

CHARACTER IS THE MOST IMPORTANT ASPECT OF PLAYER DEVELOPMENT.

DON'T LEAVE IT TO CHANCE!

CoreFive Analytics

PLAIN VIEW
SKILL

Skating
Acceleration
Power
Puck Skills
Puck Protection
200 Foot Game
Compete Level
Size
Shot

HIDDEN FROM VIEW
CHARACTER

Sense of Self
Role Awareness
Personal Accountability
Self Direction
Systems Judgement
Motivation
Self Awareness
Self Regulation
Resiliency

ALEX DEBRINCAT
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MATT MEAD PHOTOGRAPHY

CHARACTER IS MEASURED BY COMPARING AN ACTUAL RESPONSE TO A DESIRED RESPONSE!

ONCE A PLAYER UNDERSTANDS THE HOW AND WHY OF THEIR ACTIONS THEY CAN BEGIN TO ADDRESS THE ISSUES THAT MAY SHORT CIRCUIT THEIR SUCCESS.

Character is a combination of personal skills and competencies that work together to guide our decision making and the execution of actions needed to attain our objectives. It's the force that drives one player to success and another to quit when the going gets tough. While on-ice skill is in plain view, character is often hidden from view, even to the players themselves.



Tom Laidlaw
President/COO
CoreFive Analytics

Most teams focus primarily on skill development with the expectation that character will naturally evolve as players learn from their game, practice and life experiences. Character, just like any other skill can be "intentionally" developed

through structured learning and practice. Increasing the level of development of the character skills can then be applied to the development of on-ice skills accelerating the overall development of the player.

SELF AWARENESS IS THE KEY

The better a player understands the how and why of their actions, the more control they gain over the aspects that limit their success. CoreFive's Coaching Reports focus on the player's thought process and actions.

- What drives the player's decision making?
- What things are important to the player?
- What are the players underlying motivators?
- Does the player work hard at everything or only the things they enjoy doing?
- How comfortable is the player in his own skin?
- How does the player respond to stress?

The Coaching Reports will help scouts, coaches, team psychologists, agents, management, and most importantly, the players themselves. CoreFive provides teams with access to key insights that can be used to **accelerate player development** by increasing the player's self-awareness giving them a strategy and roadmap to improve the issues that can short circuit their career.



Dr. Mark A. Hogue
Clinical/Sport
Psychologist
CoreFive Consultant

**DEVELOP YOUR PLAYERS FASTER BY
INTENTIONALLY DEVELOPING THE CHARACTER
QUALITIES IDENTIFIED IN THEIR REPORTS.**

HERE'S HOW IT WORKS:

Teams provide the character qualities they seek in players.

- CoreFive creates the measures needed to assess those qualities using 5 assessments supported by over 3 decades of research in brain and social science.
- Players complete an on-line assessment.
- Coaching Reports are created comparing the player's results to the team's desired traits.
- Development Plans including CoreFive's Player Development Modules are created to address the areas of need identified in the Coaching Reports.
- Character and skill needs are incorporated into a comprehensive development plan that accelerates overall player development.
- A Risk Analysis will identify players who may need additional support or attention.

**CHARACTER IS THE FOUNDATION OF A HIGH PERFORMANCE CULTURE
CALL TO SCHEDULE YOUR INFORMATION SESSION TODAY.**

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*The Erie Otters understood Alex DeBrincat as a person, his character. Our analytics provided the knowledge to better communicate, manage, motivate and accelerate his development. Alex was named OHL Rookie of the Year in 2014, the Red Tilson Trophy Award Winner as the OHL's Most Outstanding Player in 2017. He made the Chicago Blackhawks roster right out of training camp, played in all 82 games registering 28 goals and 24 assists in his 2017-18 rookie season.