

Get your club up and running **in week one.**

Most clubs finish setup in under 30 minutes. Get the habit going after that: each coach records, reads their debrief and picks one thing to work on.

Day 1 **SET UP · ~30 MIN**

- ☐ **Create your director account** at director.coach2x.com/signup. Use the same email you paid with.
- ☐ **Invite your coaches.** Go to **Coaches** → **Invite** and add each coach's email. Check the seat count against your plan.
- ☐ **Send the coach intro email** (template included). Attach the Coach Quick-Start guide.
- ☐ **Order mics.** One clip-on mic (with its phone adapter) per coach gives the best audio. The link is on your welcome page. Charge them before the first session.
- ☐ **Tell your teams why.** Send the parent & player letter (template included) to every team with players under 18, and post the announcement graphic if you like.

Collect consent before recording. If players are under 18, the club must have parent or guardian consent before any session is recorded (C2X Terms, Sections 3, 8 and 15). Keep the signed forms on file.

Week 1 **FIRST SESSIONS**

- ☐ **Every coach records one game or practice.** The debrief arrives on their phone within minutes.
- ☐ **Check your dashboard's Overview tab.** Look at active coaches, sessions and hours recorded.
- ☐ **Follow up with anyone at zero sessions.** It's usually a login, consent or mic issue, and quick to fix.
- ☐ **Record a session yourself** if you coach. Directors who go first make it normal for everyone else.



Weeks 2–4 **BUILD THE HABIT**

- ☐ **Prioritize games:** each coach records at least one game per weekend. There's less chance for in-game feedback, and behavior changes from practice to game. Practices are a bonus.
- ☐ **Split games into parts.** Start and stop the app for the 1st half, half-time talk and 2nd half. No wasted minutes, and the data is easier to compare.
- ☐ **Read the AI staff snapshot** on Overview and choose its **recommended focus** as the staff theme for the month.
- ☐ **Bring one metric to your staff meeting** (e.g. open questions or constructive feedback). Discuss it as a group, without singling anyone out.
- ☐ **Ask each coach to pick one tip** from their own debrief to work on next session. Encourage comparing across teams: do they coach a U10 game differently from a U17 game?

Every month **KEEP IT RUNNING**

- ☐ **Check the plan-hours meter** on Overview. Hours are shared by the whole staff and reset every month.
- ☐ **Running low?** Buy top-up hours (\$2.50/hour) or move up a tier. Manage your plan under **Billing**.
- ☐ **Look at the trend charts** in each coach's view. Celebrate progress, not scores.
- ☐ **Update seats** when coaches join or leave (Coaches tab).

Set the tone with your staff

What you'll see as director

Development metrics, trends and an AI staff summary. That's it.

What you'll never see

A coach's transcripts, audio or quotes. This is enforced on C2X's servers, not just hidden in the dashboard.

Our recommendation: present C2X to your coaches as a development tool, not a performance review. Coaches record more, and more honestly, when they know it's there to help them improve.



Talking points for your coaches

"Why are we doing this?"	Everyone measures the athlete. Nobody measures the coaching. This gives every coach objective feedback, grounded in published coaching research, after every session.
"Can you read what I said?"	No. I only see metrics and trends. Your transcripts are yours.
"How long does it take?"	Tap record at the start, stop at the end. The debrief takes 5 minutes to read.
"Why should I?"	We ask our players to put in time to get better. Showing we'll do the same makes us role models.
"What about the players?"	We collect parent consent first. Audio is deleted after at most 180 days, and C2X never sells it.

Hours, seats and plans **QUESTIONS CLUBS ASK**

What counts as an hour?	One hour of recorded audio. A 60-minute practice uses one hour from your pool; a 30-minute team talk uses half an hour.
Do we split hours between coaches?	No. Hours are one shared club pool with no cap per coach. One coach can use 20 hours a month and another 40. You never have to allocate or track them.
Do unused hours roll over?	No, the pool resets monthly. Because it's shared, one coach's quiet month doesn't waste anything; the rest of the staff can use it. A steady weekly routine gets the most from your plan.
What if we run out?	Coaches see remaining hours in the app and you see the pool on Overview. Add top-up hours at \$2.50/hour anytime, or move up a tier under Billing .
Can we change seats mid-season?	Yes. Removing a coach frees the seat immediately, and you can invite a replacement the same day. Seats and billing are self-serve in the dashboard.
Why do annual plans include two months free?	Every sport and club has off-weeks, but never at the same time. Instead of pausing plans on fixed dates, the annual price builds those two months in, wherever they fall in your year.
What equipment do coaches need?	An iPhone with the C2X app. It works with just the phone (or phone + headphones), but a clip-on wireless mic gives the best audio. No cameras, no field setup.

Helpful details

Director dashboard	director.coach2x.com
Coach app	"Coach to Excellence" on the App Store (iPhone)
Support	kelly@coach2x.com
Data questions or deletion	kelly@coach2x.com
Opt out of quality-improvement use	Clubs can ask that their audio only be used for their own analysis. Email kelly@coach2x.com.