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“We Found A Better Way...”

by Brynjar Karl, Head of Development

Let me tell you a little about myself and the origins of Sideline Sports.

You might think that since I'm the Head of Development of a software company, I'm very good at computers. The truth is that 5 years ago, I didn't own a computer and had never used one.

What I had done was coaching.

I had been coaching passionately for more than 10 years, 7 years as a head coach, and I considered myself to be very organized. Luckily, I have a very patient and considerate wife because I spent most of my time coaching, on and off the court.

Been There, Done That!

Being organized. That's what I've always considered one of the most important qualities of a coach. Therefore, I put a lot of effort into being organized. I wrote up every practice plan and stored them in a binder for later reference. I wrote my coaching philosophy on thousands of pieces of paper.

In my office I put all of my binders of practice plans, playbook, statistics, coaching philosophies, books, videos, you name it. Everything was in there, all very organized.

Then I had my video room. I spent countless of hours there with a VCR watching and analyzing games.

Well, at this point I would guess a lot of you are thinking: “Been There, Done That!”

With all the work that went into staying organized, there had to be a better way. I was convinced this could be done more efficiently.

Efficiency Is Production Compared To Cost

I was spending an incredible amount of time staying organized, planning, analyzing games and so on. And I got considerable value out of it, but at a HUGE cost. The time spent was just too much. When I think back to all of the precious time wasted, I cringe. Time was my most valuable resource, and I just had to become more efficient.

Necessary Value

Most of what I was doing was essential. Like creating a master plan at the beginning of the season, writing down a plan for each practice and so on. What frustrated me was the fact that I felt I was never saving time. I found myself doing the same thing again and again with no shortcuts.

As the season progressed and the master plan changed, it was just too much of a hassle to update it since it was written on a piece of paper, so it quickly got outdated and of no real use the next season.

While creating practice plans, I found it frustrating that even after I had decided how I wanted the practice to be, it took me close to an hour to write it up.

I stored all of my practice plans in several binders. In that way I could look up what I was doing a year ago and so on, but only a practice at a time really. It was impossible to get a comprehensive overview of any sort.

And the value wasn't always that great.

Not Efficient Enough

Even if I was organized at the office, that's where all of the data was. Not exactly mobile and the players were never there. There

Don't Get Left Behind By The Competition

“The most comprehensive teaching, planning and analysis tools I've seen for coaching.” - Coach Don Meyer - Northern State University

“Young coaches should make it a priority. Veteran coaches will add a new dimension.” - Jerry Krause - Gonzaga University and Nationally Renowned Teacher of Basketball

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were countless times when I was at practice, in a team meeting, or on the road and wanted to show something that was at the office. I travelled with a lot of stuff and it got to be very tiring.

And let's not even go into the time spent watching games on video. Every coach who has spent hours breaking down video and planning a film session and then lost their players attention at the third long rewind knows what I'm talking about.

I still get nightmares about the time I spent creating highlight tapes after each season. I'm not going to tell you how I did it, but believe me, it was not efficient work.

There had to be a better way.

Was A Computer The Solution?

This was 5 years ago and computers were really becoming mainstream, so I went down to the store and bought my first computer. Although I didn't know how to power up a computer, I was convinced this piece of hardware would solve all of my troubles.

It didn't. Sure it helped me become more efficient in some areas. But basically I was doing the same things as before, but now with an expensive typewriter. I used Microsoft Word and Excel to their extents. Great tools but they were just too general. My problem was still the same. Too much time spent with too little gained. I wasn't being efficient enough.

Geeks To The Rescue

By this time I was so disillusioned by the way that I had been doing things, that there was no going back. I was on a mission to find a better way to stay organized and I wouldn't give up.

To solve the problem I formed a group of coaches and professional computer programmers. Well, professional computer programmers, that's what they call themselves. To me they will always be the computer geeks that came to the rescue of a bunch of computer illiterate coaches.

The computer programmers helped us create a software that solved all of our problems mentioned before. It wasn't easy. They had never before worked with coaches that didn't know how to use computers. Frankly, computer programmers are used to creating software for themselves, that is you have to be an IT

guy to understand how to use it.

To make a long story short, we threw the first 10 designs back at the programmers before they finally learned to listen to us. In this project, coaches would decide how things should be.

It took some time, but the result was incredible. I got software that helped me right away. Not only did it solve all of my problems, it added extra benefits as well.

Try A Better Way

The software made it easier for me to be organized in less time. Finally, I felt real value for being organized.

With the software I was able to:

- Create practice plans in 5 minutes instead of 20.
- Update my master plans and use them again next season.
- Draw up plays and diagrams in less time than before and send them in e-mail to my players.
- Edit video as I could never do before.
- Create multimedia instructional material for my players with text, diagrams, playbook animations and video.
- Analyze games efficiently with video editing.
- Analyze my training record.
- Clean out my office and put everything in my computer.

Not to mention the 15 minutes it took me to create the video highlights which took me 50 hours before!

And so much more. Today, I can't imagine going back to the old ways.

You'll Never Go Back

But it's no use for you to just hear about the benefits. Try the software out for yourself. The software I've been describing is the Sideline Organizer and the Sideline Video Analyzer.

Don't waste your precious time. There's no telling how much more efficient you could be.



Learn How To Gain A Distinct Advantage On Your Competition

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