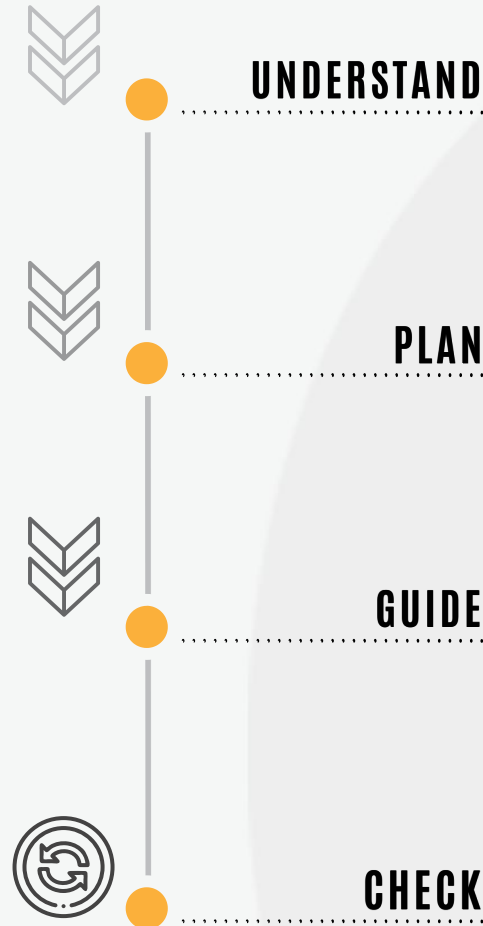


# IMPROVE THE IMPACT OF COACHING WITH VIDEO



## YOUR AUDIENCE



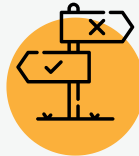
Understanding how information is remembered and internalised by the people you share it with can help you deliver a more effective video session. A blend of delivery methods for video coaching should be a factor in your planning and based on the variety of preferences and experience in your audience. The first step is to get them to remember.



## PAUSES & QUESTIONS



Planning your content may seem obvious. But, planning precisely where you want to pause a video clip allows for space to discuss and ask or receive questions specific to a topic. A pause is not always enough though. Doug Lemov tells us that an inquiry question can act as a moment of information retrieval and also help to build a players perception (and your understanding of what they perceive).



## ATTENTION



Laura Watkin and Kurt Ewald Lindley's ASRI learning model shares "what is not attended to is not learned". Video is a rich information source, so effectively directing your audience's attention to what you want them to observe will reduce the "noise" of everything else happening in any given video clip or a likely first thought of "am I in this video". Multiple views of the video may help.



## UNDERSTANDING

What is said is not always heard. Despite best intentions, not everyone will be able to grasp the concepts or understand the information delivered in a video session. The level of experience an athlete has will also affect their ability to focus effectively and understand. Checking for understanding doesn't have to be classroom-based, retrieving information during practice is an important link between your video and practical sessions.