Overview

- ***What*** a data-driven hitting development system means

- ***Why*** you should use a data-driven hitting development system

- ***How*** you can implement a data-driven hitting development system

Relevance

- Concepts and processes that can be applied immediately

- There's always room to grow

- Good systems contribute to both winning and better player development

Why This is Something I Care About

- Bad/hurt player

- Came to Driveline in 2019

- Fortunate to start working here a few months later

- From Driveline – A lot of experience talking and working with coaches

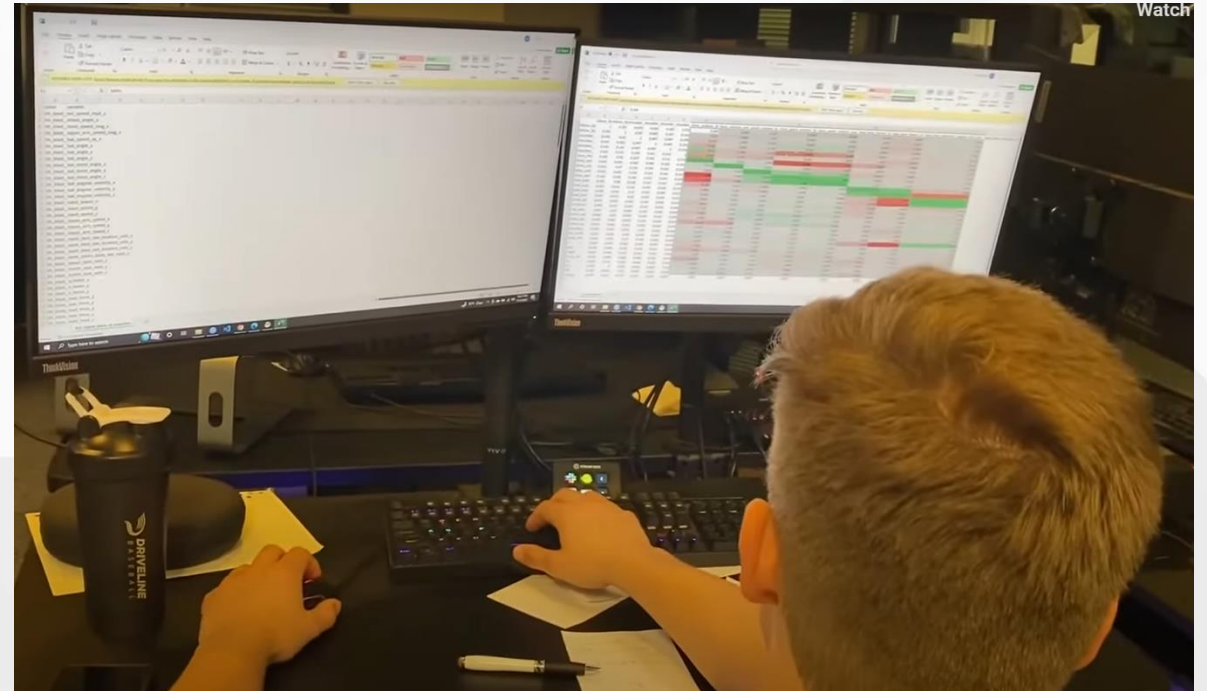- From a player perspective – Things I wish I knew earlier in my career

What a data-driven hitting development system means

Let's Talk About Data

- It's not about just collecting data, it also needs to be used

- Data is here, either embrace it or let others pass you

- Data isn't a replacement for good coaching, it's an enhancer

- Data should assist with player development

2025

Data Sources

- Bat Sensor Data
  - Blast, Diamond Kinetics
- Launch Monitor Data
  - Hittrax, Rapsodo, Trackman
- Lifting Data
  - Tracking weights, force plates, speed gates, etc.
- Health Data
  - ROM testing, On Base U, etc.

Environment is Key

- Physical
  - Training space layout
  - Technology and equipment
- Cultural
  - Embrace challenge
  - Failure isn't inherently bad
  - Embrace data
  - Competition is good
  - Cue culture

Training Implements

- Training Bats
  - Overload/Underload, Long/Short, Skinny, etc.
- Variable Balls
  - Hitting PlyoCare balls, Smash Factor Balls
- Pitching Machines
- Baseball Technology
  - Blast, Hittrax, etc.

Why you should use a data-driven hitting development system

Coaching Goals

- We want hitters to
  - Perform at their best when it matters most
  - Be comfortable in variable in-game situations
  - Help us win games
  - Get the most out of their career
- How do we do this?
  - Design our environment with these goals in mind
  - Tons of experience training in an environment MORE CHALLENGING THAN THE GAME
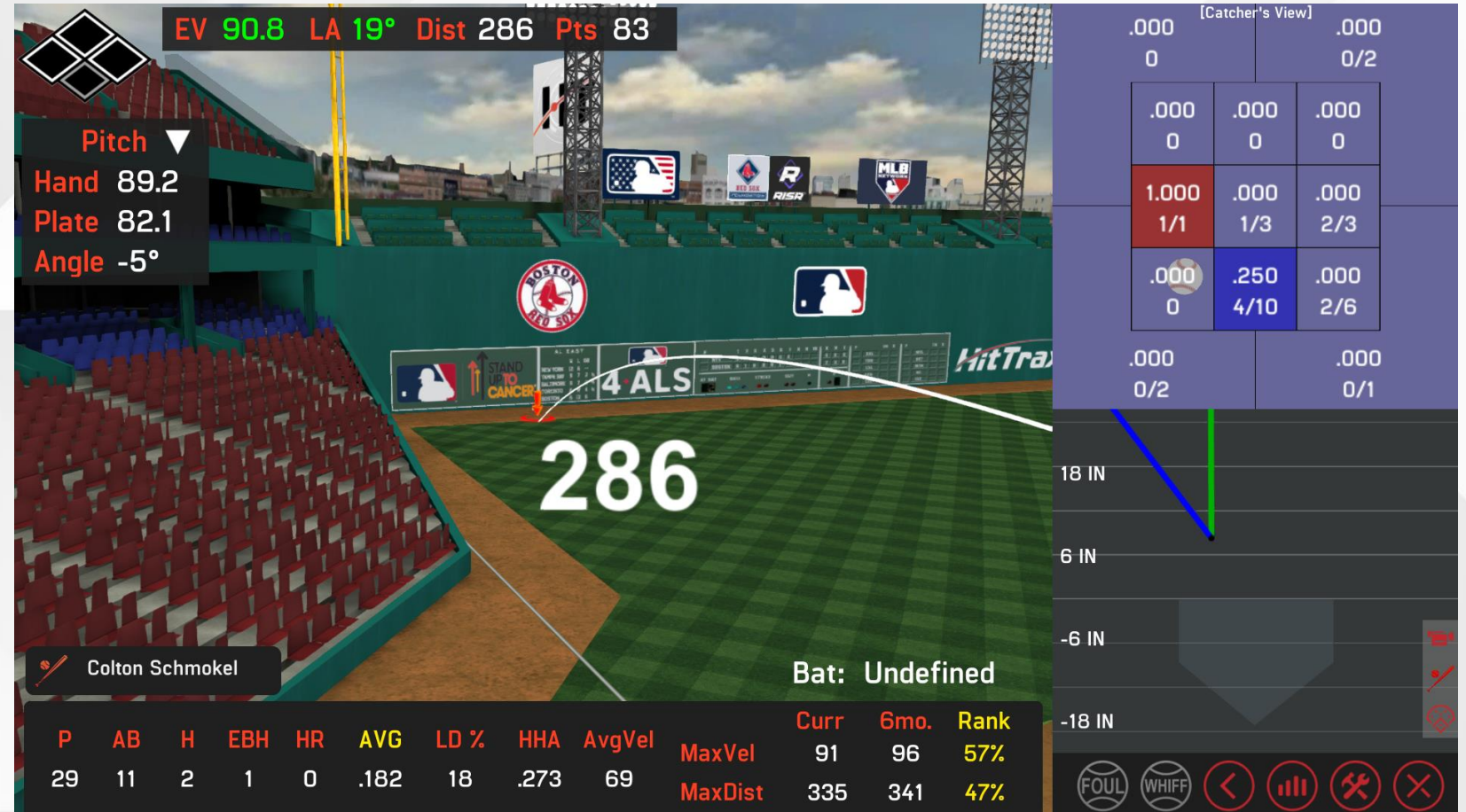
Why Data Matters

- Tight Feedback Loop
  - Accelerates player changes
- Reference points throughout time
- Can track progress over time
- Metrics matter to move to the next level

Key Metrics

- Bat Sensor Metrics
  - Bat Speed
  - Attack Angle
  - Time to Contact
- Launch Monitor Metrics
  - Exit Velocity
  - Launch Angle
  - Spray Angle
  - Point of Contact

Lifting/Speed

- Especially at the younger level, developing athletes is key

- We see strong correlations between peak power and bat speed
  - Bat speed is strong correlator to exit velocity, which makes more productive hitters

- Physicality is key
  - Being a better athlete gives you a better chance to be a better baseball player

Take Recovery and Workload Seriously

- Plan for intent and volume
  - Swinging
  - Overall workload

- Warmup and recovery is important for hitters too

- Sleep, nutrition, and hydration are critical

How you can implement a data-driven hitting development system

NW BCA
Northwest Baseball Coaches Association

Tires LES SCHWAB

Budget Levels

You can create a data-driven hitting development system no matter your budget!

Bat Sensor Implementation

- Big budget
  - Sensors for every player

- Medium budget
  - A handful of sensors for players to share

- Small budget
  - As little as one sensor

Launch Monitor Implementation

- Big budget
  - Hittrax Unit(s)
- Medium budget
  - Rapsodo Unit
- Small budget
  - Focus on bat sensors

Training Gear Implementation

- Big budget
  - Pitching machines (iPitches), get enough gear that all players can access

- Medium budget
  - Still get pitching machines, training gear

- Small budget
  - Leverage mixed BP, can even make homemade training bats if your budget is zero

Coach Education

- Driveline PLUS
- Coaching Certifications
- Blog

FOUNDATIONS OF HITTING

Coach Buy-In, Athlete Buy-In

- Important to show athletes you're invested in them!

- Athletes are going to seek help from you or others, support them

Tying it All Together

- A data-driven hitting development system
  - Requires collecting and using data
  - Is critical for player development
  - Is something you can do at any budget

Resources

Come see us at the booth, we'd love to help out!