but it is a status and it depends on your philosophy on what level of fitness and what type of fitness you want to bring your players to.

**CONDITIONING IS A PROCESS:** The process you use to get your players fit.

Main components of Fitness are:

- Skill
- Speed
- Agility
- Stamina
- Flexibility
- Power
- Strength

**SKILL** fitness is the most important. If skill is not at the top of your list then you should be coaching a different sport.

**SPEED** fitness: Fitness for an athlete is how fast they can run a distance. Fitness for a footballer or hurler is how fast they can run 5 yards, 10 yards, etc.... All aspects have to be looked at over the demands of your sport. That is the type of fitness you need to get your players to.

**AGILITY:** A Study from an Australian University showed that if you're running a straight line and then you change direction, for every 10 runs you make, only one is in a straight line.

**STAMINA:** What is the stamina you require your players to run? Do you want your players to be able to run all day? What is stamina in your sport? A full forward line and a full back line makes between 40 and 60 runs in a game. Half back line/Half forward line - Stamina is the ability you require to repeat 20m, 30m runs.

**FLEXIBILITY:** Flexibility work. The work you do one on one is flexibility work the likes of which you do with your team.

**POWER & STRENGTH:** Some people get this mixed up. What does strength mean? In some sports you need powerful men or strong men. A strong man is someone who can apply force and it doesn't matter how long it takes him to apply it. A powerful man can hit the ball quickly before he's hooked or blocked.

Strength & Speed = Power. Power: Make it as powerful as possible and maintain that.

We want our players to reach various stages. The process we use is conditioning in training, preparation, centre programme.

Many modalities / Options / Systems: Running, Circuits, Weights, Hills, Field/Road/Track.

The system we choose should be suited to your own individual sport.

Should be picking out the terms of demands that the sport makes on the bodies of our players.

The Coach / Player / Athlete. Coach makes the call. Player completes the work – trains, practices and recovers. Rest/Recovery is just as important as work. If you have no recovery after training or practising then there will be no progress. For example, if you go five points down after the first five minutes then the last training session was too hard. Players tire earlier if they are training too hard.

It is important that the player keeps a record. What does a player record? One good point about recording training for a player is that it provides motivation, provides a sense of accomplishment, sense of achievement but above all it provides a sense of achievement for oneself. Write down what you did in the squad sessions. Write down what you did on your own so the feedback to the coach / trainer / manager is important. The manager should keep a diary too.

To the medical staff, in case of injury, it's important and to the player himself. The simple way that this can be done is like how do my muscles feel now? What is my game like now? Do this immediately after training. It builds up a history of your training and it maybe something that works for you.

Coaching is three major things: The demands of the sport that you coach in terms of physical and skills needed. The individual needs of the player.

Look at training and what you have to do with the players. Auxiliary training is very important. There is no individual programme in a team sport. They have got to get the hard work done together. But there has to be certain individual training programmes. They should be private to the player.

The most important thing in your sports is the skills of your chosen field. How do you improve that?

Functional Competency: How competent is your body to move? This is about preparing your player that all the muscles in their body are able to help them play their sport better. Something coming into training this year is assessing your players.

Functional Screening: Identifying functional competency, which muscles are tight, which muscles are weak - identify the imbalances.

**Guest: Brid Stack**

***Defender Cork All Ireland Winning Ladies Football Team 2008***

***Q: It was good year for you. What sort of targets did you set yourself for the year?***

A: I take each year as it comes. I started training in January '08 and started the SportTracker diary around the same time. There are no divas on the team and we play each match as if it's the last.

***Q: Consistency to win and win again?***

A: We're very lucky to have good players. Started playing U14 Cork and enjoyed playing. Was lucky to reach Senior Level and then a lot of older players came back to the team and the mix of more experienced players along with the new players worked very well.

***Q: You used the diary and we believe that it brings improvements to the players and if you left a diary to the full square then most of the players will use it. Did you find the diary very useful to you personally and did you find others in the training room used it?***

A: I keep a diary all year round. I found having it in 2007 when I was in 4th year college. I had lot of things going on and when I look back at the records in it I can see I was tired, nutrition was not up to standard and there was a lot happening around that time which affected my game. The onus is on you to go to the manager and show him what happened the previous year and he then knows your strengths/weaknesses from that.

***Q: Highlight for you personally in the year.***

A: Winning the All Ireland in September. When you're winning, it's very easy to keep going and when you are winning people want to take you down as well. We never worked as hard as we did this year.

**Guest: Paddy Keenan**

***Louth Football Team***

***Q: Tough year for you this year?***

A: Very bad year. End of 2007 a groin injury flared up, I kept playing and eventually couldn't carry on. Took 7 or 8 months to get back to fitness again.

***Q: When you were going through a year alone with injury, how did the diary help you through that?***

A: Peter Larkin gave me a diary around the end of 2007 and I used it. It was very hard to get motivated when you are injured and cannot train but when you are filling in details of what you are doing and look back on it, it helped to motivate me. It's hard to know how well you are doing until you look back at what you had recorded over that period of time.

***Q: Eamon McEneaney is in his 4th Year as Louth Manager. Has had a tough time and is taking a lot of flack. Success does not come with a flick of a switch. Louth are strong as a team, what are your hopes and aspirations for this season?***

A: A lot of people forget where we were in the country before Eamon McEneaney took over in 2006. Louth were 2nd or 3rd last team in the country. 2008 was a disappointing year. For this year, we will be happy to get into Div.3. We have to try and progress further.

**Guest: Jackie Tyrell**

***Member of Kilkenny Senior Hurling All Ireland Winning Team***

***Q: You came the hard way to get your place on the team?***

A: Competition for places is very tight and even to get on the panel in 2003 was a great opportunity. You just have to keep trying and take your chances when they come along.

***Q: You had to switch very competitive club championships straight afterwards, is it hard to change?***

A: Takes a while to adjust and you may get frustrated with the Club but you keep on going and they generally understand.

***Q: All 33 on the panel were given the diary this year. Did everybody use it?***

A: Not everyone used it as there is always someone who will not buy into the concept but I myself did and the majority of players did. There are so many components to the diary and to be able to manage them and record them, you see your development through the weeks which is very constructive and of great benefit.

***Q: Did you use it throughout the year even when it came to the final stages?***

A: I thought that was the most important time to use it and read how far you came through the year. It was great to see how far you developed and was of great benefit. It's up to each person to get the most out of it and it definitely helped focus some of the players.

***Q: I never played U18 or &U21 but all of sudden I got a place on the Louth Team in 2001. In Louth there is a lot of competition between North Louth and South Louth. There are a lot of good players walking the streets of Dundalk and Drogheda that could be playing for the county team but is not. Is there any of that competitiveness in Kilkenny? Or is there any conflict between players wanting to play?***

A: Nothing like that in Kilkenny because it's such an honour to play and be a member of the panel. Everybody is committed from County Board through to the players, coaches, etc. Everyone is focused and that is the basis to go forward.

***Q: Do you find when you go to play some of the other Leinster teams that you become complacent at any time and take it for granted?***

A: No, I don't think so. There's no room for complacency in the Kilkenny team.

***Q: When you go back to train with your Club after training with the County team, do you***

***find yourself trying to improve the level of the Club team and feel you have a responsibility to do so?***

A: Yes, you have to lead because people look up to you. The main thing is not to get frustrated and just lead as best you can because everybody is trying to do the best they can at the end of the day. You try and push everyone to do the best and everybody going in the one direction. You just put the head down and keep trying.

***Q: Happy camps! There must come a time when some of the players in the team are not happy. Does there ever come a time when the players push against the Manager or the County Board?***

A: Do you want me to answer that!! Everyone has respect for one another and we know where we are coming from. Sometimes people are not going to agree but they just have to bottle it up and train harder, do their best, and go to the Manager and talk things through.

**Guest: Brian Dooher**

***Captain of All Ireland Winning Tyrone Football Team***

***Q: Well done. Like Jackie Tyrell, the level and consistency of performance of Tyrone this year when it really mattered just staggered everybody. Looking back, was it that simple?***

**A:** No, it was not that simple. We were not playing very well in the National League but after the replay against Down a lot of people thought we were not going too far. The team put their heads down, worked hard and got themselves together under Mickey's guidance.

***Q: How did you cope with the two sides to Tyrone's season from National League to early Championship, when the team was underperforming and then suddenly stepped up against Dublin? As Captain, was that more pressure on you? How do you deal with that?***

**A:** No more pressure on me than on anyone else and that is probably the way it was with 33 boys on the panel, each one felt the bit of pressure. Everyone worked hard and probably the boys on the bench pushed the 15 on the team to keep up the hard work.

***Q: Looking back, which match stood out for you in the season?***

**A:** A lot of people will probably say the Dublin match but I myself would say it was the Down match, a couple of weeks after the Down match the boys put their heads down and worked hard. We did not know what was going to happen but we knew that if we did not put the effort in then nothing was going to happen. There were no guarantees.

***Q: Looking at your own performance, how did you separate that from the team performance? Your concentration never wavered and then you go and make a move and the shots that matter. How do you maintain that concentration?***

**A:** I am no different from anybody else. We all make mistakes and you cannot undo what is done, the next ball is the one that counts and you just have to get back to the basics of playing and get the head down and work hard.

***Q: How do you separate your own performance from the team? Do you think about it, focus on it?***

**A:** I am the same as everybody else and do what has to be done. We do all we can for the team, not for an individual but for the team. You are not on your own. Some days you are not doing much but you are adding your bit to the team at the end of the day.

**Q:** *What about the relationship between a Captain and a Manager? What level do you take this to as regarding discussing other players training, etc?*

A: This is a two way thing. I can go to the Manager and he can come to me. It's the same with all players, if they want to say something they can do so to Mickey and we take on board any views that the players have, bring issues up, talk about it and see where we go from here.

**Q:** *Would it be an ongoing thing that you discuss each week?*

A: Not really. Nothing like that, we would talk when issues arise.

**Q:** *Did training change after the Down game? Or was it just more intense?*

A: Just more intense. It's hard to know now. We had quite a few injuries when we came back but we had four or five weeks before the qualifiers so we settled down. Training was very good. We do what we can from the training sessions. Players put all effort into their work.

**Q:** *I know it seems as though we've brought people to talk to you who use the diary, but it's a fact of life that 40% of players will use a diary and another 20% use it in a half hearted way and another 40% may not use it. Brian, you used it yourself over the season?*

A: I used it right up to the All Ireland Finals. I expect four or five words were enforced and that was of great benefit to me because you are in a lonely place on your own and you did not know whether you were going backwards or forward but when you look back on your records, you see how far you come.

**Guest Speaker: Pete McGrath**

***Former Down double All-Ireland winning coach, and former Irish GAA International Rules manager***

Pete is the co-founder of SportTracker. He's worked with the Company over the last three years on Technical Analysis that the company is involved in, both in terms of its published programme but also on the terms of its central application that the company is working on at this time.

**ANALYSIS:**

In relation to that help tip on the products that we have to assist people on the particular facet of team management.

We at SportTracker realise the importance of analysing team and individual performance. Peter Larkin, Managing Director of SportTracker, really started the company on the platform of providing results to help coaches, managers and people in charge of teams, to provide material and results for them to analyse team and individual performance. Since then the products that we produce and offer mushroomed and grew. Analysis was the paper we started with and things have grown since then. The first question that you need ask is what is meant by team performance analysis? We would like to think that our results provide opportunities for people to dissect and analysis a game by looking at the key figures that really make up what, I presume, contributes to a team performance. We also would appreciate and realise our products are really geared to Club teams rather than County teams. Some County teams would benefit from them.

County Teams have financial resources at their disposal which enable them to use results that are maybe very high tech. Normal clubs do not have those financial resources at their disposal.

What we provide are resources that are the power to the Club. Any form of analysis is meant to identify and assess the key indicators to how players contribute during the game. Analyse team performance and coaches and managers taking the time to do this part of team management has been neglected. These are very easily identified, some input into training the team, coaching the team, team tactics, team selection, how often the team trains, how the team gets to matches. Somewhere in this list of functions and tasks, how high in the priority list has been the whole area of analysing team performance. The manager doing it on a consistent basis is beneficial so that at different times he can provide reliable accurate information to his players about what is actually happening during games.

Analysis should be a much higher place in our priority list than it currently enjoys. In the 90s, there was very little systematic analysis done. It was done in a very ad hoc way. I would suggest that County teams took it very lightly. Club teams that have success, and get the very best out of their players, do some kind of regular systematic analysis. SportTracker provides results to help people to that.

### **WHY ANALYSE?**

- To improve performance. Anything that does not improve performance from individual players to the team collectively, forget about it. Analyse to identify and build strength. Assess information that has been collected to identify and reduce weakness. You learn more from defeat than you do from success. A good analysis system will give you the rudiments of factor management needed to interpret that information
- What players need today is to be the best they can be. Any manager is trying to ensure that opportunities are provided to make his players the best that they can be. What they need is accurate information, facts, data that is going to be presented to them in a positive way, in a mature way, that they can take on board and can discuss with their coach and together a consensus is reached about what they did wrong and what they did right, what they need to do to improve and to move the thing forward.
- If what you present to a player is just your impression of a game then a serious player will see through that. It's the responsibility of a coach/manager to be able to show to their players accurate information. Not hearsay, recollections - some kind of accurate information and which they cannot deny.
- Books SportTracker have - hardback form - positive and negative aspects of team performance. Books produced looked at each area of the field.

### **HOW TO USE THE DIARY?**

- The Diary can be used for a lifetime. Information you collect has to be used to tailor your coaching system.
- Team Meetings: Get accurate information that you can share with your team at meetings. What you have at your disposal is recorded accurate relevant information. Players can not argue against the facts. Draw out discussions because you have the facts in front of you.

### **ALL NEW ELECTRONIC TRACKER SYSTEM**

The new electronic tracker system brings forward even more the whole philosophy behind team analysis. The system is even more user friendly than the one distributed and will be launched in February 2009. We are still testing it.

SportTracker have identified all the main aspects of a team on a daily basis. Stats and graphs can be recorded. Any information can be obtained from the information on the graphs. It might seem complicated but is very simple. People have to embrace it and decide this is worth investing in, whether it be in hardback form or electronic form. Is it the manager's responsibility to carry out regular systematic analysis?

Benefits:

- Information is uploaded through a wireless network automation.
- Stats available to manager, coaches and players immediately at the end of the game
- Half time stats available in real time

- Can monitor both teams
- Details what changed the games' outcome and at what stage
- Critical for team and players development, finds team and player weaknesses
- Keeps records of all teams and players under a system
- Monitors the actions of your team so you know their needs and helps you know what you need to be looking at.

In conclusion, some form of regular consistent analysis is the responsibility of the Manager of a team. We ask a lot of players at club level and county level and I think it is incumbent on managers at this level to be in a position to provide and collect meaningful information to use for the benefit of their team. No good coach wants to be accused of not looking after their team.

**Guest Speaker: Mickey Harte**

***Double All-Ireland winning manager with Tyrone, and the most respected and admired coach in modern-day Gaelic football***

**DIARY PHILOSOPHY**

- It's good for all players to know that things can go against you. Use this as an opportunity to do better next time. Use it to help to improve your team game and/or individual's talent. This will not suit all but some players will take it seriously.
- 2009 Diary – The 2009 Diary gives the individual the opportunity to do self monitoring and take responsibility for your own performance. . You can take good things from it. If we do not take a record, we can get very scrappy and it's good to keep track of what you are doing and take charge. Taking the time to do a diary is the start of having quality dedicated athletes on your team. They believe it's going to help them.
- Coaches and managers have the responsibility to be good facilitators and try to help as many people as possible to come together.
- Identifies good traits in individuals. Reinforces how well they do and the players can see that for themselves. It provides valuable information for the manager rather than him ranting and raving about rubbish.
- Gives guidance towards best practice. We striving to be the best we can be. How are you going to make yourself a better player. Ask the questions and then come up with the answers.
- It gives a player self esteem and helps them feel good about themselves and their game. It also gives a player an opportunity to evaluate how the season went from both a team and player perspective.
- Diary is not for everybody but those who use it do things well. Gets players to peak at the right time. Quality Vs Quantity - Doing the best with every opportunity you have. Good quality trainers and coaches have it all prepared in advance.
- No point in trying to stay at a high level all the time. You need to be fit to train NOT train to get fit. Energy should build up as the season goes on.
- Adds intensity that brings you to new levels.
- Gives fresh ideas and positive encouragement – it's something to be enjoyed, not endured.
- You get a sense of team spirit. Team spirit is built up over time. You have to appreciate each other's strengths. Every player wants their place on the team.
- This team would be better served by a team leader. You have to be flexible, putting the team first. Essence of team spirit. Enjoy each other's company.
- The process is about getting/identifying something unique and keeping one's identity.
- We are an amateur sport. It's very important to build a rapport between the manager and

team so everybody then feels part of the team. Players want to contribute to the overall team and respect everybody's contributions.

- Giving the best of yourself and asking the best of those around you. About relationships, what can I give out, not what can I get!
- Every good team needs an open line of communication, ensuring that there is equality within the group and talking to players and letting them know what they give to the panel.
- Also, make new players feel welcome. Bring new players into the fold. Make them feel comfortable and continue to build on what you have.
- Enthusiasm – Lots of it and bring it into the fold.

### **QUESTIONS & ANSWERS**

**Q:** *SportTracker seems to be a good thing. At half time your centre back is having a hard time with the corner forward, you know he is a good corner forward but it's not working for him. Would you take him off or tell him go out and sort him out?*

**A:** *Brian Cody:*

I have been in that situation before. I would go on my gut instinct. The player is there in the first place because he has the skills to get the job done. There may be reasons why he may appear to be having difficulties. Your defending doesn't start with your centre back. You got to make a call, changes might have to be made and trust in your ability to make that call, don't be afraid. Go with your own belief. Generally speaking, you get it right. If you have to take him off so be it but at the same time it can be turned around as well. Judge what happens in front of you.

**A** *Mickey Harte:*

You make the judgement calls and believe in the person you picked. If a player is having a bad time then you might move that player to a different place. Try and find out where the source of the problem is. If it's not working in two places, then maybe it's time to take him off for that day.

**Q:** *Have been to a number of seminars over the years. 99% of people would belong to clubs. It's another world at heart and would be nice to see sometimes if you could get something that is more suited towards clubs than county?*

**A:** *Pete McGrath:*

A lot of things here today help towards clubs. I feel that even the most humble club sets out to do well and the most humble club player sets to do the best that he can. Things like team building, sustaining momentum and values and principles are the same. Likewise, within the Club respect, people trying to be the best they can be. Team managers / coaches who want to be the very best they can be at their job. I did the best I could. Every team cannot win. Every team can move forward with a good manager, can reach a certain level of performance and have worked hard to get there. What has been seen here today is applicable to Club teams.

*Brian Cody:*

I am totally rooted in my club and anything I have brought through into Management has come from my club. I am absolutely committed to my club. There is the same level of expertise with very little different. GAA is totally about the Clubs. My most happiest time and most excitement was when my Club won the County Championship. Club standard was above anything else in GAA.

**Q:** *Communication between management and players. Jack O'Connor would text his players. In a situation where say you might be on the line, you give a player instructions, he does not listen and you cannot take him off, how do you deal with that?*

**A:** *Mickey Harte:*

The philosophy for success is based on respect. If a player doesn't listen then he has no respect and he should not be there. It doesn't matter at what level, respect starts at the beginning. It's instilled in everybody and can be done very early on. It is essential that you build relationship with your players.

**Q:** *If you did take him on, would you deal with him in front of everybody or on a one to one basis?*

**A:** *Mickey Harte:*

If the whole team knew there was an issue then the individual would have to be held responsible in front of the team. Everybody deserves a presence.

**Q:** *If you received a text from a player would you respond?*

**A:** *Mickey Harte:*

No, I would meet the player face to face and take on board any problems there might be.

**Q:** *Both teams have had great success during the past year. When you look at interviews on the Sunday Game after the meetings, most players are so modest, controlled and rarely talk about themselves but about the team. One of the core values of both teams. Is there anything specific that both of you would instil as managers, or is it really the competition of the talent that keeps each of the players so controlled?*

**A:** *Brian Cody:*

That comes from respect. Something that the team exudes - Spirit. It's the key element. If you have that respect and spirit then really serious competition for places is there and there are great players on both teams but those stars will not behave as stars in the dressing room because they know that if they started acting that way then somebody else is there to take their place.

**Q:** *We're talking about the SportTracker diary. What about the Dublin Diary?*

**A:** *Brian Dooher:*

Dublin worked for them. It was them against the whole world. Looking back at it now it was everybody for themselves. What works for one team is good. If it doesn't work then forget it.

**Q:** *Tyrone drew with Down in the Championship and played them a week later. How do you motivate a team at Club Level knowing you are after drawing the Championship and a week later you are back in the situation again and you could go out and that is it over for another year?*

**A:** *Mickey Harte:*

It's not a question of how can you motivate a team, how can you bring about an improvement? There will be a different game, put the game before to the back of your mind. Assessing how things that can be done better from the previous meetings, you have specific information, something you could work with, focusing on performance, stay away from the fear of losing. Do not want to go there.

**Q:** *You manage a team. How do you know how to make the right changes at the right time?*

**A:** *Brian Cody:*

You go on your gut instinct. You know your players very well and you know how they react. Just to have the confidence to carry through what you are thinking yourself. Don't be persuaded by anybody else in that situation, focus on what you think is right.

*Mickey Harte:*

I go to who I can trust, look at the situation, mention it to the Coach, watch it a little bit closer and then come back together and then decide what to do. We take time to make a decision, gut reaction might serve you best in the long run. You know who is in form and who might be a bit out of sorts.

**Q:** *Some County Managers are making demands from the County Board. Club football is suffering. How do you handle the County/Club issue?*

**A:** *Brian Cody:*

My background is rooted in Clubs. It's very well known that we release our players to Club football throughout the season. We look at the layout of the fixtures for the year and allow players to play for their Club matches during the season where possible. Our matches do go ahead. Clubs get the opportunity to have their central players train with them. It's vital that the players be part of their Clubs and if they lose that affinity to their clubs then they lose out. We encourage the players to go back and be leaders in their Clubs.

*Mickey Harte:*

I agree with Brian. It's very difficult to get the formula right. It doesn't come easy but communication is necessary with the County Board and liaison with the Board in setting up fixtures. We agree that Club football goes ahead. The players will have their Clubs. Nobody owns the players and/or has the right to have their own way.

### **CONCLUSION:**

SportTracker Directors, who work full time with the Company in terms of contributing to our products, are Pete McGrath, Brian Cody, Mickey Harte, Jim Kilty.

Jim Kilty and Dr. Liam Hennessy, Fitness Director of Irish Rugby Union, have both linked substantial tutorials at the back of the trainer diary for this year.

GAA Football diary is presented by Mickey Harte

Hurling Diary is presented by Brian Cody.

### **Peter Larkin (Managing Director, SportTracker)**

When I first approached Brian Cody, Mickey Harte, Pete McGrath, they all were supporters of Club games and that is one of the reasons they came in and supported SportTracker.

SportTracker has a good, honest name and wants you to support us and help us bring the brand throughout Ireland