

PREDICTIVE ANALYTICS

MANAGE DRAFT DAY RISK

DO YOU HAVE THE ENTIRE PICTURE?*

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
PHOTO COURTESY OF
MATT MEAD PHOTOGRAPHY

IDENTIFYING ON-ICE SKILL IS THE EASY PART. IDENTIFYING AND QUANTIFYING THE PERSONAL SKILLS, THE CHARACTER NEEDED TO TRANSLATE THE ON-ICE SKILL TO A SUCCESSFUL CAREER IS WHAT MATTERS MOST.

THE QUANTIFICATION OF CHARACTER MINIMIZES DRAFT DAY RISK BY IDENTIFYING PLAYERS WITH BOTH THE TALENT AND CHARACTER TO HAVE A SUCCESSFUL NHL CAREER.



Tom Laidlaw
President/COO
CoreFive Analytics

There are a lot of talented players with skill, but what makes one succeed and another fail is often invisible to the eye. Character is hidden from view—it's the force that drives one player to success and another to

quit when the going gets tough. When you have a choice of two players who look good on-ice and have great stats it's often a decision based on emotion or gut feeling as to which player to select. CoreFive uses **Predictive Analytics** to quantify the personal skills, the character, that can translate the talent into a successful NHL career.

THOUGHT PROCESS AND ACTIONS

The more we know about a person, the better able we are to predict how they are going to respond to the various situations they encounter. CoreFive's data focuses on the player's thought process and actions.

- What drives the player's decision making?
- What are the players underlying motivators?
- Does the player work hard at everything or only the things they enjoy doing?
- Can the player manage negative thoughts and emotions?
- How comfortable is the player in his own skin?
- How does the player respond to stress?
- What type of teammate will the player be?
- Do they possess the emotional intelligence to negotiate a successful career?
- Will they need additional support to learn those skills?



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

The information 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.

**DEVELOP YOUR PROSPECTS FASTER BY
INTENTIONALLY DEVELOPING THE CHARACTER
QUALITIES IDENTIFIED IN THEIR ASSESSEMENT.**

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 with over 3 decades of research in brain and social science.
- Prospects complete an on-line assessment.
- Prospect Profiles are created comparing the prospects results to the team's desired qualities.
- Once the character is quantified, the results can be combined with other information the team uses to compare and rank the players based on a complete picture of the player's skill and character.
- A Risk Analysis will identify players who may require additional support or attention.

MAKE THIS YEAR YOUR BEST DRAFT EVER!

CALL TO SCHEDULE A DEMONSTRATION TODAY.

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*The Erie Otters had the complete picture on Alex DeBrincat. With our analytics, they better understood Alex as a person, his character, and with that knowledge they were better able to 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 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.