



BLITZ22

ESSENTIALS GUIDE

VOL. 1

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JEFF MONKEN'S SEVEN COMMANDMENTS OF WINNING



JEFF
MONKEN

Head Coach,
Army West Point Football

Monken, one of the most respected coaches in college football, **presented at Blitz '22** on the founding principles that sets up his program for sustained success over the long-term. As part of his presentation, he used data from the 2021 Division 1 FBS season to back up his “Seven Commandments” that lead to winning at his level.

Follow these seven rules, be on the right side of these percentages, and you might see a few more W's next season.

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We subscribe to an analytics company that helps us with decision-making on game day, and what we practice in philosophy, in terms of scheme leading up to the game. There's a lot of uses I think that are very valuable in football.

Our analytics guys will tell us that some of this plan may not hold as high a percentage as some of the other things that I could include in the plan. But there are things we believe in, and I wanted to build a plan and have things that our players can control.

1. WIN THE TURNOVER BATTLE

More turnovers than your opponent = win 78% of games

People talk about turnovers in other sports and when you look at it, the team that wins the turnover battle is often going to win the game.

And so over the course of the 2021 season, in all FBS games — not just Army games — 78 percent of the games were won by the team that won the turnover battle. That's having just one more turnover than your opponent. If you tied, I didn't include those stats. But if you want to have one more turnover than your opponent, you're going to have a pretty good chance to win a football game.

We turned the ball over on offense five times this year. We did turn it over three times on special teams, which is inexcusable. And one turnover at any time is unforgivable. But we work really, really hard to hang on the ball.

This is a huge stat, which is why it's the first thing on the plan.

“PEOPLE TALK ABOUT TURNOVERS IN OTHER SPORTS AND WHEN YOU LOOK AT IT, THE TEAM THAT WINS THE TURNOVER BATTLE IS OFTEN GOING TO WIN THE GAME.”

Jeff Monken

2. CREATE BIG PLAYS + NO YARDAGE LOST

More big plays win 72% of games

Less negative yardage plays win 60% of games

A big play would be an explosive play for us on offense or in the kicking game. On defense it could be creating a turnover or a loss yardage play. There are big plays that can be made in any phase — our return team blocks a punt, our kickoff return team gets us in great field position after a kick. There are big plays that can be made throughout the game.

Negative yardage plays, that's for our offense. Eliminating plays where we go backwards. I'm not talking about zero yardage plays, I'm talking about losing a yard or more. We have found as an organization, our offense, that when we cut down on negative yardage plays — and they are nearly impossible to eliminate — but when we cut those down, we have won a lot more football games when we've had fewer negative yardage plays, and the percentages support that.

We had a season where we had the best third-down percentage, the best defensive third-down percentage defense, the best fourth-down percentage, the fewest negative-yardage plays, and we won 11 games.

We pay closer attention as an offense to the negative-yardage plays because we're not a home run team. Frankly, we want to run the ball. We want to run for three or four yards, let the clock run all the way down, then run another play, churn out 14-15 plays in a drive and 8-9 minutes off the clock while our opponent stands on the sideline frustrated. That's our philosophy now.

We like a 70-yard run or pass as much as anybody, but that's not who we are most often. But if we eliminate negative yardage plays — which our offense really allows us to do, we're under center, it's a straight-ahead, smash mouth, tough, hard-nosed brand of football — we can continue to gain yards. And so we want to put ourselves in positions where on third and fourth down, we've got a manageable line to gain.

Eliminating negative yardage plays helps us do that. Obviously, you'd rather have it second and eight than second and 12. We want to go forward two yards rather than going back two yards. And if we keep just working toward the chains, we give ourselves a better chance for these two areas.

3. NO MISSED ASSIGNMENTS OR FOOLISH PENALTIES

Typically, missed assignments happen because either we don't teach well enough, or we've made it too complicated — and we shouldn't do that. We should make our scheme simple enough that our kids can learn it, and we should be good teachers, because that's who we are as coaches. We should teach so that they can learn. And so that's our responsibility.

Missed assignments are really completely our control, which I also think is a case with foolish penalties. We shouldn't have foolish penalties. We shouldn't have 12 guys in the huddle. We shouldn't line up offsides with our hand in the neutral zone. There's a line of scrimmage. We can all figure out what the line of scrimmage is, there's an official on each side —that's a foolish penalty.

We shouldn't retaliate. We get mad, we get frustrated. Somebody pushes and shoves us or somebody just beat us on a play and he runs his mouth at us and we retaliate. Foolish penalties that should never happen.

There's going to be aggressive penalties. Sometimes a guy is going to hold. I don't think that a guy's got to hold if he uses good fundamentals, but sometimes it happens. It's the guys trying to make a play. Sometimes we'll take a poor angle on a kick block and we'll run into the kicker. If we use good fundamentals, it doesn't have to happen, but it's an aggressive penalty.

Pass interference? A guy's going for a play, he gets his hand in there too early, it's an aggressive penalty. It happens.

The foolish penalties that we have complete control over should never happen. So, eliminating those can make a big difference in the football game.

There's no stat for foolish penalties and missed assignments. There are statistics for the most penalized teams and the least penalized teams. They don't correlate to winning and losing. But we are one of the least penalized teams in the country. Aggressive penalties often are attributed to teams who are aggressive and who win. So it's a little muddy in the stats.

But all of your teams can control these things and they should. We can control these things and we should.

4. WIN ON THE GOAL LINE

More TDs from first and goal win 56% of games

If you're a golfer and you hit a great drive, and you got a second shot and you lay it up there and you're eight feet from the pin, and you three-putt, you're going to be disappointed.

That's the same thing that happens if you get the ball down there in goal to go situations and you end up having to kick a field goal or you come away with no points. We want to win on the goal line.

When we get the ball in goal to go situations, we want to score a touchdown. When our defense has their back to the wall and another team gets the ball inside the 10 yard line first and goal, we want to stop them. We want to keep them off the board or force them into a field goal.

Winning on the goal line is more than just getting into the red zone. Red zone stats are easily found. The NCAA tracks red zone offense, red zone defense, and that certainly makes a difference because you get the ball down there in scoring position and you score.

I'm talking about getting a touchdown. We strive to score touchdowns when we get the ball in the first and goal situation. For the teams that get the ball in first and goal situations and score points more readily than their opponents, they're going to win 56 percent of the games.

This doesn't have anything to do with the down and distance getting the ball in the red zone. We're limiting all that to, when the ball is first and goal from the ten yard line in or any yard line in between there and the goal line, do you score points?

We strive to do that. We want to get seven, because seven points is really hard to get. But we know that if we went down there, both on offense and defense, if we score more points than our opponents when the ball gets into the first and goal that we'll win.

5. WIN ON THIRD DOWN

Better third down conversion rate wins 70% of games

This is a huge statistic. Everybody looks to third down percentage. Jay Bateman, our defensive coordinator here for the first five years I was here, had a sign up in the defense staff room that said "Third Down is the Only Down", and he's right.

You've got to get a team into third down and get them off the field. If they don't get into third down very often, that means they're either turning first downs on first and second down, or they're scoring really fast

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and not having to get to third down. If you get teams to third down and get them off the field, you have a great chance to win on defense.

Similarly, on offense, if you convert third downs, you keep the chains moving. You control the clock, you control the ball and you put yourself in a better position each time you turn a first down to score.

So, we make this a big deal. We work on third downs, and interactions, almost every day. We have a third down defense, third down offense, as everybody else does for third and short, third and medium, third and long, our favorite calls, our favorite plays.

On offense, everything we strive to do is to get ourselves into a manageable third down position. We want to get ourselves to third and two, third and one, where we can make a first down on that play or give ourselves a chance on fourth down to make the first down.

So we call the game to try to get ourselves into a manageable third down position because if you win on third down, if you have a better third down conversion percentage than your opponent, you win 70 percent of the games.

6. RUN THE BALL + STOP THE RUN

At least 1 more rushing yard = win 75% of your games

People ask us all the time, why do you run the ball so much? Why didn't you pass more? Why is your philosophy to just to control the clock? Don't you want to score more points? If you score more points, you win.

Yes, that's true. All those things. You can hit chunk plays by adding more passing game. True, but the statistics will tell you—and they tell us—that by running the ball and stopping the run, we have a better chance to win. So we build our offensive and defensive philosophies around stopping the run and running the ball effectively.

That doesn't mean we can't play pass defense. We were the No. 2 pass defense in the country in 2020. We had the sacks per game leader this year on our team. We work on all that. Certainly, it's important.

On offense, we don't just run the ball in practice and don't ever pass the ball. We practice passing all the time. We got protections, and we've got routes, play actions that look like all of our run games. We are typically one of the top teams in the country every year in yards per completion. We've led the nation yards per completion at times here. So we strive to be good in the passing game as well.

But you got to run the ball and stop the run. Why? Because if you rush for just one more yard than your opponent, you'll win 75 percent of the games in college football.

7. WIN THE KICKING GAME

Better average starting field position after kickoffs = win 62% of games

People talk about having three phases, but they give lip service to the kicking game.

We don't give lip service to the kicking game. We coach the kicking game and we coach it hard. They're simple schemes that our guys can play really fast in. We don't have 14 different kickoff returns and go into a game with six different block schemes on punt block. We want it to be simple and we coach the fundamentals.

One thing we do in the kicking game, like other people do on offense and defense, is we spend a lot of time in fundamentals. We work on the skills that will help us perform in the kicking game. The kicking game is really important. Obviously, big plays can happen. But if you just win the field position battle after kicks, if your average starting field position after kicks is better than your opponent, you're going to win 62 percent of the games.

That's a huge advantage. If you spend the time on the kicking game, it's going to make a difference in your winning or losing a football game. We want to win, so we spent a lot of time in the for that.

That's our that's our plan to this point: Be the tougher team, be more fundamentally sound, follow the Seven Commandments and finally play together with superior effort — 11 guys doing their job.

Eleven guys that have a specific role on every call, on every play. Do your job, follow the plan and when we play together, we have the best chance to execute as a unit and play with superior effort. //

THE NUGGETS THAT MAKE BIXBY'S OFFENSE GO



Bixby High School has taken Oklahoma by storm over the last decade. They've won seven state titles in the last eight seasons, produced multiple Gatorade Players of the Year, and are in riding a current 49-game win streak. With Schneider running offense, the Spartans have averaged 46 points per game the last eight seasons — including an unheard-of 61 points per game in 2021, en route to a Class 6A-DII state title.

Schneider **presented at Blitz '22** on 12 nuggets that make what the Spartans do so explosive. Here, we're recapping some of our favorite ones, including templates you can use in your own program.

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When we go to clinics as a staff, we always talk about trying to pull one or two nuggets from the speakers that we're listening to. So instead of getting one nugget, one play and really going deep into the weeds on it, I wanted to present 12 different things from our offense—and we won't go to in-depth in them, but just present a bunch of ideas.

Maybe you can steal one or two things that we do that have been good for us, and maybe you can tell me how we can make these things better.

Opening thoughts — Steal ideas!

Below you'll see big-time Division 1 coaches all the way down to that are still on our staff, guys that have been on our staff, and high school coaches from around the country.

STOLEN

LINCOLN RILEY
USC

KASEY DUNN
OSU

BOB WAGER
ARLINGTON MARTIN HS

GARIN HIGGINS
EMPORIA STATE

DUB MADDOX
TULSA UNION HS

AUSTIN EMBREY
BIXBY HS

XANDOLABS.COM

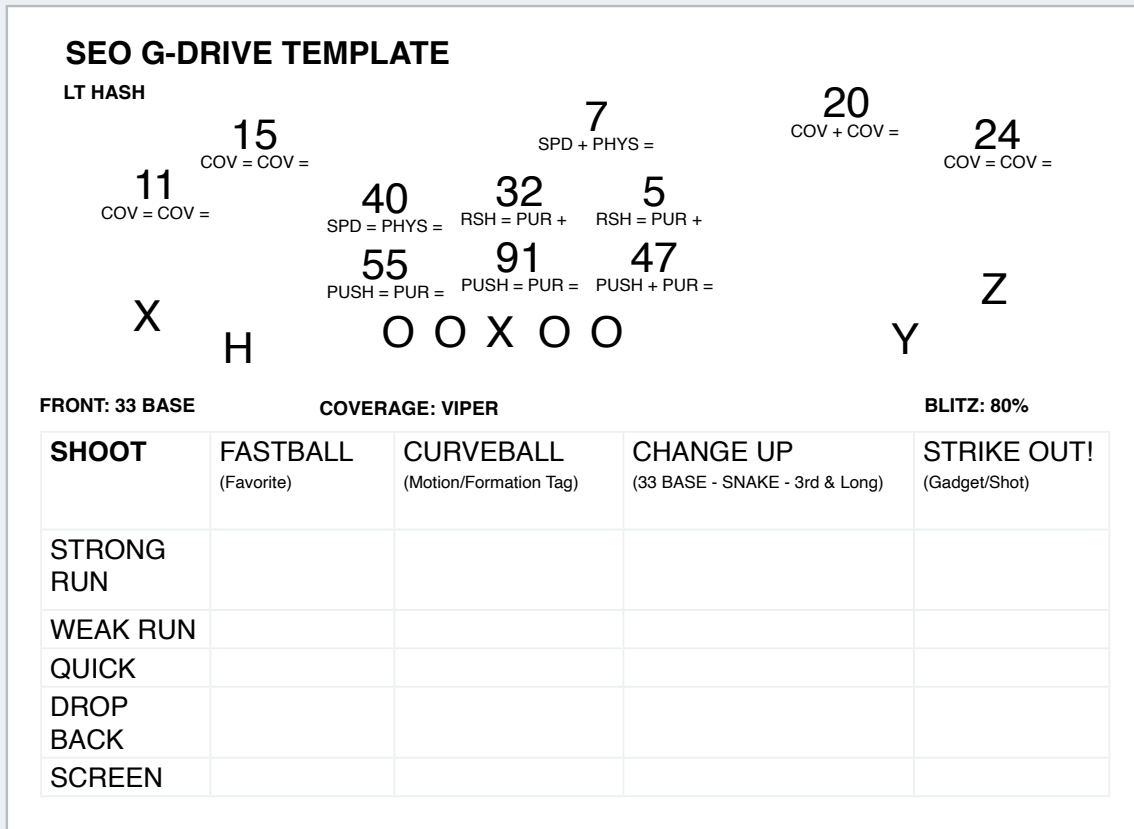
ALAN TRIMBLE
JENKS HS

BRYAN PRATT
BENTONVILL WEST HS

JOSH SMITH
CATOOSA HS

The thing I think is important about stealing ideas is not just stealing ideas and trying to to replicate that exact idea. You've got to steal it and make it yours. Get ideas from other offenses, but then make it yours. Spin it into your scheme, your team, your program.

Evaluating the defense



We're going to draw in the defense using their numbers we've got here. I give our position coaches two things. I say, "What do you want your kids to know about that player?" We're not going to give them a big long list of 40 things they're good at and 40 things are bad at. It's two things.

For example, our a wide receiver coach has No. 24 labeled collision (COL) and coverage (COV). How do these guys collision, how do they block destruct, and then how do they cover? And we're not giving a big number 1-10 grade, it's either plus, equal, or minus. Plus means they're an above average player, equal they're an average player and a minus they're below average.

So if I put these on our formation page this year we can quickly look at this. Maybe we like to run double post formationally, but if this guy's a plus-plus, maybe we don't like it as much. Or if he's a minus equals, we like it even better, or so on and so forth.



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The "Strike 'Em Out" (SEO) template

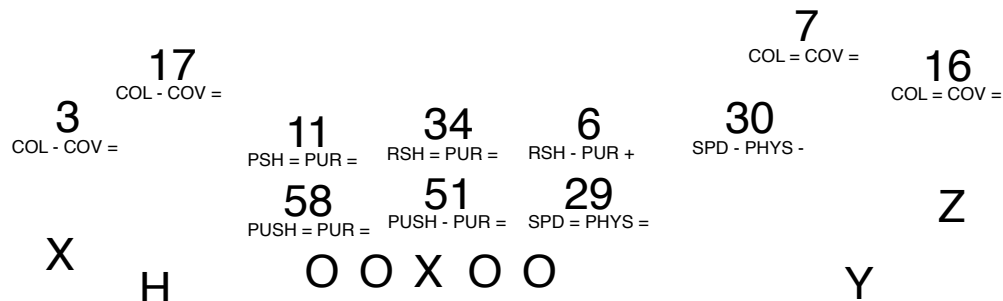
Each week we will carry 10-12 formations. Each formation will have the ability to carry five different types of plays:

- **Strong Run** — This is a run called in the direction of the formation strength. If a balanced formation, the field becomes the strength.
- **Weak Run** — This is a run called in the direction away from the formation strength. If a balanced formation, the field becomes the strength.
- **Quick** — Our quick game pass concepts. This includes one-step and three-step stick concepts.
- **Drop Back** — Our drop back pass concepts. This includes our full field passing concepts.
- **Screen** — Any of our concepts in which we release linemen downfield as blockers. RPO screens would not be included.

We define SEO as follows:

- **Fastball** — Our absolute favorite play against the opponent's base defense for the given formation.
- **Curveball** — This protects the fastball. It's the same play schem disguised by formation adjustment, motion or tag.
- **Changeup** — When the defense changes to stop our fastball, how will we change, what will we go to?
- **Strikeout** — These are our gadgets, shots or constraint plays built off of the fastball.

SEO G-DRIVE TEMPLATE



BOX: 33(98%) FRONT: BASE (80%)

COVERAGE: FOX 58%

BLITZ: 49% (F33)

SHOOT	FASTBALL (Favorite)	CURVEBALL (Motion/Formation Tag)	CHANGE UP (42 UNDER - GREEN)	STRIKE OUT! (Gadget/Shot)
FIELD RUN	18	T		
BOUNDARY RUN	Pin 48	SLAM		
QUICK	94 - 95	TITE		
DROP BACK	54 - 66	GOLD FIRE U7	Poke 68 Drive	Panther

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You'll notice that there are empty boxes. That's something that we tell ourselves all the time — it's OK to leave boxes empty. Now, if we can't fill the fastball columns, it's probably not a formation we need to carry. But after we fill in the fastballs, if there's an empty spot, that's fine. We don't want to just aimlessly fill it in just to have something. If there's not something we love, we're going to leave empty and move on.

Film study page

This week OPPONENT: _____												
Season to date SELF SCOUT										P & 10		
Explosive		Efficiency		RGS:		1 WORD:		PLAY LIST:				
Run:	P & 10	Pass:		Efficiency %		Efficiency %		1	4			
Pass:				Efficiency %		Efficiency %		1	4			
10:	P & 10 & Run	Run Scheme:		Explosive %		Explosive %		2	5			
11:				Explosive %		Explosive %		2	5			
12:	P & 10 & Pass	Run Direction:		Touchdowns (total)		Touchdowns (total)		3	6			
Player:				Touchdowns (total)		Touchdowns (total)		3	6			
RAMBO / JUMBO PLAYS vs DEFENSE						2PT PLAYS		Tot. % of BLITZ				
Defense:		RAMBO:		JUMBO:				FIELD %	BNDRY %			
SITUATIONAL COVERAGES						GADGETS		MIDDLE %	FLDBNDRY %			
3rd & LONG (7+)	_____	REDZONE (11-20)	_____	GOAL LINE (1-10)	_____			FAV BLITZ	3rd & 7+%			
CORNER'S JERSEY	# _____	# _____	TECHNIQUE:	_____	_____	BASE DEFENSIVE COVERAGE	1 HI or 2 HI	BASE DEFENSIVE BOX/FRONT	BOX:			
SAFETY'S JERSEY	# _____	# _____	BEST CB-S	CB # _____	Saf # _____	CHANGE UP DEFENSIVE COVERAGE	1 HI or 2 HI	CHANGE UP DEFENSIVE BOX/FRONT	BOX:			
WORST DB	# _____	BEST LB	# _____	BEST DL	# _____		MAN or ZONE		FRONT:			
BASE 2x2 COVERAGE						BASE 3x1 COVERAGE			EXOTIC FRONTS?	YES	%	NO
1 HI	MAN	ZONE	1 HI	MAN	ZONE							
2 HI (SPLIT)	MAN	ZONE/PALMS	2 HI (SPLIT)	MAN	ZONE							
0 HI	MAN	PALMS	SAFETY OVER	MAN	PALMS	MOTION: SECONDARY REACTION	STATIC	FIB	NICKEL OVER			
CHANGE UP	MAN	ZONE	CHANGE UP	MAN	ZONE		CHASE		SPLIT			
							ROLL		SAFETY OVER			
HOW DO THEY PLAY EMPTY?		CONDENSED SETS?		UNBALANCED?		PLAN FOR BUBBLE? WHAT?		INJURIES? 2 WAY PLAYERS?				
DO LBs READ PULLERS?		DE READ? TACKLE OR GUARD		HOW DO THEY PLAY KICKOUT?		3 SAFETY? 2 HI or 1 HI?		P&10 TENDENCY				
What is your group's AOI this week?				What MUST we do to win this game?								

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This is something we started a couple of years ago. This is what our coaches use on the weekends when we're breaking down our opponent it gives all of our coaches an exact what to look for.

Instead of having a coach on your staff that maybe came from a spread empty team and a coach that came from a Power-I team, and the spread guys is looking at all the ways we can go quick game, and the power I guys looking at all the ways we can run fullback trap, we're now all knowing exactly what we want to look for.

For our offense, it gives us answers to our most important game plan questions, and it ensures every coach knows the entire game plan. This is something that's been big for us. It eliminates that issue on Friday night where our wide receiver coach might be asking on the headset why we're not running more power, or the offensive line coach wants to know why we don't run more four verts. We're going to talk about that on Sunday through this.

Something that I think the assistant coaches love about it is it creates a Sunday finish line. We know at 5 p.m. on Sunday we're going to go over this page together. And after we've done that, you're free to go.

The color coding is which coaches are filling it out. For instance, our tight ends coach is going to do our short yardage package. He's going to label the best linebacker. He's going to say if the other team has any injuries or two way players. Do the linebackers read pullers? That type of stuff.

Everybody's got what they're filling out on this. And then Sunday at 5 p.m., we're going to go over this together as a staff. Each guy is going to present his part and now leaving the office on Sunday, we all know the game plan together. It's going to make us better as a staff because we're all working together. Now, our wide receivers coach knows how much the opponent blitzes, not just that they're a Cover 2 team or whatever the case might be.

Scouting report card

Our wide receivers coach started doing this last year, and it was absolutely fantastic. We're going to spread this every position this year.

We give everyone the scouting report like all coaches do, but this is like the Cliff's Notes of the scouting report. It's going to de-clutter the scouting report, give the kids a precise "need to know" and it's going to be easily accessible.

	Wide Receiver Pocket Scouting Report			
Favorite Coverages				
2x2-				
3x1-				
DB Jersey #	CB # ____	CB # ____	S # ____	S # ____
Technique (Circle)	Motor-Mirror-Bully	Motor-Mirror-Bully		
1 Strength				
1 Weakness				
Bubble?				
What does our position group need to do to win this game?				

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He went and bought a bunch of those luggage tags that you can put on your suitcases, with the little plastic sleeves for your name and address. And then, he prints this off every week for them in that size. In their first scouting report meeting on Monday morning, the kids fill this out, slide it into that, and they attach it to their backpack, and they've got it right there where they can see it throughout the entire week.

I didn't know how this was going to go. I thought, you know, this is probably pretty good, and then one game, we had a kid hurdle a player, which is illegal in Oklahoma. It's illegal. The guy got a 15 yard penalty. He came to the sideline and said, "I'm sorry, coach. I just knew from the scouting report that he liked to tackle low, so my brain just went to jumping over him."

I kind of called B.S. — "You're just making an excuse." But when I looked at his pocket receiver scouting report, he had a note, "this guy tackles low." So I know those kids are looking at it. It's attached to their backpack. They got it all the time with them.

Player rankings system

This is something we do every spring in our first meeting. We're going to rank our players and create a picture of our future offense. It's a great staff discussion and it gives me a starting point for how we're going to build this year's offense.

	COACH 1	COACH 2	COACH 3	COACH 4	COACH 5	COACH 6	COACH 7	COACH 8	COACH 9	COACH 10	COACH 11	COACH 12
PLAYER 1	1	1	1		1	1	1	1	1	1	1	1
PLAYER 2	2	2	2		2	2	2	2	2	2	2	2
PLAYER 3	5	3	5		5	4	4	3	4	3	5	3
PLAYER 4	3	4	3		4	6	3	4	3	5	3	3
PLAYER 5	9	7	4		8	5	5	7	2	4	3	6
PLAYER 6	4	10	7		6	3	7	10	8	6	7	5
PLAYER 7	8	8	6		3	7	6	5	7	9	8	6
PLAYER 8	11	5	10		12	10	12	10	5	5	5	6
PLAYER 9	7	6	8		11	9	8	13	9	10	10	8
PLAYER 10	17	13	14		10	7	8	9	8	6	6	7
PLAYER 11	14	11	9		14	9	9	10	10	11	9	8
PLAYER 12	10	12	11		7	12	15	15	16	11	12	13
PLAYER 13	17	13	18		8	19	11	19	12	13	14	12
PLAYER 14	15	18	21		13	15	13	16	11	12	12	13
PLAYER 15	12	16	15		15	11	19	13	16	17	15	14
PLAYER 16	16	13	13		15	17	17	14	13	18	17	17
PLAYER 17	22	22	17		15	17	17	14	13	18	17	17
PLAYER 18	18	21	14		16	19	24	21	16	14	15	18
PLAYER 19	16	19	19		19	20	13	17	18	20	23	14
PLAYER 20	20	18	14		18	20	17	19	20	21	18	20

When we go through when we rank our players, we give them a total ranking. The lower the better. So, if our running back is the best player, I know we need to get him the ball. If we've got four receivers in our top 10, we probably need to be a spread team that year. If we've got two tight ends in our top 10, we need to be in 11 and 12 personnel a lot more.

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We do this in our first team meeting, and it creates a discussion right there with our coaches — “Why’d you ranked this guy a 10? I had him as four”, and vice-versa. So it kind of gives us an idea, an offensive identity, how we want to build things going into that spring.

Drive series template

This is one that we really enjoy doing. We create drive series. For me as an offensive coordinator, I feel like I did a pretty decent job. If I can include our other offensive coaches, it helps us so sizes and utilizes our personnel or excuse me, possession and ten plays.

EMBREY	HAAS	OPENERS - FIRST 10	SUFF	BURCH
OTSD TRI FROGS	FROGS	SHFT YOYO PASS FROGS	CHANGE RT MIKE CLEV (SCRUNCH Z-OUT)	JOKER LT CLEV (T JET)
SCRAMBLEE- OWLS JET OKLA	SHOOT LIME BREAK EMPTY CHANGE T YOYO ALT RAVEN	S MIRROR OWLS JET OKLA	LITE SLIT LT Q MIKE BROWNS SLOT LT T OUT GRAY FLOP 3 LIZ	ORBIT FROGS SHFT HUNCH RT MAX CLEV
JOKER LT LACE SNAP LIZ	OTSD HVY EMPTY CHANGE RT MIKE CLEV	SLOT LT T OUT GRAY FLOP 3 LIZ	(OTSD) PINCH FROGS	SHOOT LIME BANANA LIZARD
PNCH SQZ SHOOT GANG MIKE CLEV	ACE BRONZE T HOLLER FIRE LIZARD	OTSD HVY EMPTY CHNG RT MIKE CLEV	ZIP BAYLOR	DEUCE SHOVEL MIAMI
MIAMI	SLAM CHANGE RT GANG RAIDER	SHAKE - ZIP BAYLOR	SCAMBLE- SHOOT GOLD FIRE LIZ	CHANGE RT MIKE CLEV
SEMINOLE	SLOT RT H JET MIKE CLEV	BUMP MIAMI	JESTER CAP'N BROWNS	EMPTY CHANGE RT T YOYO MIKE
GATOR	SHOOT LIME BANANA LIZARD	SCRNCH CHANGE RT Z OUT MIKE CLEV	SHUFFLE - TULSA	JOKER LT SNAP LIZ
CRNCH CHANGE RT Z OUT LIME FLP DRGN	PINCH TRIPS RT GANG RAIDER	JUMBO LT JET STEELER	JOKER LT CLEV	JESTER CAPN
PNCH SQZ SHOOT GANG MIKE CLEV	SHOOT GOLD FIRE LIZARD	TS - BANANA, DISNEY, SEMINOLE	DISNEY	JUMBO RT STEELER
CRNCH CHANGE RT Z OUT LIME FLP DRGN	TS- LUKE DIG & CLEV, CAT, BUMP NOLES	SHOOT LIME BANANA LIZARD	TS - DMND JMP & KIRBY PASS	TS - BP POST, GO LIZ
TS - JET CLE, YELL, MAX CLE	OTSD PINCH FROGS	SCRMBL - JET FROGS	SLOT LT GRAY FLOP 3 LIZRD	LITE SLOT LT Q MIKE BROWNS
JOKER LT T JET CLEV	JUMBO LT CAT PITT	DISNEY	SLOT RT H JET MIKE CLEV	SLOT LT T OUT YLLW YELL A DRAG
SHFL - TULSA	ZAP ACE GANG OAK	SQZ T JET SEMINOLE	SCRUMBL - SHOOT WALL CLEV	PNCH SQZ SHOOT SPEAR SNAP
PNCH SQZ SHOOT LIME YELL DRAGON	BUMP SEMINOLE	EMPTY CHANGE RT T YOYO ALT RAVEN	DMND RT JUMP ALT BAL	OTSD TRI FROGS
SHFT HEAVY BUNCH RT T JET MAX CLEV	PINCH TRIPS RT GANG RAIDER	SLOT LT T OUT GRAY FLOP 3 LIZ	DIAMOND LT JET YLLW MARIO DRAGON	SHFL - OTSD KONG RT TAR M
GET #1 GOING & YELL	GET LUKE TOUCHES	SHOTS	GET #1 GOING	SHOTS AND SWINGS

18 | THE NUGGETS THAT MAKE BIXBY'S OFFENSE GO

It's good when we're rolling. It's also good to help get us back on track. We use it to set up our game plan, play the plays that we know we want to run, and it involves our entire staff. I get great input from those guys.

On Thursday we build our openers. I build the first 10, and then our assistant coaches build the drive series themselves, so each one of them build a drive series.

The way it helps me the best is if I see a play coming up on their drive series, I see it on two or three of theirs, and it's not a play that I've been thinking about. It makes me kind of rethink, maybe that play's better than what I thought it was going into this week. If there's one that I think is a great play, but none of my guys included in their drive series, maybe it's not so good.

Maybe I put more weight on that play than I should. Maybe I need to pull it out of some of the stuff that I'm thinking about. It helps us kind of play the game and think about the game on Thursday before our Friday games. Okay, last one here. My last nugget for you guys. Stay green this is something we talked about a lot.

Final thoughts — Stay green!

This is something we talk a lot about at Bixby. When you're green, you grow. And when you're ripe, you rot. Meaning that when you're learning, when you're stealing ideas, when you're getting together with your staff and talking about why is this play a good play, why is this not a good play, you're green. You're looking for ideas. You're growing.

When you're ripe, you think you've got the answers and you're finished looking for new ideas. This game that we play is changing all the time. Guys are doing new stuff all the time. And if you're not growing and changing with it, you're going to rot. //

BRINGING HUDL BETA TO YOUR PLAYBOOK INSTALLS



**JAMES
REYES**

Assistant Coach,
St. Pius X High School (MO)

Kansas City's St. Pius X High School, a Missouri state runner-up in 2020 and 2021, is one of many programs finding greater success on the field using the new Hudl Beta experience. In his [Blitz '22 appearance on our Hudl Beta roundtable](#), Reyes praised the experience and felt he was "only scratching the surface with potential". This included his ability to apply the Beta data into building playbooks, which he'll expand on here.

As the Hudl 'IT' football coach that loves to analyze data, Hudl Beta has really expedited everything for us at St. Pius X. Gone are the days of staying up all night for possibly needless work if no tendencies are found.

Now you're telling me, I can run a couple filters and get that information within seconds? What?!

The possibilities are endless for how you gameplan in football. Information that we used to not be able to get until late in the week, after the gameplan is in, can now be available as soon as your Hudl Assist data is in.

So how do we at St. Pius X High School (2020 and 2021 state runner-up) utilize this capability? Well first it took some time...

20 | BRINGING HUDL BETA TO YOUR PLAYBOOK INSTALLS

Step 1: Get Assist data — and pick the right games

Once I realized I could easily select any game that I'd like to watch, all bets were off.

The team we played in the state championship had a lot of 30-plus point wins on its schedule. Since tendencies and personnel in lopsided scores aren't always reflective of a team's true identify and philosophy, I selected the more competitive games to analyze.

Step 2: Play with filters

When I filter through formation, down and distance, and run/pass, I'm really looking for any tendencies above 60 percent. Anything lower than that seems to be a wash.

Step 3: Find your gameplan queues

In this game, formation was key:

3x1 — 58 percent pass

2x2 — 66 percent pass

2x1 — 81 percent pass

When we find a tendency greater than 80, it gives us the ability to really gameplan our best defense that we like to stop the run. It builds confidence in our players, too...

2 Videos Selected

Clear

Filter...

2021-2022

Endzone View vs. St. Mary's High...

GAME

...

TOP Main View vs. St. Mary's High...

GAME

...

Wide Top View vs. St. Mary's High...

GAME

...

7 Ritter @ St. Mary's L 0-42

SCOUT

...

LHSN vs. St. Mary's 08/27/2021

SCOUT

...

NVHS vs. St. Mary's High Intercut...

SCOUT

...

SDHS vs. St. Mary's Press Box Cam

SCOUT

...

SMHS vs. Mexico High 11/27/2021...

SCOUT

...

SMHS vs. PH Central High 11/19/2...

SCOUT

...

THS vs. St. Mary's High Scho 10/1...

SCOUT

...

SPX Team D- 12/02/2021

PRAC

...

+ Add plays

1 3X1 58% PASS

IRISH IRISH (MATCHUPS) BLACK vs 3X1

IRISH IRISH (MATCHUPS) BLACK vs 3X1

IRISH IRISH (MATCHUPS) PURPLE vs 3X1

IRISH IRISH (MATCHUPS) PURPLE vs 3X1

IRISH IRISH (MATCHUPS) WHITE vs 3X1

IRISH IRISH (MATCHUPS) GOLD/BLUE vs 3X1

2 2X2 66% PASS

IRISH IRISH (MATCHUPS) BLACK vs 2X2

IRISH IRISH (MATCHUPS) PURPLE vs 2X2

IRISH IRISH (MATCHUPS) GOLD/BLUE vs 2X2

IRISH IRISH (MATCHUPS) WHITE vs 2X2

3 2X1 81% RUN

IRISH IRISH (MATCHUPS) WHITE vs 2X1

IRISH IRISH (MATCHUPS) BLACK vs 2X1

IRISH IRISH (MATCHUPS) BLACK vs 2X1

21 | BRINGING HUDL BETA TO YOUR PLAYBOOK INSTALLS

Step 4: Build playbooks based on tendencies

We were able to use Play Tools > Playbook with Hudl Beta now (mind blown!)

So not only can we instantly get these tendencies, but we can now build playbooks based on that and distribute it to all the players instantly.

As I mentioned in our roundtable discussion, gone are the days of handing out paper and throwing it away when it does not work in practice. We simply updated the install for that week in playbook! Our regimen was to get Hudl Assist data on the games we wanted and analyze tendencies early enough in the week, so we could get this to our scout team to rep their high tendencies.

We'd then meet as a defensive coaching staff to talk how we'll stop what they like to do most. In our defense, we have no true base. We'll run three, four or five-man fronts, and are ready at any point to check based on formation. Once again, this information is totally changing the preparation and game!

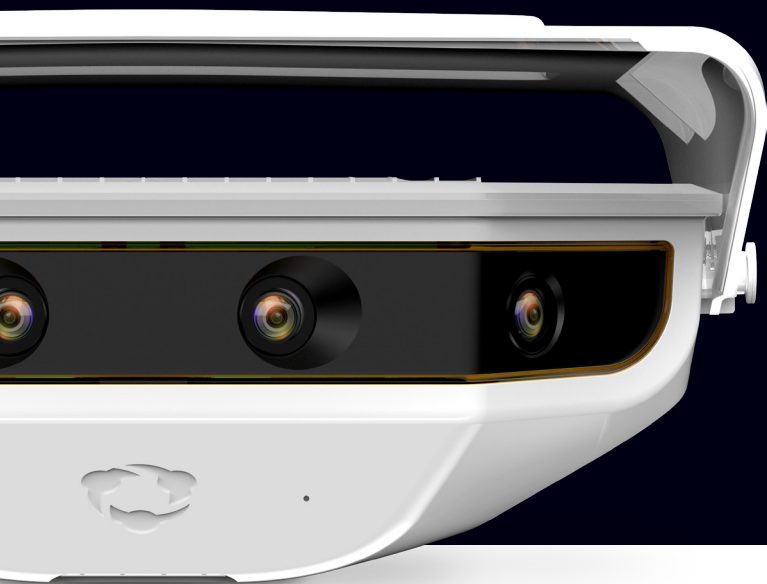
Step 5: Constant improvement of this process

By all means, this is not perfect. What we want to queue on week to week could be different, but our process for gameplan and stopping what they like to do best is top on the list.

As Hudl Beta continue to adopt and provide more capabilities, I will be right there learning and try to help put our kids in the best place to succeed. //



We're changing the game (again).



Hudl Focus Outdoor

Our hands-free AI cameras for indoors is now equipped for stadiums. Automatically record, upload and livestream in HD without having to pan or zoom. Plus, subscribers get exclusive access to the Focus Exchange Network film library.

"Quality-wise, it's spot on. It's great. It's brilliant."

Todd Witten
Rejoice Christian High School (Okla.)

Hudl Beta

Video and tendencies side by side. Group chatting on screen. Add and edit data on the fly with a click. More and more coaches are making the switch to Beta, and saving even more time with Hudl Assist reports, for their most important gameplanning work.

"It's so much faster than filtering in Classic and building out those library reports. This is an instant library report."

Spencer Dorn
Former Division 1 FCS video coordinator



See you at the next level. hudl.com/football