

# SMART Board® interactive whiteboard system makes coaching more effective

## 1. FC Cologne, Cologne/Germany



The SMART solutions are used before and after games, for preparation and follow-ups.

For the 1. FC Cologne football club, the future of the sport lies in encouraging young players. Attention is devoted to every individual within an overall environment of educational, personal, professional and sports mentoring. Christoph Henkel, Managing Director, Youth Players Department, describes with enthusiasm how SMART Board® interactive whiteboard systems support his young talents.

The 1. FC Cologne football club was founded in 1948. The founder, Franz Kremer, had high expectations of his club. Since then, 1. FC Cologne has had many successes, which have come as a result of a lot of hard work, even from the club's youngest members. The club focuses on encouraging youths in their future sporting careers. The success of the club's youth players department is not only measured by the number of championships won, but also how many players make the leap to the professional squad. 1. FC Cologne creates the best possible conditions in every age bracket to develop players. In addition to coaching necessary football skills and techniques, attention is devoted to team spirit and personal development.

Supporting individuals within an overall framework of young player development is of high importance to Henkel. This support includes ensuring that players not only have fun on the field but also receive personal development in the areas of sport and school. To achieve this, Henkel is convinced that mentoring is not enough. "We want our young players to know themselves and be clear about their performance. Therefore, we need professional assistance, which is now assured by our partner SMART. For our sportive formation, we've found our partner in SMART. We use the SMART Board before and after games, for preparation and follow-ups but also for one-on-one interviews."

### Challenge

Find a way to make the analysis of football games more effective.

### Solution

SMART Board® 680i interactive whiteboard system.

### Result

The SMART Board® interactive whiteboard system strengthened the mentoring of both individuals and the entire 1. FC Cologne youth team in a very efficient way.

## Interactive player meetings with the SMART Board® interactive whiteboard system

The most important tool during a player meeting is the ability to show videos. With minimal effort, both positive and negative game decisions can be shown. The club used to work with a variety of tools to analyze games – using a video recorder, flip chart and whiteboard in one meeting wasn't unusual. Now all the features of these tools are combined in one product – the SMART Board interactive whiteboard system. Video files are prepared by the trainer and then presented on the interactive whiteboard. They can be videos of 1. FC Cologne's own games, footage of an opponent or sequences from other games that help the trainer draw attention to particularly good or bad strategies.

The videos can be stopped quickly by removing a pen from the Pen Tray. Automatically, the sequence stops and the trainer can make notes and explain tactical moves directly on the integrated SMART Board interactive whiteboard. This approach enables the trainer to engage the players in accurate game analysis, giving them a clear advantage for future games. Mistakes can be discussed with the players and then eliminated. Christoph Henkel is convinced. "There is no better tool for accurate game analysis than the SMART Board," he explains.

SMART products have led the players to reach an important milestone, says Henkel. Instead of acting passively, the youths are now challenged to be more active. This increased opportunity to participate in meetings makes the SMART Board interactive whiteboard system even more attractive for the club. Just as they do on the playing field, the players have to act. They discuss the formation, review mistakes and understand good moves together. In short, team play counts.

### Individual mentoring in one-on-one interviews

For teamwork to be effective, every player needs to strengthen his performance. "We have high expectations of 1. FC Cologne – of its players, its coaches and its training. By using the SMART Board, we can offer our young talents professional, personal support. As a result of the individual mentoring on the SMART Board, the players get a good feeling about themselves and their performance on the playing field. The trainer can react to their needs and strengthen the skills of every single player."

During one-on-one interviews, the focus of video analysis is now on the individual player. By using the zoom tool, the football player's style is examined. Even the smallest mistake can be detected quickly and explained to the player. The trainers work with youths to identify tactical behavior, keeping them under a watchful eye both on and off the playing field. This is the only way to prevent mistakes and build all the strengths needed to succeed in the game.

### SMART Board interactive whiteboard system offers everything the club needs

"With the SMART Board, we have a consolidated tool that includes all the information and types of representation we need. The good news is it is easy to use and really intuitive," says Henkel. He adds that working on SMART Board interactive whiteboard systems is that easy because all the gestures needed to make things work are already well known, from using video recorders, flip charts or whiteboards.

With the SMART Board interactive whiteboard system, the trainer no longer needs to work with different products. All the necessary presentation tools are on the interactive whiteboard. The players can focus on the trainers' advice, which increases their participation in the analysis. Thus, SMART provides a time effective and efficient product that increases the players' ability to concentrate. Henkel is so excited about his work with the SMART Board interactive whiteboard system that he will promote its use in the future.



Coaching necessary football skills and techniques is supported by the SMART solutions.

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**Christoph Henkel**, Managing Director,  
Youth Players Department, 1. FC Cologne

#### About SMART

SMART Technologies is a leading provider of collaboration solutions that transform the way the world works and learns. We believe that collaboration and interaction should be easy. As the global leader in interactive whiteboards, we bring more than two decades of collaboration research and development to a broad range of easy-to-use, integrated solutions that free people from their desks and computer screens, so collaborating and learning with digital resources are more natural.

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#### SMART Technologies

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