



BLITZ21

ESSENTIALS GUIDE

VOL. 1

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A Message From **GREG NELSON**, VP & General Manager

Welcome to this first edition of Blitz Essentials. In this series, we'll be taking the greatest hits from our first-ever virtual football summit and providing them in a format that will allow you to apply these dynamic ideas into your own workflow.

In this and subsequent volumes, you won't just find transcripts and talking points from our best sessions and featured speakers. You'll also have a plan for putting them into action in the new Hudl Beta experience, including templates you can copy yourself.

As a high school football coach myself in my hometown of Lincoln, Nebraska, I know what it's like to be up late at night breaking down game film, then up at 6 a.m. the next day to share what I've learned with my team. So I'm excited that we're making the coaching and scouting process much more efficient for you.

Over the past year and a half, we dialed in with coaches like you on what the next evolution of the core Hudl experience should look like. Through this, we created a new interface that transforms how you analyze film. Your time is precious. That's why we focused on creating a workflow that brings your video and data together in one place.

This new experience turns the data already in your library columns into interactive visuals connected to your film, making it easier than ever to get the full picture. When combined with Hudl Assist, it's an even more powerful tool for your scouting prep and post-game analysis.

We'd love to hear from you on questions you have or how you are using the Beta. Thank you for all that you do, and happy analyzing!



Greg Nelson

Vice President & General Manager
Hudl



BETA BASICS 101



NATE
PATTERSON

Product Manager, Hudl

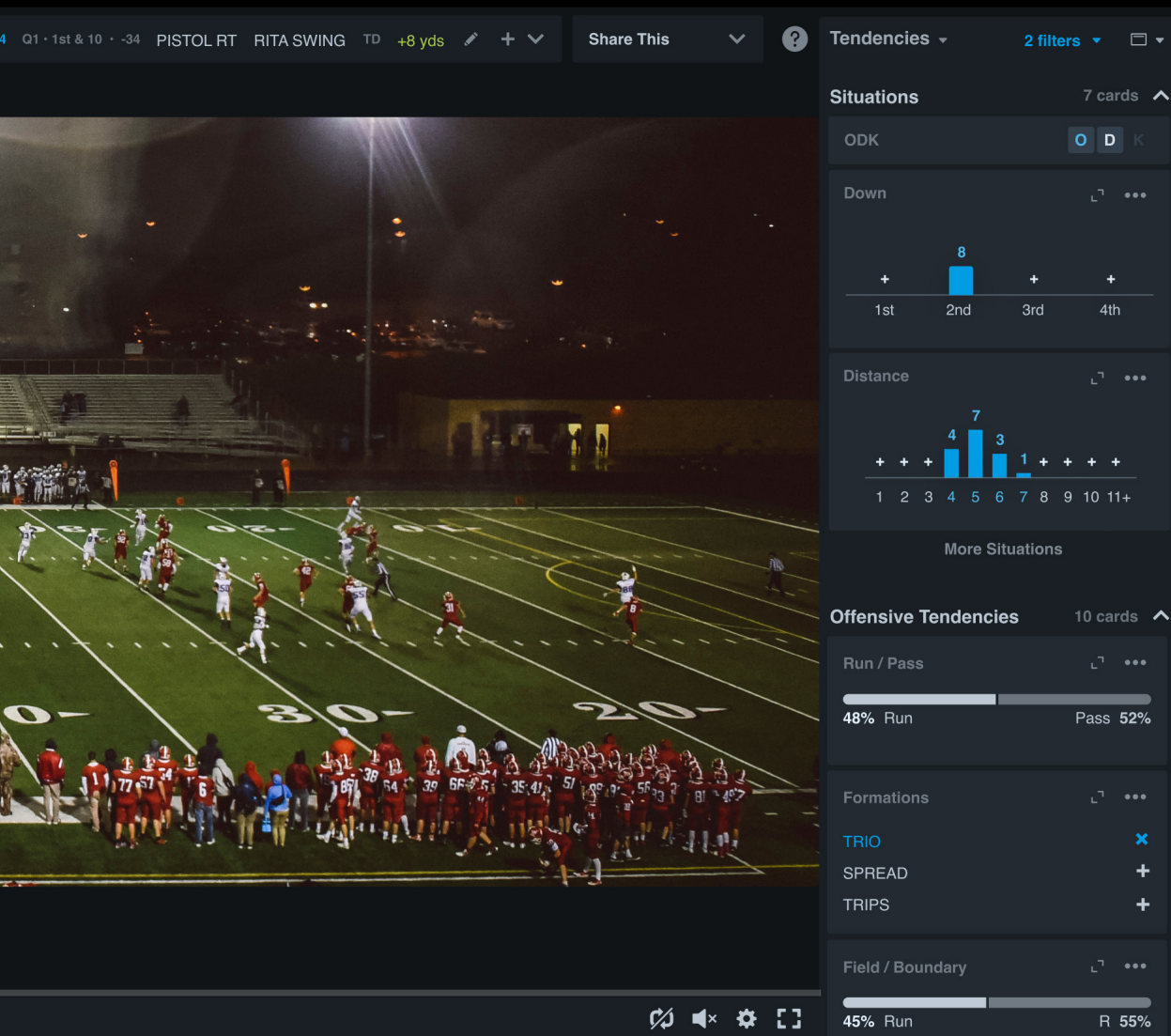
The Hudl Beta is the next evolution of Hudl — and we're just getting started.

What began as a better way for you to scout is now building towards a better overall Hudl experience. Watching video, adding data, finding tendencies, and teaching your team can all be better in the Hudl Beta.

There are four ways the Beta is a game-changer.

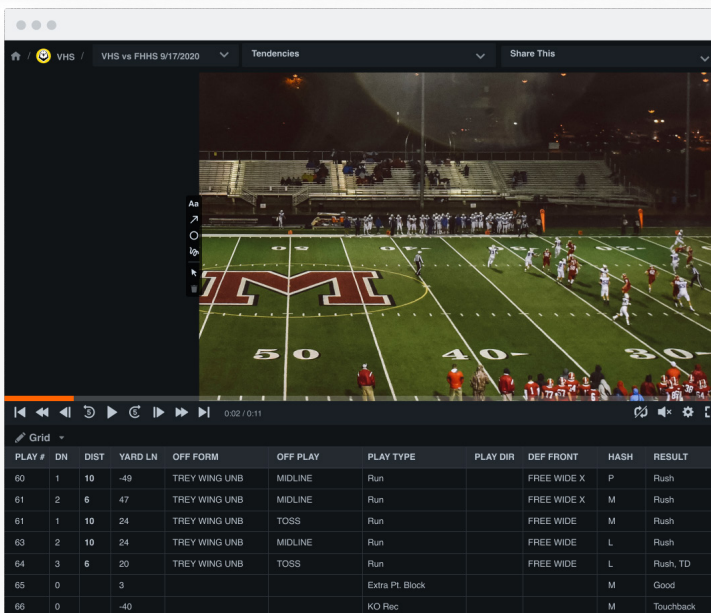
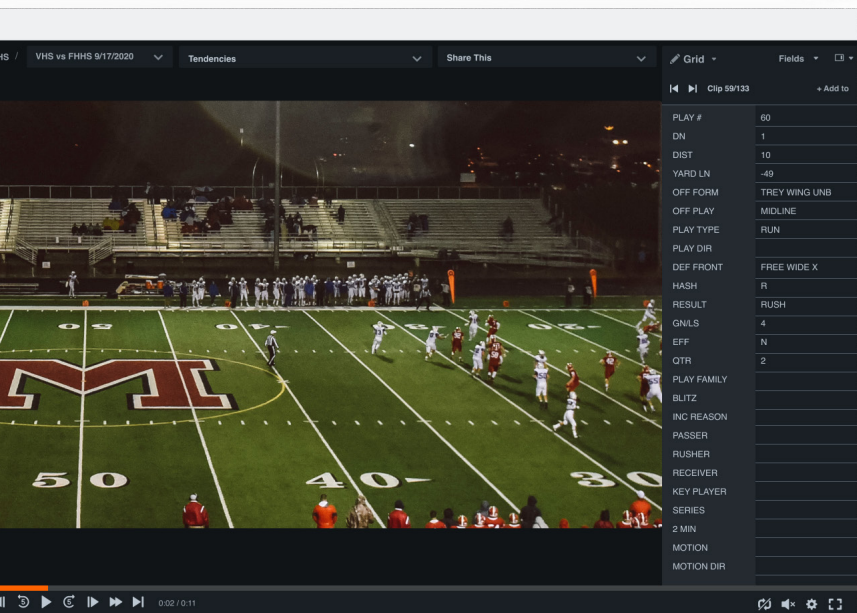
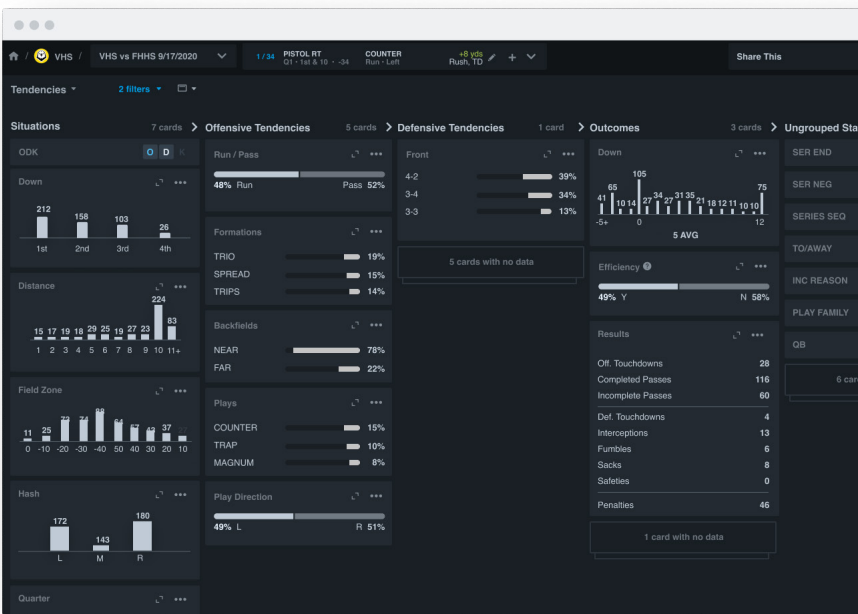
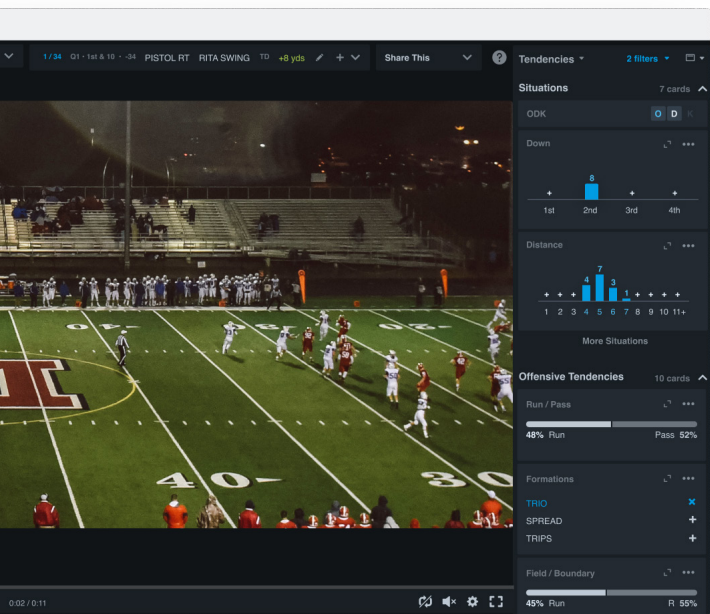
1. Video + Data Always

We believe coaches shouldn't have to choose between looking at their video and looking at their data. In the Beta, you no longer have to choose between the two. Dynamic filters and visuals alongside your (bigger) video give you the best of both worlds. You can filter and look at reports live without any refreshing or re-selecting videos.



2. Flexible Layout

Hudl should be flexible to the job you are trying to do. When you're not entering data, you don't need valuable screen space taken up by a grid. Why should you have to sacrifice video size... ever? The Hudl Beta allows you to choose how your experience is arranged. The video selector, grid/list, and stats can all be moved to best fit the task at hand.



3. Editing and Sharing on the Fly

Need to fix the data on a certain clip? You can edit any field right in the Beta without losing your place. And once you've found the right moments, you can add them to a new or existing playlist rapidly. You can even bulk-add filtered clips all at once.

You'll also be able to share links to the exact video, filters and layouts you have on your screen — and when your staff and players open that link, they'll see exactly what you're seeing.

4. Collaboration (Coming Soon!)

At our core, Hudl helps coaches teach athletes. Thousands of hours are spent watching video, adding data, running reports, and creating playlists. All that time spent to narrow down the information they need to communicate to their athletes.

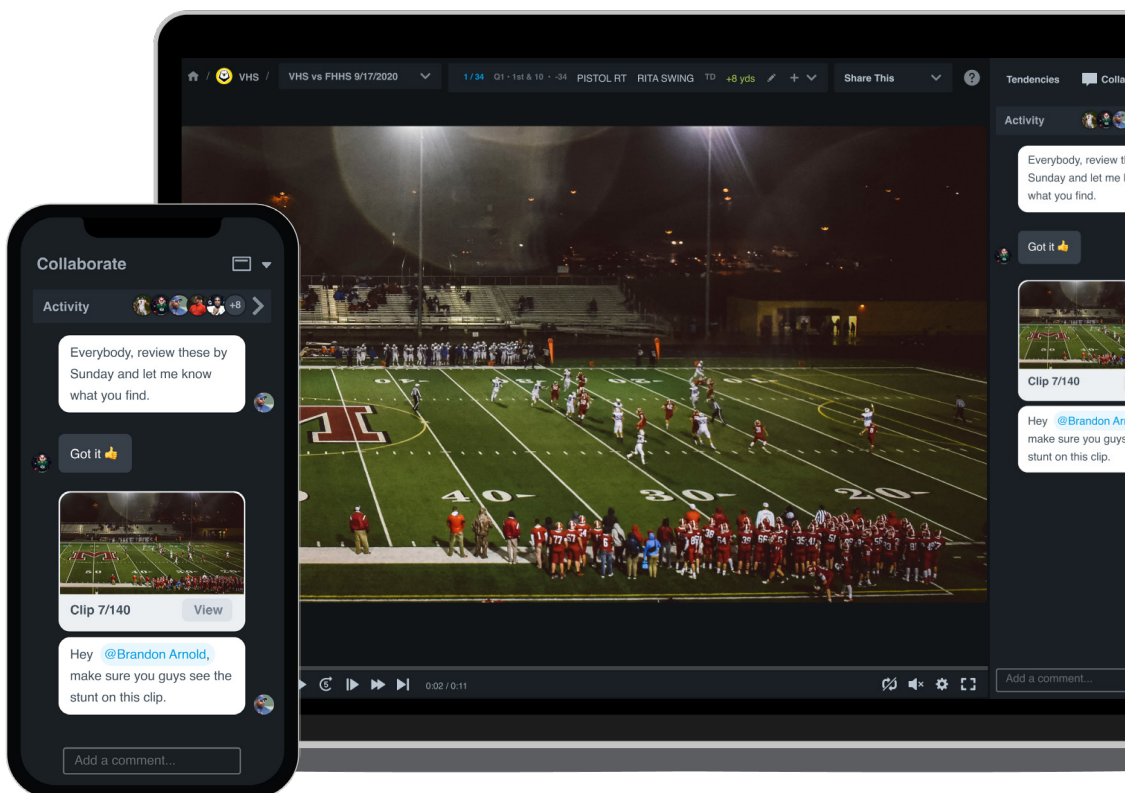
Teaching is typically done in person, but it doesn't have to. In the Beta, you will be able to have conversations with your team right on the video — web and mobile.

WE NEED YOUR HELP

The only way we can build a better future is with your help.

We want to hear all the good and the bad-- the more specific the better!

We are going to continue to build new functionality and will be looking for your feedback constantly. //



DEVELOPING A DATA-DRIVEN CULTURE



Riggs, one of the most revered minds on high school football data, [spoke at Blitz '21](#) about how he approaches tendency scouting and how you can bring it to your own program. This data-driven process helps make Jenks, the 2020 Oklahoma 6A state champion, one of the most dominant programs in The Sooner State.

Riggs touched on a wide variety of topics in his presentation. We recapped some of the best hits here.

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We try every year to push Hudl to its limits and do everything we can to give us an advantage against our opponent. My initial thoughts on how you can build a data-driven culture in your program:

Quantify your opponents' tendencies.

Saying somebody does something 85 percent of the time is much more meaningful than saying they do it nearly all the time. And even that can mean different things to different people, right? "Nearly all the time" might mean 90 percent to one person, but 65 percent to someone else. Everybody has their risk tolerance. Having the data and being able to analyze it gives you those numbers, and you can do what you want with them at that point.

There's a cost benefit.

I like the term value better, really. I think there's huge value in the data we enter. But there's a cost associated. It's time up front to get it done. We enter a lot of data and it takes time, but I do think you get some of that back over time as you go back and look at the film again.

Data is a supplement, not a replacement.

It's another tool in our tool box. It's not a replacement for anything. It's not a silver bullet, it's not going to fix everything. But it does allow you to make more informed decisions if you have it available to you.

Your staff needs to buy in.

If you have a coach that doesn't believe in the value of it, they're going to enter the data they're supposed to enter, but all they're concerned with is finishing, so there's probably going to be a lot of data entry errors. There's nothing more frustrating than getting to Tuesday or Wednesday and realizing there's a bunch of errors and your tendency numbers may change, potentially significantly. If your coaches believe in it, your players will as well.

Have a good sample size.

At some point, it becomes really difficult to say something is a tendency if you don't have very much data. We'll typically trade three games, and I think that's a decent sample size. Maybe all you have for your Week 1 opponent is a scrimmage or last year's games. Certainly that's more difficult — not that you can't get something out of it, but it does become more challenging.

Sometimes it's a tendency for a reason.

I don't think there's anything wrong with tendencies even as a football coach — a lot of times, if you have a tendency to run a certain blitz, it's probably because it's successful. Tendencies that get you in trouble, and tendencies we've been able to take advantage of, are the accidental tendencies, the ones you don't realize you have. If a tendency is intentional, if you know it's a tendency, then you know why you did it, and that allows you to react quicker. Certainly it's OK to have tendencies — usually it means you're real good at something — but you've also got to be prepared for someone to try and take it away. A balanced tendency is still a tendency, too. It allows you to make decisions. Say your opponent is almost 50/50 run-pass on first down. You'll need to have calls on first down that are going to be able to be as good as possible against both the run and pass.

Balance metrics with your gut.

I think there's a balance between data and your intuition. I know for me there are times where I've gone against the data maybe late in the game, where it was just a gut feeling versus what the data was telling me. But I think it's good to always start with data. It helps you understand your opponent better, and maybe gives you better intuition of when you need to break from that.

Know the value of in-game breakdowns.

During the game we have a junior high coach in the press box doing a mini version of a breakdown. We don't track all the data that we typically track in Hudl, but there's several data points we follow during the game. The value is, early on, you get to see if they're holding true to the tendencies we believed them to be. I think it's valuable to know, are their tendencies really there, and when are they starting to get away from what they normally do, when they start make adjustments, so we can make adjustments as well.

Use data to self-scout.

We don't self-scout every week, but we do periodically, especially before a big game. We want to make sure we don't have any of those accidental tendencies, that the tendencies we have we know we have, and we know why we do it. Both our offense and defensive staffs help each other with this. There are a number of reports we use to help us in that area.

Extend your analysis beyond the final whistle.

Additional data about our games, how we did, how players did, player grades, how you give feedback, we put all that into Hudl. It's all right there and it's easy to see even from home they can watch the film see notes made on particular play. We have some data points we use for our team as well.



WHAT RIGGS TRACKS

The fields in the left-hand column are all populated by Hudl Assist. We use Assist to get game data into our opponents' film in addition to our own. The middle and right hand columns are custom fields we use on a regular basis.

Breakdown Fields

ODK	Personnel	Pass Zone
QTR	Off Form	Player #
Series	Form Tree	Position
Dn	Form Shell	QB Drop
Dist	Backfield	Opponent
Yard Ln	Backfield 2	C Turn
Hash	Backfield 3	Pass Pro
Off Str	Motion	Comments
Motion Dir	Off Play	Coverage
Play Dir	Play Tree	Front
Play Type	Gap	Blitz
Gn/LS		
Result		
Efficiency		

There are other fields that we'll use in a given week, and it might only be for one or two games, but those data fields are not very often of value so we'll only use them when we need them.

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Some examples of what we look for:

Pass Zone

A lot of weeks, this is extremely valuable for us. We use 12 pass zones, with the field broken up in thirds, on the hashes, at four levels:

- Behind the line of scrimmage
- 1-5 yards beyond the line of scrimmage
- 5-15 yards
- Deep throws (beyond 15)

That five yards is flexible. For instance, if it's a six-yard hitch, I'm probably going to consider it to be in the 1-5 zone, because the route is really a quick game, quick throw route.

This data can be very telling as to where they like to throw. If you throw in what hash they're on, can the quarterback throw the deep ball across the field? Can he successfully throw the fade to the wide side of the field?

Pass Protection

If you know what pass pro you get, you're going to be great when you decide to blitz. We try to find any advantage we can to get a free guy or at minimum get 1-on-1 pass blocking so our best pass rushers have a great chance to get to the quarterback.

Specific Player

If a team has an impact player, whether it's a receiver or running back, when do they get the ball to him, and do they move him around?

One year in the state playoffs we faced a team with a star receiver/safety who ended up in the NFL, who moved all over the formation on offense. In six games of data we found he was never targeted when he was by himself away from trips — that's how they got him rest. Seems crazy to put your worst corner on him in that situation (whereas everyone else was moving a safety over). But sure enough, they didn't throw to him in that spot. The bet paid off, and we won.

CUSTOM REPORTS

We use custom reports more than any other team in Hudl — or so I've been told. If you're not using any custom reports, I'd recommend checking out Hudl's standard reports. There's some great stuff in there, and it's a great place to start if you're looking to be more data-driven.

We use custom reports really as “saved tendencies”, or reports we have saved to run in the future. Maybe it's something we want to look at every week. When we get to a point where we run all those, we can quickly say here's a tendency based right off this report, or here's something that looks interesting, maybe I need to research it deeper to see if anything is there.

Every report doesn't add value every week, but there are things we want to look at, and it's a quick easy way to check or follow up on. Over the course of the week we'll create additional reports as we find more things and look at data in different ways. Or maybe we decide we want to track certain data, run reports on it tied to other data and see what it gives us.

These are often a starting point. Maybe it's something interesting to pay attention to, but take us back to Hudl do more filtering and certain analysis to point out something that can influence a decision on Friday night.

**“[DATA] ISN'T A SILVER BULLET,
IT'S NOT GOING TO FIX EVERYTHING.
BUT IT DOES ALLOW YOU TO MAKE
MORE INFORMED DECISIONS IF YOU
HAVE IT AVAILABLE TO YOU.”**

Keith Riggs



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Tip Sheets

Everything you see in here is built off of Hudl data.

If you notice on these highlighted lines, their quarterback was always in shotgun and his feet were offset when he was going to throw the ball 98 percent of the time. That means there were only four plays where he didn't do it. His feet were even when they were going to run the ball.

Ninety-eight percent — I think everyone would agree that's a good tendency, right? What a great feeling when you know whether it's going to be a run or pass going into the game. This tendency held true in the game, and we took advantage.

We also found in the run game, 86 percent of the time if the tailback was deep it was a same-side play. If he was even, it was going to be inside zone or zone read.

Again, that was some great tendencies for us to take advantage of. That team was probably more talented than us, but we were able to take advantage of these tendencies and our kids knew what was coming, by and large.

These tendencies — especially something like this — are so important to rep in practice. It's not enough to have it on a scouting report, or talk about it in meetings. That week, we made sure our scout team quarterback kept his feet offset on passes and even on runs.

We had on our scout cards exactly where we wanted the tailback to be. And on Monday and Tuesday, we're talking about it with them — "Where's the running back? What are you thinking here?" — so by Wednesday and Thursday they're rattling it off, and they know it before the ball's snapped.

XXXXXXX Tips

#4 & #1 are back!!!

Center snaps ball in 1 to 2 sec. after looking up

93% Pass in 10 Personnel on 2nd and 3rd Down

86% Run in 11 Personnel on 2nd and 3rd Down

#3, #1, or #4 at QB, Check 8PI

More Tips on Backfield & Motion Page

QB Tells you when it is draw (watch film!)

This Week

New This Week:

"Change"

Kings Wide RockStar

Kings Wide Hammer (Trips Only)

Back Dog (Nickel)

Base 22 Axe 20

Reminders:

Kings Over / Kings Slide

Switch

Charger

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Personnel Overview

As with other reports, all the data you see here comes from Hudl.

XXXXXXX Tip Sheet	
Run - 84 (56%)	Run Inside - 72 (86%)
Pass - 65 (44%)	Run Outside - 12 (14%)
XXXXXXX Personnel Groups	
10 Personnel - 48% (1 back 0 TE)	18 Runs (25%) (15/18 on 1st Down)
	54 Passes (75%)
Favorite Runs:	Inside Zone (67%), Draw (28%)
Favorite Passes:	Drop Back (83%), Screen (9%)
Mayday Call:	Kings 6
11 Personnel - 35% (1 back 0 TE)	42 Runs (81%)
(#91 is TE)	10 Passes (19%) (7/10 on 1st Down)
Favorite Runs:	Inside Zone (67%), Draw (28%)
Favorite Passes:	Drop Back (83%), Screen (9%)
Mayday Call:	Kings 6
20 Personnel - 10% (2 back 0 TE)	14 Runs (93%)
(#38 is TE)	1 Pass (7%)

If you notice in this top personnel group (10), out of their 18 runs, 15 were on first down. They got their runs in early and after that started throwing. And 11 personnel was the same thing, but reversed — it's a run formation for them, but 70 percent of their passes were on first down.

When you get to second and third down, you know what they're going to do.

Backfield + Motion Report

You can see the heavy tendencies here based on the position of the back. On this bottom item (the motion), if they motioned someone into the tackle box, it was 100 percent run. If they motioned someone across the formation, or from the tackle box out, it was 100 percent pass.

Scouting Report: Backfield / Motion

PISTOL (1 Back) (91x) - They are **82%** run in 1 back pistol. The run plays you will see will be Inside Zone, P&P, and then the TE Counter play (11P)

PISTOL (2 Back) (38x) - They are **100%** run out of 2 Back Pistol unless they motion a running back out of the backfield (3x) which then it will be a pass. The run plays you will see will be Counter and Split Zone. The FB will take you to the play every time.

PISTOL (3 Back) "Diamond" (7x) - They are **100%** run in this formation. The only play you will see will be the Counter. The two FB's will take you to the play.

BLUE AND RED (1 Back) - The run plays you will see will be the Inside Zone or the P&P. **11P-Blue** - 50% Run/ 50% Pass
11P-RED - 68% Run / 32% Pass **10P-BLUE** - 78% Pass / 22% Run **10P-RED** - 85% Pass / 15% Run

MOTION (17X)

Any motion into the formation it is 100% Run.

If they motion out of the formation it is 100% Pass.

This was huge for us. Seventeen times out of three games is not a lot of motion, but when they do motion, we know what to expect.

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Down and Distance by Personnel

As with others, all the data here comes straight from Hudl. I will use this sheet on Friday nights as a reminder. As you work through the week, you know this already. But it's a security blanket, if you will, to remind you what they do and when.

XXX Playoff Down & Distance - By Personnel																			
		20 Pro			10 Shoot			21 Regular			00 Empty			..			Totals		
1st and 10	Run Pass	50	53%	54%	17	47%	21%	33	77%	25%	0	0%	1%	0	0%	0%	100	57%	
		44	47%		19	53%		10	23%		2	100%		0	0%		57	43%	
1st and 9-	Run Pass	2	67%	18%	0	0%	6%	12	92%	76%							14	82%	
		1	33%		1	100%		1	8%								3	18%	
2nd and 10+	Run Pass	10	47%	30%	6	22%	51%	4	40%	19%							20	38%	
		6	53%		21	78%		6	60%								33	62%	
2nd and 5-9	Run Pass	5	23%	51%	3	30%	23%	7	70%	23%	1	100%	2%				16	37%	
		17	77%		7	70%		3	30%		0	0%					27	63%	
2nd and 1-4	Run Pass	10	47%	39%	2	33%	17%	14	93%	42%	1	100%	3%				25	69%	
		6	53%		4	67%		1	7%		0	0%					11	31%	
3rd and 10+	Run Pass	0	0%	5%	3	18%	85%	1	50%	10%							4	20%	
		1	100%		14	82%		1	50%								16	80%	
3rd and 5-9	Run Pass	1	14%	25%	1	6%	64%	2	67%	11%							4	14%	
		6	86%		17	94%		1	33%								24	86%	
3rd and 1-4	Run Pass	3	75%	22%	0	0%	17%	11	100%	61%							14	78%	
		1	25%		3	100%		0	0%								4	22%	
4th and 10+	Run Pass																0	0%	
																	0	0%	
4th and 5-9	Run Pass	0	0%	33%	0	0%	67%										0	0%	
		1	100%		2	100%											3	100%	

We can see this team is fairly balanced on first down overall, but in 21 personnel they're going to run the ball. In 10 personnel they're very balanced on first and 10, but very pass-oriented in all other situations.

Again, as a playcaller, knowing these things only helps you make more informed decisions — and in my opinion, better calls — during the game.

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2 Pass Analysis

This is where you make a second pass at the data, to learn what an opponent does after a passing play. We found that many teams will run the ball after an incomplete pass on first down.

This team is no different:

O	Play #	Q	Series	Dn.	Dist.	Yard Line	Hash	Personnel	Play	GN/LS	Result	Off Form	Play Tree
E1	67	2	3	1	10	32	R	10	Pass	0	Incomplete	Trips LT	Drop Back
E1	68	2	3	2	10	32	R	11	Run	1	Rush	Lead	P&P
E1	78	2	4	1	10	-11	L	10	Pass	0	Incomplete	Empty RT	Drop Back
E1	79	2	4	2	10	-11	L	10	Pass	4	Complete	Shoot	Screen
E1	110	3	7	1	10	21	L	11	Pass	0	Incomplete	Trips RT	Screen
E1	111	3	7	2	10	21	L	0	Run	12	Rush	Empty QU	Dart
E1	140	4	9	1	10	-5	R	10	Pass	0	Incomplete	Empty QU	Drop Back
E1	141	4	9	2	10	-5	R	10	Run	4	Rush	Empty QU	Dart
E1	144	4	9	1	10	-18	L	10	Pass	0	Incomplete	Shoot	Drop Back
E1	145	4	9	2	10	-18	L	11	Run	3	Rush	Rip	Counter

Of their 16 incompletions on first down, 10 were followed by a run. But of the six where they threw the ball, four were on their last drive of the game, when they had to score to win.

Given that situation, you can throw those four passes out. So there's two where they threw it, and both were wide receiver screens. So, we knew if there was an incomplete pass, they were going to follow up by running the ball or throwing a quick screen.

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Backfield Tags

If you notice, we have three backfields that we enter data for. It gives us a different way of looking at it.

For instance, this particular opponent, what you see is their tendency to run the football is really high when their fullback and running back are together on the same side (near-plus and far-minus). So often, especially two-back teams, studying the fullback is going to be really important in understanding what they want to do. Where he lines up will often tell you what they like to do.

Play Type by Form Tree and Backfield 2

Formtree	Backfield 2	Play Type	Count	Percent		Total	Avg
Pro / Low			139	30%	<div><div></div></div>	1110	8.0
	Near/Plus		66	48%	<div><div></div></div>	490	7.4
		Run	53	80%	<div><div></div></div>	392	7.4
		Pass	13	20%	<div><div></div></div>	96	7.5
	Far Minus		36	26%	<div><div></div></div>	361	10.0
		Run	28	78%	<div><div></div></div>	288	10.3
		Pass	8	22%	<div><div></div></div>	73	9.1
	Near Minus		21	15%	<div><div></div></div>	178	8.5
		Run	13	62%	<div><div></div></div>	38	2.9
		Pass	8	38%	<div><div></div></div>	140	17.5
	Far Plus		15	11%	<div><div></div></div>	81	5.4
		Run	9	60%	<div><div></div></div>	67	7.4
		Pass	6	40%	<div><div></div></div>	14	2.3
Spread / Lead			127	27%	<div><div></div></div>	870	6.9

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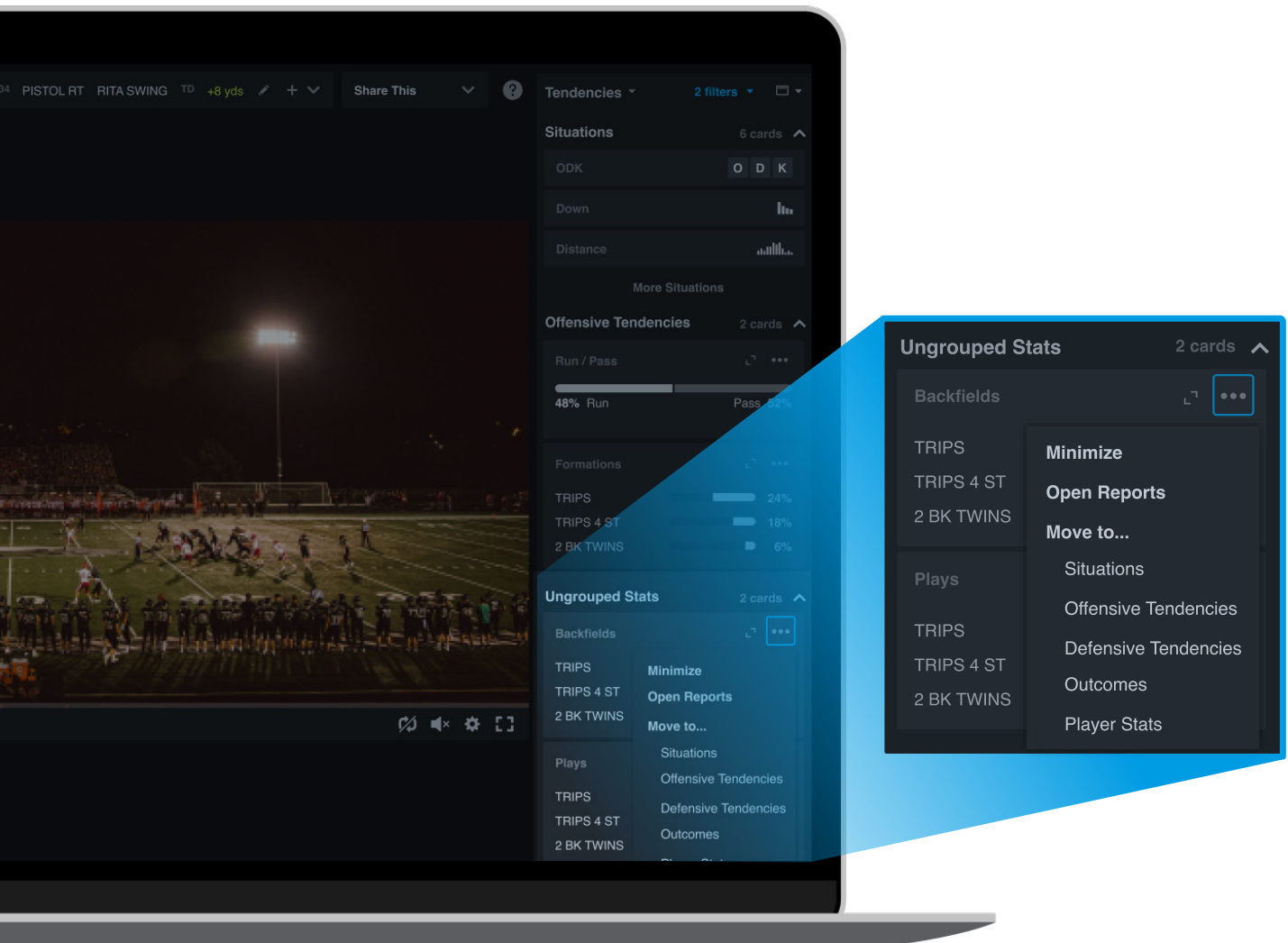
Application in the Hudl Beta

There's no limit to how many custom fields you can enter in the new Hudl Beta. To make things easier to navigate, we recommend housing them in the following groupings:

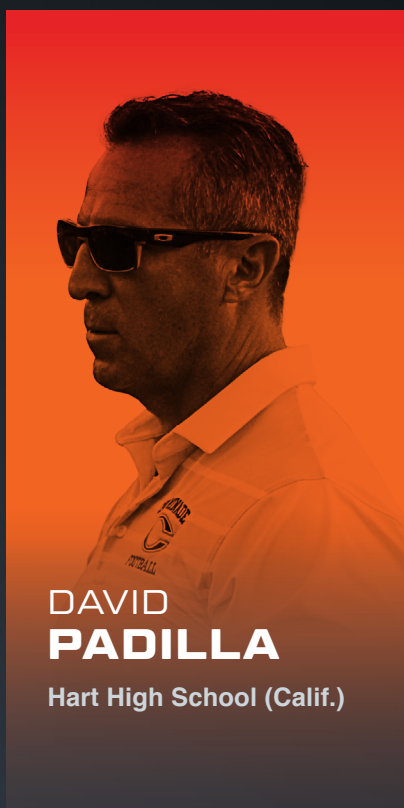
- Situations
- Offensive Tendencies
- Defensive Tendencies
- Outcomes
- Player Stats

When you enter a new custom data field, it automatically populates in the “Ungrouped Stats” section. To move it, click the three dots on the right to open a new menu that lets you choose where to insert. //

New to the Hudl Beta? Check out our [Coach's Guide to the Hudl Beta](#) to get started.



THE ANALYTICS-DRIVEN CALL SHEET



DAVID
PADILLA

Hart High School (Calif.)

Padilla, one of the country's most frequent users of the Hudl's What's Next report, [spoke at Blitz '21](#) about how much predictive models have helped his scouting workflow. Here's how he says he uses data to organize his game-day call sheet.

22 | THE ANALYTICS-DRIVEN CALL SHEET

Our game sheet for defensive calls is completely Hudl-driven. Since some of my assistants aren't as Hudl-crazy as I am, it's important everyone is able to understand it clearly.

Using our tendency data, we list the run/pass breakdown and top five plays, regardless of formation, for each down-and-distance situation (short, medium, long). Next to that, we list the stunts and base calls that we think will be the most effective responses to their tendencies.

I have to give credit to my former head coach, Ed Croson at Chaminade High School, in Southern California, for this. It's basically a color-coded Hudl data sheet. It's everything the data shows us, along with how practice went that week, and what really works. It's whittled down from Monday, and what's going to be our best chance to succeed on Friday.

1st & 10	Favorite Plays	Stunts	Base
Run 56%	QT ISO 50 Series T ISO 90 Series 14 Trap	Base G Aim 3 Stem (SYCH), Base G Toro Stem (SYCH), Maniac Tie 1 Stem (Sych) Tex 1 Thunder 0	(G) Play it 3 (G) Aim, Toro 3 Robber 1 Hail 0 G Tango 3 SF Storm 0 (1) : (X) Wind X 0 (1) Tsunami 0 SF Hurricane (X) 0 Blizzard 0
2nd & Short	Favorite Plays	Stunts	Maniac
50 / 50	T ISO 50 Series 14 Trap PAP Series	Maniac Tie 1, Tex 1 Stem (Sych) Maniac Thunder 0, Eagle Rocket(X) 3 Slam, Hero 3 Stab, Base G Blizzard 0 (X)	Tex, Tie Tuf (From Hash) Thunder 0 Lightning 0 Angle 0
2nd & Medium	Favorite Plays	Stunts	Maniac Lite
Run 75%	14 Trap 50 Series Stretch	Base G Aim 3 Stem (Sych), Base G Toro Stem (Sych) Maniac Tie 1 Stem (Sych) Tex 1 Thunder 0	Tuff Tex, Tie Lightning
2nd & Long	Favorite Plays	Stunts	Eagle
Pass 77%	T ISO 90 Series Screens 50 Series	Maniac Thunder 0, Maniac Angle 0, ML Tie 1 Stem (Sych) SF Base G Tango 3 B Sych, SF Base Tsunami 0, Base G Toro 3 Stem (Ppsych)	Hero 3 Stab, Bull Rocket (X) 1 A 3 Slam Bazooka (X) 1, Aval WK Victory Spy Denver
3rd & Short	Favorite Plays	Stunts	Goalline
Run 75%	ISO Pap Series CTR (GT)	Base Hail 0 R Sych, Base Robber 1 B Sych, Base G Play It 3 R Sych, Base G Aim 3 B Sych, Eagle Bazooka 1 Stab, Maniac Angle 1 R Sych	G Hurricane 0 *Find Per Change
3rd & Medium	Favorite Plays	Stunts	Field Zone
Pass 100%	90 Series 50 Series	Base G Aim 3 Stem (Sych), Base G Tor-Stem (Sych), Maniac Tie 1 Stem (Sych) Tex 1 Thunder 0	5-0 10-6 20-11 25-21 50-21 21-50 10-20 0-10
3rd & Long	Favorite Plays	Stunts	
Pass 100%	50 Series	Base Wind X 0, Base G Blizzard 0, Maniac Thunder 0, Maniac Lite Lightning 0, Base Hail 0, Victory Spy Denver	
4th	Favorite Plays	Stunts	
4th & 2+ Pass 100% 4th & < 2 NA	50 Series	Wind X 0, Blizzard 0, Maniac Thunder 0, Victory Spy Denver	
Goalline	Favorite Plays	Stunts	
Run 67%	Q Sweep ISO Sneek 90 Series	G Hurricane 0 (Hog)	
Favorite Formations: Lug Pro LT 1 Rag TW LT X ST Gun I Kings Liz Lug		Automatic Checks: 21 Pers Check Maniac Tie 1 (Find FB) 2X2 Boundary Check Cloud (Strength To Field) 3X1 Field Check Buzz MT Base CHK Crush Van - MT Maniac CHK Thun	

23 | THE ANALYTICS-DRIVEN CALL SHEET

It's important to note that every stunt you call is going to leave you vulnerable somewhere. But understanding the analytics allows you to minimize that exposure with the greatest percentage of effect.

Nothing you call is ever going to be 100 percent efficient. So when you're crafting your play-call menu, ask yourself two questions:

- Is my gut telling me it's going to work?
- On paper, does this match my gut?

We use Hudl's What's Next report in a unique way— we'll run it on every single scout film of our opponents. Seeing what plays the report predicts against different defensive looks, and the commonalities between each, influences our automatic checks at the bottom of the sheet.

Favorite Formations: Lug Pro LT 1 Rag TW LT X ST Gun I Kings Liz Lug	Automatic Checks: 21 Pers Check Maniac Tie 1 (Find FB) 2X2 Boundary Check Cloud (Strength To Field) 3X1 Field Check Buzz MT Base CHK Crush Van - MT Maniac CHK Thun
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Of course, there's times when I look at my sheet and say "nothing's working." But 75-80 percent of the time, the sheet is right. The numbers don't lie.

The most important thing to keep in mind with any game plan is that analytics are really important, but if you can combine it with your own instincts, you've got a great thing going.

24 | THE ANALYTICS-DRIVEN CALL SHEET

Application in the Hudl Beta

Toggling with the down and distance filters in the Hudl Beta lets you get the run/pass percentage for every situation. Open the “Formation”, “Personnel”, and “Plays” boxes as you go to see the full breakdown.

It’s worth noting that the filters can flex to your unique definitions. For instance, you can filter by exact yard distance for a first down, which means “Third and medium” can mean anything for you.

Want to break down the formation tendencies even further? Open the “Formations” box **1**, and add “Down” and “Distance” to the “Report On” function **2**. //

New to the Hudl Beta? Check out our [Coach’s Guide to the Hudl Beta](#) to get started.

The screenshot displays the Hudl Beta interface with a football game video on the left and several analytics panels on the right. A callout box highlights the 'Formations' panel with two numbered annotations:

- 1** points to the 'Formations' box in the 'Offensive Tendencies' section.
- 2** points to the 'Report On' function in the 'Formations' panel, where 'Distance' and 'Down' are selected.

The 'Formations' panel shows the following data:

Formation	Count
GUN WING	78 / 256
1	+
2	+
3	+
4	×
5	×
6	×
7	×

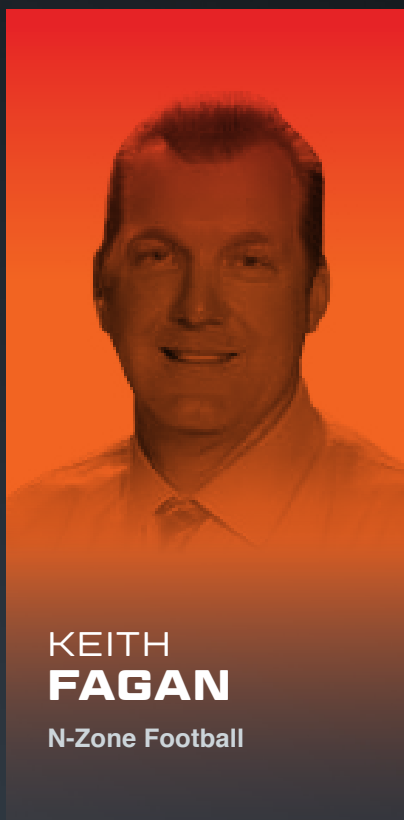
The 'Offensive Tendencies' panel shows the following data:

Formation	Percentage
GUN WING	24%
KING	18%
SPREAD WING	6%

The 'Situations' panel shows the following data:

Situation	Count
1st	4
2nd	7
3rd	3
4th	1

DISCOVERING A DEFENSE'S PERSONALITY



KEITH
FAGAN

N-Zone Football

Fagan, [who spoke at Blitz '21](#) about the benefits of the Hudl Beta, takes us through his tried-and-true method of learning opposing defenses' behavior he perfected in stints at Mamaroneck (N.Y.) and at New Rochelle (N.Y.) high schools.

26 | DISCOVERING A DEFENSE'S PERSONALITY

When labeling plays in Hudl we identify four things:

- Fronts,
- Coverages
- Reactions by the Secondary to Motion
- Pressures

This allows us to understand the defensive principles used by coordinators.

Paired with the new Hudl Beta tool, the defensive picture becomes crystal clear.

Defenses can only be configured so many ways with their “box” defenders and still be able to defend all the run gaps, which is predicated on the offensive personnel packages. When using the two-digit personnel numbering system, an offense has:

- **Six** run gaps in 00 or 10 personnel
- **Seven** run gaps in 11, 21 and 31
- **Eight** run gaps in 12, 22 and 32
- **Nine** run gaps in 13 and 23

In a world before RPO's, most defenses would “borrow” a secondary player to add into the run-gap defense if the offense ran, or allow that player to defend a field zone if the offense passed. That player is commonly referred to by offensive coordinator's as the “conflict defender”, as that player is technically being asked to be a half-run, half-pass defender.

But offenses have become more sophisticated, and defenses have adjusted, so most defenses today no longer have conflict defenders.

They simply, as Kyle Cogan said in his Blitz '21 panel, “Sling the Fits”. They vacate the run gap furthest from the point of attack in the run scheme, thereby no longer requiring a secondary player to defend both run and pass.

But their box structure still dictates their secondary structure. Teams do have options on how they react to motions by the offense, and pressure packages offer a third variation to how a defense is structured on any given play.

27 | DISCOVERING A DEFENSE'S PERSONALITY

With all that in mind, this is how we identify the defense for each play.

Fronts

Because we are a 10, 11, or 20 personnel offense, we do not face eight- or nine-man boxes (since teams only have to defend six or seven run gaps, they don't need eight defenders in the box).

FRONTS

Odd = 3-2 Box

Stack = 3-3 Box

Even = 4-1 Box

Split = 4-2 Box

Seven = 4-3 Box

Bear = 5-2 Box

The configuration of the box defenders is important for us, and we need the ability to identify the total number, and amount, of defenders in the box at each level of the defense. This also lets us identify how many pass defenders, and field zones, a team will be able to defend.

With our offensive line blocking rules, we don't need to know the techniques of the defensive line, but we do need to know the number of defenders at each level. That's why we label the different box configurations based on the total number as well as first & second level defenders.

28 | DISCOVERING A DEFENSE'S PERSONALITY

Coverages

Defenses today play multiple variations of coverages (Rip/Liz, Palms, Robber, etc.) but they all have one thing in common — the middle of the field is either open or closed. Being able to identify this will tell you the type of coverage a team runs. You can't play certain coverages with the middle of the field open or closed.

COVERAGES

Zero = 0 High/MOFO

Post = 1 High/MOFO

Split = 2 High/MOFO

Because all of our pass route combinations simply depend on the middle of the field being open or closed, zone or man, we just need to know the number of safeties in the defense, and if the middle of the field is open or closed.

Reactions by the Secondary to Motion

Defenses have essentially three options when determining how to defend motion from the offense:

- “Bump” the coverage, or pass off the motion while staying at the same level
- “Spin” the coverage, or transition from one level to the next
- “Run” the coverage, or have defenders run with the motion.

REACTIONS

Bump = Defenders Pass off Motion

Spin = Secondary Rotation to Motion

Run = Defenders Run with Motion

Because we depend on if the middle of the field is open or closed, we need to know if an open team will convert to a closed team with motion (Spin), or if they will remain open (Bump). We also want to know if a team is playing man defense, and will be able to determine that if the defense's reaction is to “run” with motion

30 | DISCOVERING A DEFENSE'S PERSONALITY

Pressures

My friend Chris “Coach Vass” Vasseur is famous for his catchphrase “The quarterback can’t see with tears in his eyes”. And if you can’t see, you can’t complete passes. So, it’s imperative for an offense today to be able identify the “personality” of a defense’s pressure packages.

PRESSURES

6I = 6 Man A/B Gap

6O = 6 Man C/D Gap

6C = 6 Man A/B Gap

7I = 7 Man A/B Gap

7O = 7 Man C/D Gap

7C = 7 Man 1 A/B 1 C/D

KEY

I = “Inside”

O = “Outside”

C = “Combination”

Referring back to the spatial limitation placed on defense, it is inefficient for a defense to try and rush two defenders through the same gap. Therefore, there are only so many configurations a defense can utilize when creating pressure packages. Those pressure packages are given a name based on the number of pass rushers they are attempting to utilize; 5, 6, or 7 man. In an effort to identify where the extra pass rushers are attacking, we further label the pressure with an inside (i), outside (o), or both (c) tag.

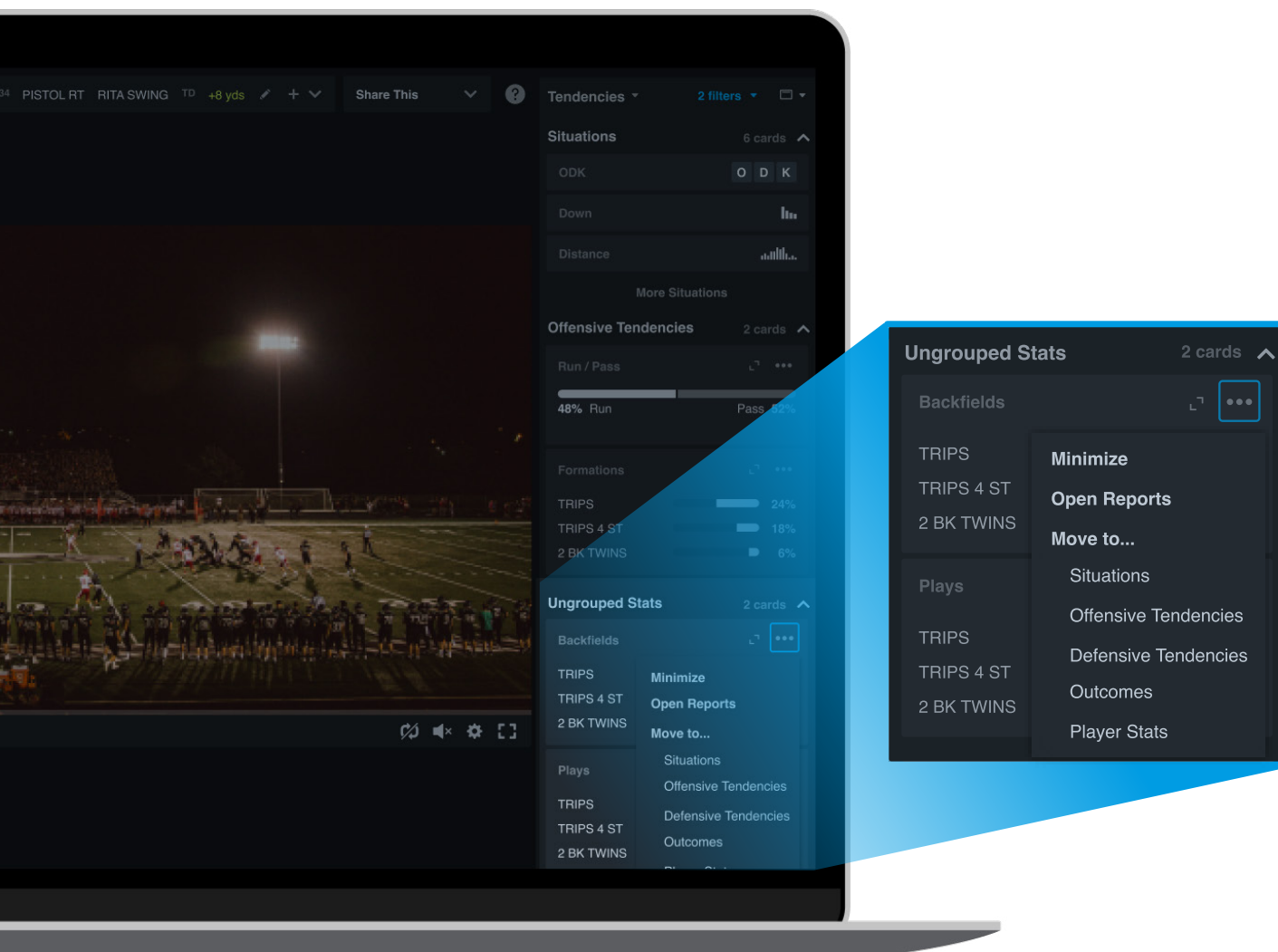
31 | DISCOVERING A DEFENSE'S PERSONALITY

Application in the Hudl Beta

You're going to want to make sure these data points are all housed under the "Defensive Tendencies" grouping.

Again, arranging tendencies however you want in the Hudl Beta is simple. Just click the three dots on the tendency you want to move, and find the grouping you want in the pop-up menu. //

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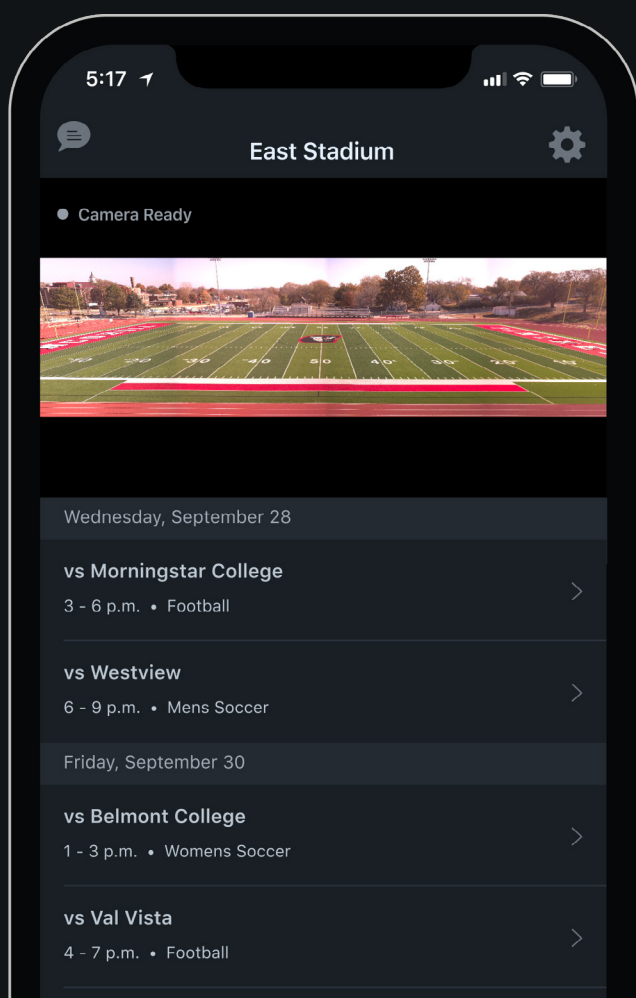




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