CAIS ONLINE
THE GROUND-BREAKING ONLINE BEHAVIOUR ANALYSIS SOLUTION
Enabling Coaches To Analyse And Better Understand Their Own Coaching Behaviour
POWERFUL ONLINE BEHAVIOUR ANALYSIS CAPABILITY

Developed by Professor Chris Cushion and his team at Loughborough University, the Coach Analysis Intervention System (CAIS) is an instrument and process that helps coaches analyse and better understand their own coaching behaviour. The unique CAIS methodology incorporates 23 Primary behaviours and a range of invaluable Secondary behaviours to enable coaching performance to be categorised in a more effective and insightful way than ever before. CAIS is recognized as the ‘industry standard’ in terms of behaviour analysis right across the world of sport.

CAIS is now integrated fully with the revolutionary iSportsAnalysis online analysis platform and harnesses the benefits afforded by the very latest cloud technology to provide a uniquely powerful, flexible and user-friendly online solution for those coaches looking to analyse their own coaching behaviour. Coaches can quickly and seamlessly upload their coaching videos and then utilize the online CAIS technology to analyse and better understand any key selected areas of their coaching behaviour.
Coaches clearly play a crucial role in the development of individual athlete and team performance. Analysis is now recognised as having an important role to play in that development process and analysis of athlete performance is now commonplace throughout sport.

However, what is far less common is for coaches to ‘turn the camera’ around and analyse their own coaching behaviour. As a result, we often don’t know what our own coaching behaviour looks like - and research has shown that coaches are notoriously poor at describing their own coaching behaviour.

The online CAIS solution delivers a unique and flexible solution to this problem. Its methodology and design enable any aspect of coaching behaviour to be analysed in a systematic way that provides invaluable feedback on performance from within both the training and competition environments.

The fusion with the online iSportsAnalysis analysis platform not only provides coaches with the powerful, interactive analysis capability that they need – it offers a range of unique new advantages afforded by the latest in cloud technology.
CAIS ONLINE: The Benefits

The CAIS instrument comprises 23 pre-defined Primary Coaching Behaviours that the user can choose from to analyse. There are also a number of Secondary Behaviours that can be selected and these provide additional layers of context and a more nuanced understanding of performance. The iSportsAnalysis online platform also provides the user with the ability to add their own individualised coaching behaviours.

**THE CAIS INSTRUMENT**

- CAIS provides a systematic approach to analysing coaching behaviour.
- The CAIS instrument is the recognised standard in coaching behaviour analysis.
- The user can choose the areas of behaviour that they want to analyse and understand (E.g. The nature of feedback given, the nature of questions asked)
- The interactive review functionality provides the user with instant access to video of any of the behaviour ‘events’ that they added.
- The data is automatically generated and collated as events are added. This information is presented visually and can be downloaded as a Report.
- Compilation ‘movies’ of key groups of events can be automatically created.

**THE ISPORTSANALYSIS ONLINE PLATFORM**

- The cloud-based platform means that CAIS can be accessed from any device.
- It makes the sharing of your analysis simple and instant - and makes collaboration easy.
- Any video format can be quickly uploaded - No need for pre-conversion.
- CAIS ONLINE is completely customisable and entirely scalable.
- All infrastructure elements are provided, removing any support costs.
- Easy installation and automatic updates.
- Enhanced security and protection - No data is lost if your laptop breaks.
Who Uses CAIS?

Individual Coaches
Coaches who are interested in understanding and enhancing their own coaching behaviour.

Clubs
Clubs who want to raise the standard of coaching throughout their organisation.

Universities & Colleges
Hands-on behaviour analysis experience for students within Coaching / Sports Science courses.

Research
Universities/Colleges who carry out research relating to coaching behaviour.

National/State Bodies
Organisations and Leagues responsible for the ongoing development of their coaches.

Non-Sport Environments
Utilised within different environments to enhance their training & development process.
How CAIS Works

- It enables coaches to upload video of their coaching quickly and seamlessly to the iSportsAnalysis online analysis platform from any device.

- The coach can then select the aspects of their coaching behaviour they want to view and analyse from the CAIS framework.

- The CAIS methodology comprises 23 Primary Coaching Behaviours that the coach can choose from. There are also a number of Secondary behaviours that can be selected and these provide additional layers of context and a more nuanced understanding of performance (E.g. content, timing, stage of practice/performance, recipient).

- They then use the CAIS interface to view their video and ‘tag’ key moments - providing as much or as little detail/context as they want.

- The interactive CAIS viewer then enables the coach instantly access and view any aspect of their coaching behaviour.

- The coaching behaviour data is generated automatically in the online platform and displayed visually for the coach to view and understand.

- Bookmarks (Compilation Videos) of any key moments can be automatically generated.
Choosing The Coaching Behaviours To Analyse

- Once a coaching video has been uploaded the user can select those aspects of coaching behaviour that they want to analyse using the CAIS Template dashboard.

Entering Your Key Coaching Moments

- The intuitive iSportsAnalysis video ‘tagging’ system enables any moments of interest to be quickly added using the CAIS Template data entry facility.
- Events can be added either ‘live’ or post-event.

Reviewing Your Key Coaching Behaviours

- The interactive video review facility allows the user to instantly access and view any events that have been added during the ‘tagging’ process.
- The event-filter feature provides the ability to select specific ‘types’ of behaviour to be selected - and then individual examples of those behaviours to be instantly viewed. The video moves to that exact point in the session.

Viewing Your Coaching Behaviour Data

- When events are added the CAIS instrument automatically generates your coaching behaviour data.
- This information is then displayed on the iSportsAnalysis platform, providing a detailed breakdown of coaching behaviour in a coach-friendly manner and discernible patterns of ‘coaching’ to be identified.
- Coaching behaviour data can be exported from the iSportsAnalysis platform.
- Benchmarking of coaching behaviour over time facilitating comparisons to be made.

Create Bookmarks and Highlight movies

- The Event filter facility enables groups of events to be bookmarked, automatically creating a compilation movie of those events that is available for sharing (if required).
The CAIS solution is already being utilised by coaches in a wide range of sports right around the world. It is also being used extensively in Research at some of the world’s top universities to view and analyse behaviour in a way that has not been possible before. CAIS is increasingly being used in non-Sport areas. Law Enforcement and the Military are just two of the groups utilising the technology to enhance their respective training & development programmes.
Finding Out More

If you are interested in learning more about the new CAIS ONLINE solution, please contact our team directly at:

info@performanceinnovation.net

Or visit the CAIS website at:

www.isportsanalysis.com/cais
CAIS is underpinned by over two decades of applied research from Loughborough University, which is ranked 1st in the world for sports-related subjects since 2017*.

*QS World Subject Rankings 2017, 2018, 2019, 2020