YOUR FIRST SESSION IN 5 MINUTES.

C2X listens to how you coach (praise, questions, instruction and which players get your attention) and gives you a debrief grounded in published coaching research. It's the coach developer in your pocket.

SET UP ONCE

1. **Download "Coach to Excellence"** from the App Store (iPhone).
2. **Sign in or sign up.** Coaching with a club? Use the email your invite was sent to. On your own? Create an account in the app and choose a plan.
3. **Set up your profile and add your teams.**
4. **Set up your mic and adapter,** and charge the mic.

EVERY SESSION GAME OR PRACTICE

1. Turn on the mic and clip it near your collar.
2. **Turn on Do Not Disturb** and close music and video apps. Calls and other audio pause recording.
3. Tap **New session**, pick your sport and team, and press **start**.
4. Coach. Your phone stays in a pocket or bag.
5. Press **stop** and finish **before** closing the app. Data in a few minutes.

AFTER 5 MINUTES

Overview	An AI summary of the session
Praise	General, with a name, and with coaching
Questions	Open, closed, follow-up, self-answered
Instruction	Before, during and after the action
Fillers	Your top filler and repeated words
Players	Mentions per player, and the tone
Action plan	What to work on next session

Pick one thing from your action plan and try it next time. Page 2 explains the numbers.

Protect your recording.

- Charged phone, 2 GB+ free storage.
- Never swipe the app closed mid-recording.
- See **Recording Interrupted**? Tap **Resume Recording**.
- Problem? Reopen the app on wifi, wait a minute, email kelly@coach2x.com.

BEST PRACTICE

- [ ] **Prioritize games:** record at least one game per weekend. Behavior changes from practice to game, and there's less room for in-game feedback.
- [ ] **Split games up.** Start and stop for the 1st half, half-time talk and 2nd half. No wasted minutes, and easier to compare.
- [ ] **Be curious.** Record across your teams. Do you coach U10s differently from U17s?
- [ ] **Be a role model.** We ask players to put in time to get better. Show them you'll do the same.

Director access is metrics-only.

No transcripts, audio or quotes. Limited authorized C2X staff may access content for support, processing issues and lawful quality work.

Check permission before recording.

Your club must clear required notices and permissions, including parent/guardian consent where legally required.

UNDERSTANDING YOUR DATA.

There's no perfect score. Every age and level is different. Use the numbers to notice your habits, then ask yourself the questions below.

PRAISE

Praise boosts enjoyment, motivation and skill learning. But too much general praise ("good job!") becomes noise. Adding a **name** tells the player it's about them. Adding the **what, how and why** turns it into coaching, which helps the player repeat it.

Ask: How much of my praise has a name? How much has coaching in it?

QUESTIONS

Questions build problem-solving, decision-making, tactical understanding and creativity. **Open** questions asked during play push players toward a decision. **Follow-up** questions make them think deeper and let you check understanding. **Self-answered** questions take that chance away.

Ask: Am I asking, or telling? Do I wait for the answer?

INSTRUCTION

Intentional instruction is one of the most important coaching behaviors. C2X shows when you instruct: **before**, **during** or **after** the action.

Ask: How often am I instructing versus observing? Am I coaching on and off the ball? Am I backing up instruction with coaching?

LANGUAGE

A great way to catch yourself. Filler words and the same praise word on repeat ("unreal, unreal") lose their meaning to players.

Ask: How can I make half-times and team talks clearer and shorter?

PLAYERS

This is where you can dive deep, into your own biases. C2X shows how often you mention each player and whether it's positive, neutral or negative.

Ask: Are the players I mention most on my side of the field, or my best players? Am I harder on certain players? Did I forget anyone?

Reflect. Learn. Grow. Every interaction matters. Look at your trends over weeks, not one session, and celebrate the changes.