



BWF WORLD COACHING CONFERENCE 2025

Paris, France

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The Future of Coaching

Powered by The "Genie in the Bottle"
a.k.a AI.

The 3 steps coaching framework

- ◀ Where are we and what is the current demand?
- ◀ Where do we want to go and why?
- ◀ What changes overtime which we cannot see now?

As a coach I never felt enough.

The more I wanted for my players, the more I had to consume knowledge.

- Technical
- S&C
- Tactical
- Footwork
- Mental skills
- Coaching skills
- Communication
- Leadership

Badminton

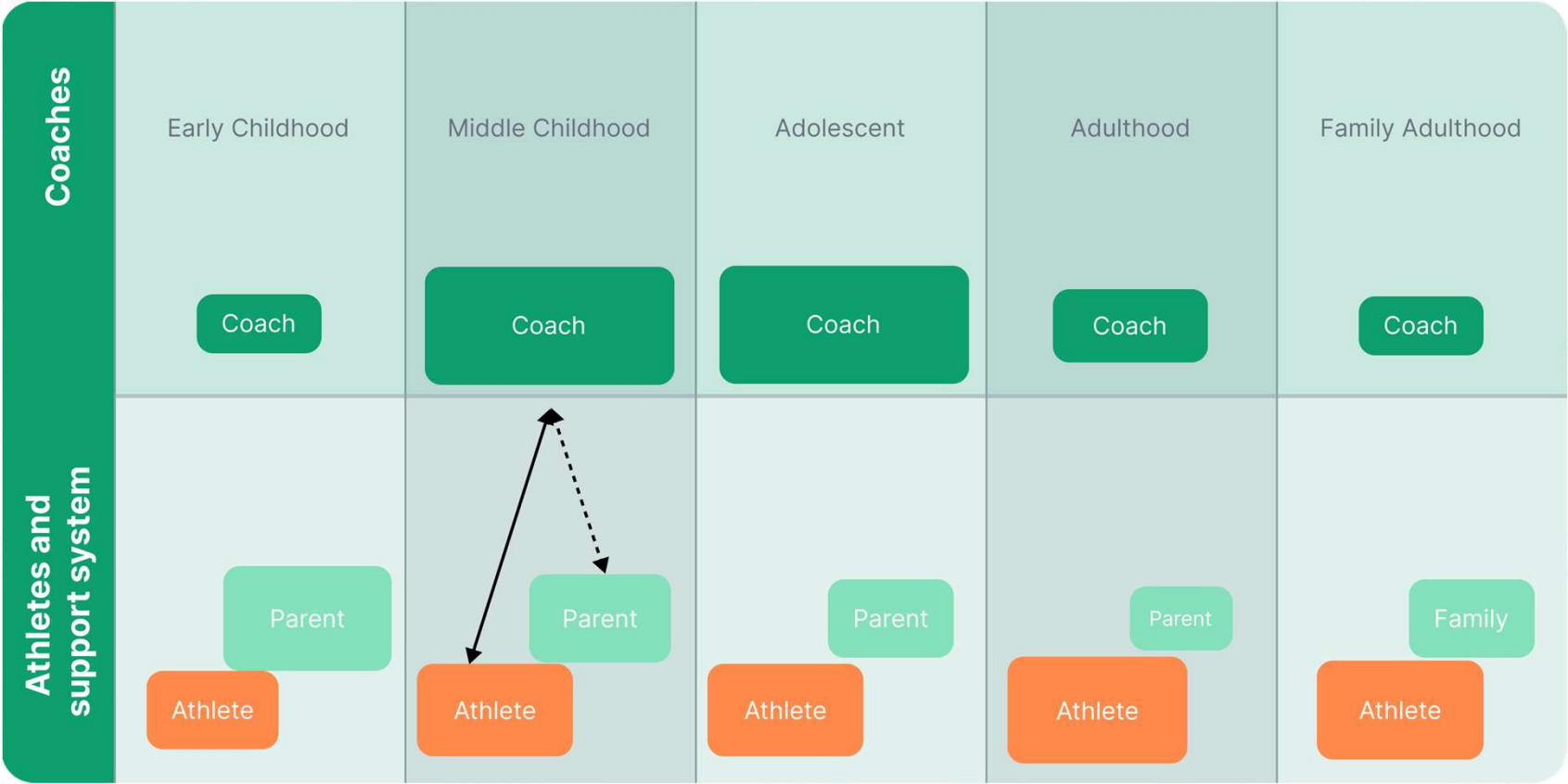
Let's do a reality check?

If you had 3 wishes to solve the 3 biggest challenges, what would those be?

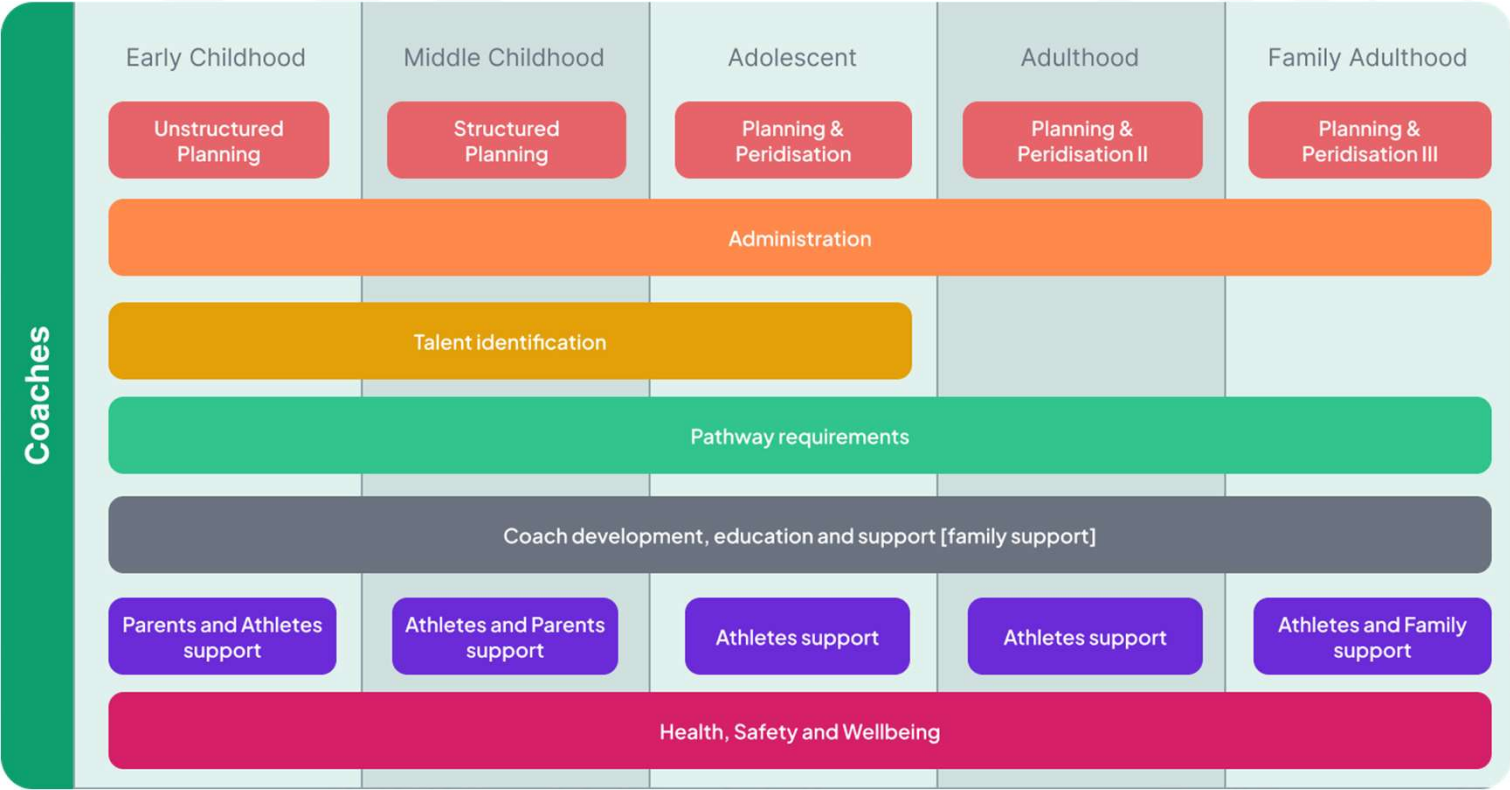
www.menti.com

Code: 4955 0728

Our role as a coach changes over time



Our requirements for knowledge and experience evolve over time



What would change if you had all support you needed, right now?

- Data Analyst

- S&C Coach

- Nutritionist

- Psychologist

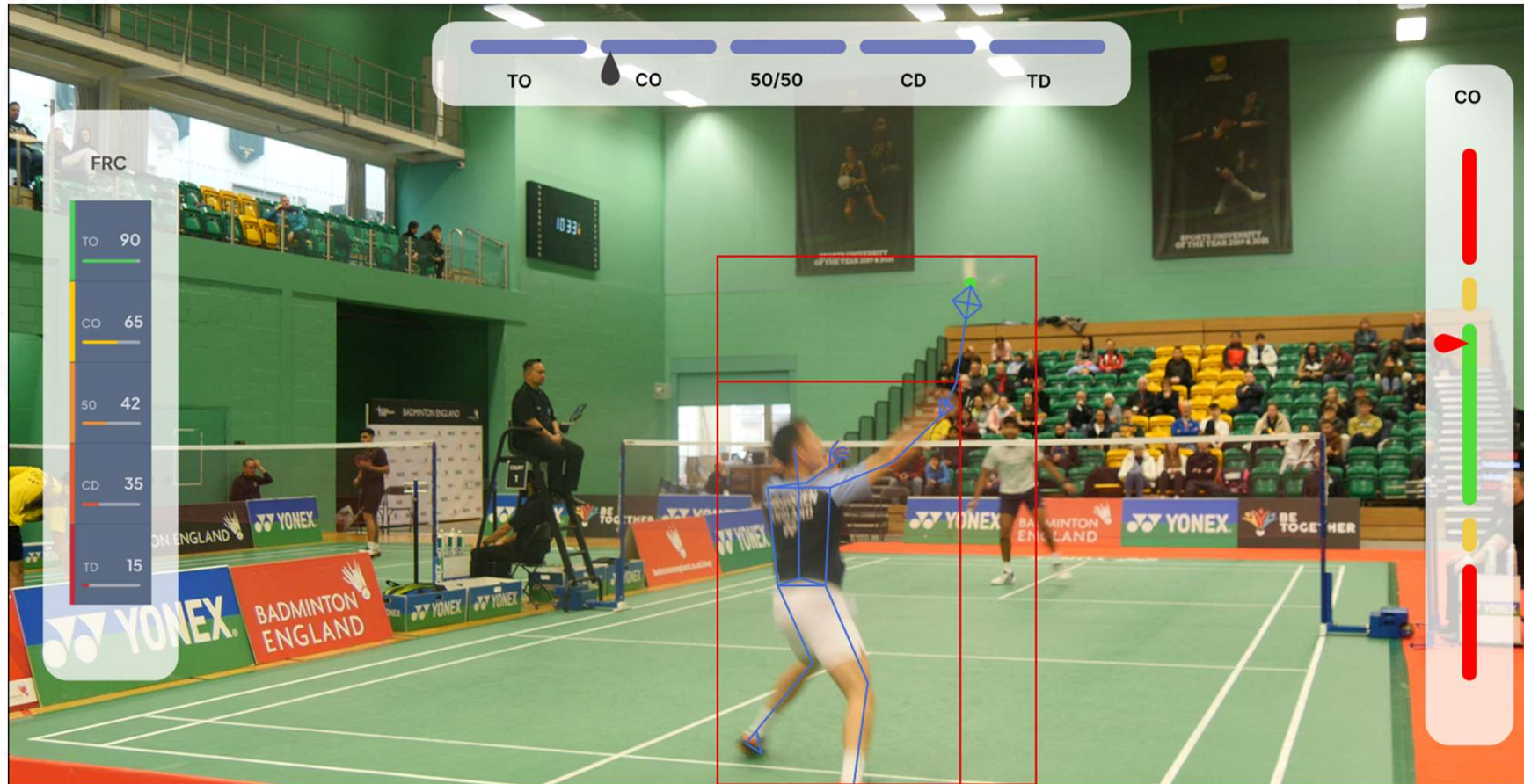
- Lifestyle Coach

- ???

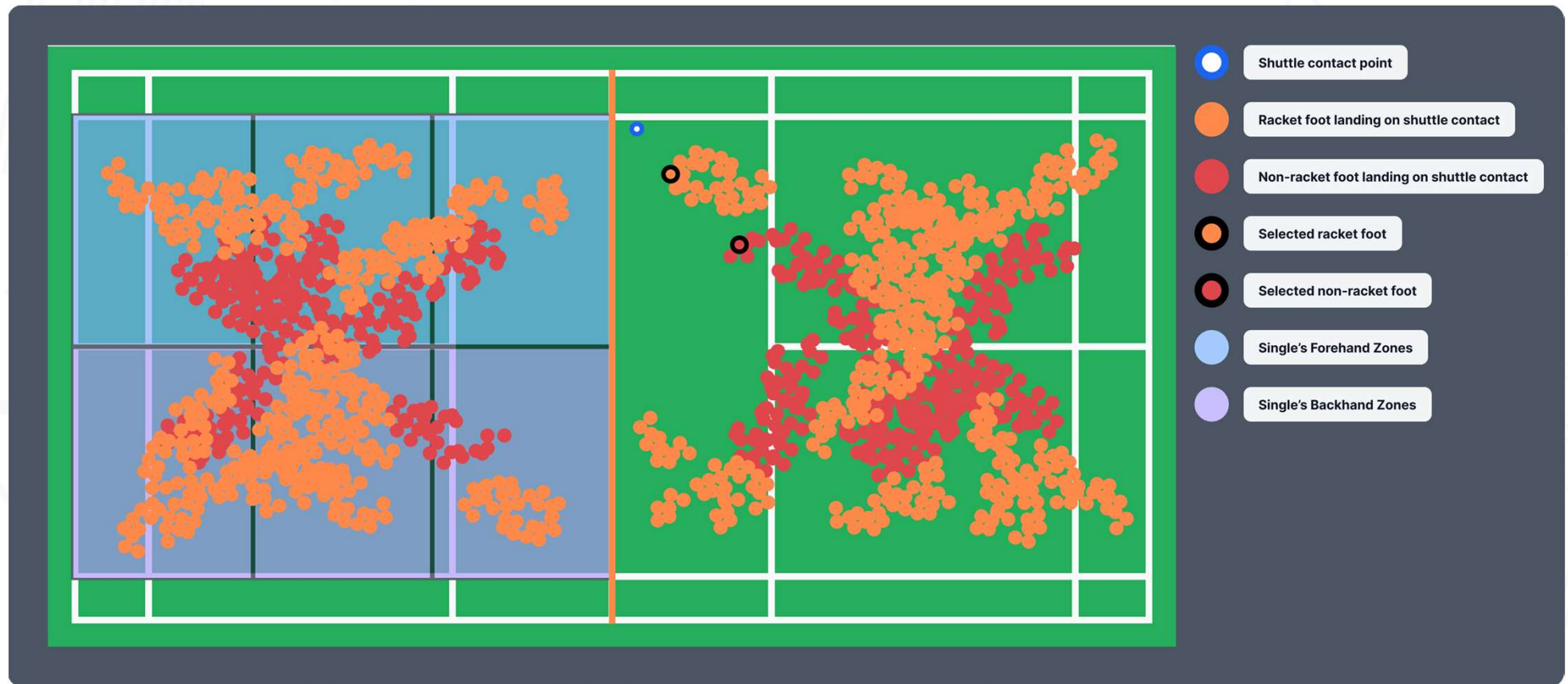
Just another match...



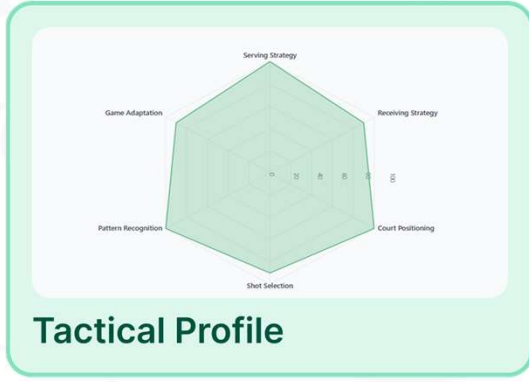
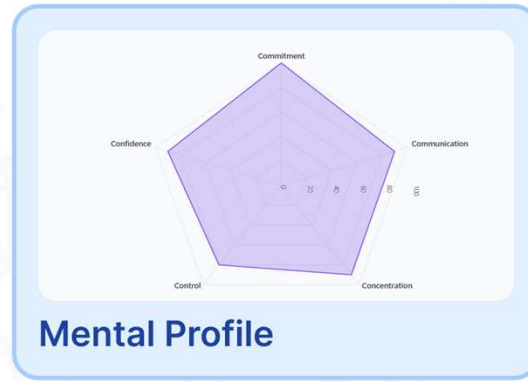
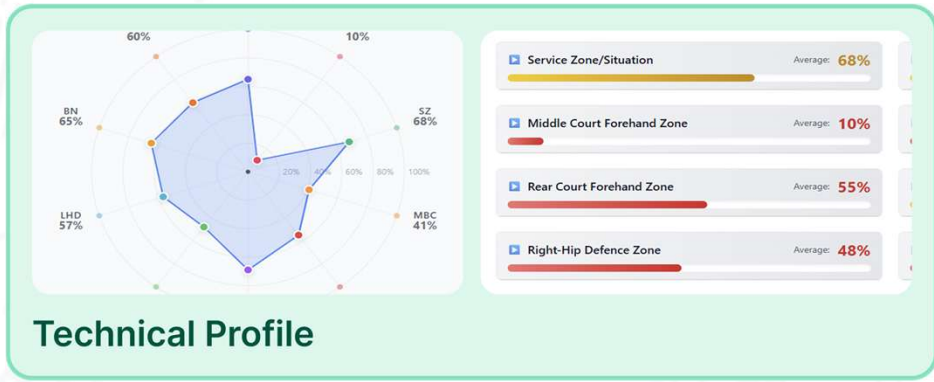
To develop or to win against



And Pulling any data we need



And Pulling any data we need



+ Learning Profile

+ Environmental Profile

It is too much data! What do I do??

With all the video from the first set, please let me know what the three most crucial technical issues are with my player. Use the technical framework available to you.

Based on the available data from this match and using the technical framework from Badmintoo, here are the top technical issues of your player (the one with their back to the camera), prioritised by the most significant reasons for losing points:

- Your player is **performing an additional step** from the forehand net corner, causing a significant delay in recovering to the central defensive position, making him vulnerable to the opponent's offensive choices.
- **The speed of the rear-court offensive strokes is insufficient** to delay the opponent, allowing them to close the rally.
- **The strokes are easily predictable**, as the player cannot delay them. This is a specific issue in defence, as the opponent demonstrates excellent anticipation skills.

Would you like me to propose a tactical plan to address these based on your player's current capacity?

  Ask AI anything. 

No. I want you to stay focused during the second set and notify me when something new starts happening, such as if the opponent changes their strategy.

Of course. I will maintain a consistent monitoring mode and notify you if certain behaviours start occurring. I will function in **Data Analyst** mode.

  Ask AI anything. 

Yes, please let me know what tactical strategy I can use with my player, considering his mental skills profile as well.

Understood. I will propose a tactical strategy for playing against the specific opponent, based on the strongest and weakest points I can identify from this match and considering the Mental Assessment profile your player completed two weeks ago.

I will use my default coaching methodology, taking into account all data points, not just technical ones.

My suggestion is:

- **In service situations, use a faster serve aimed at the opponent's wrist or chest.** This will provoke the opponent to return to the middle court or rear-court.
- **Increase the average tempo of the rally by at least one-fifth** while keeping the shuttle neutralised and away from the last place the opponent interacted with it. This will force the opponent to work hard to maintain the tempo and offensive situations. Currently, I can see this as an advantage since your player's endurance profile in aerobic speed is excellent.
- **Only perform full attacks (80% and above) in clear Total Offensive situations.** In the first game, your player showed a lack of patience and attacked too quickly, which caused several issues. You can advise him to maintain offensive choices but to go at a slower speed (>70%, using faster cuts instead of full smashes, for example).

Would you like me to provide a few more examples?

  Ask AI anything. 

I know where I am now, so where do we go from here?

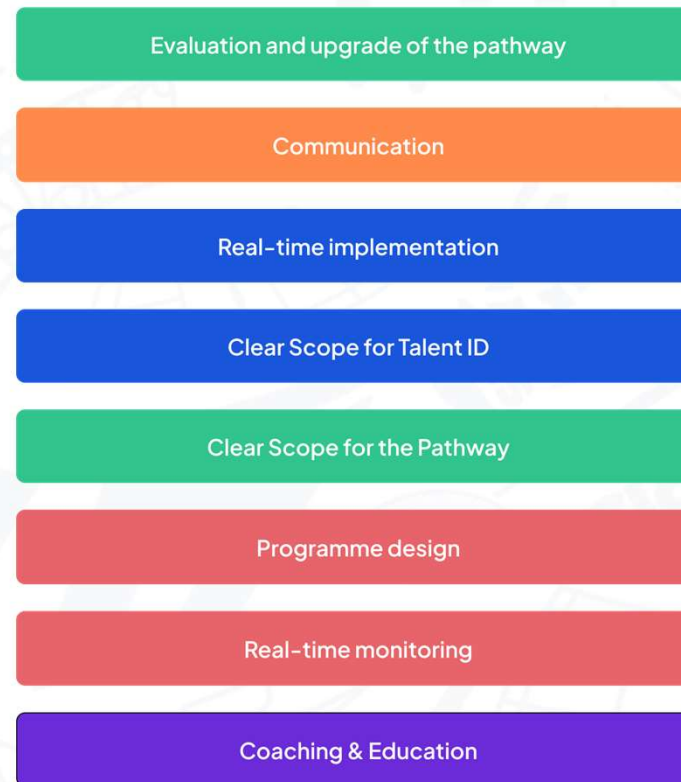


One coin. Two sides.

Tech Led but Coach Supervised



Coach Led and Tech Supported



“Like using navigation, you need to set the destination and the condition to get there”

Planning and Periodisation. For any player, group or teams...

Group Members

Search members

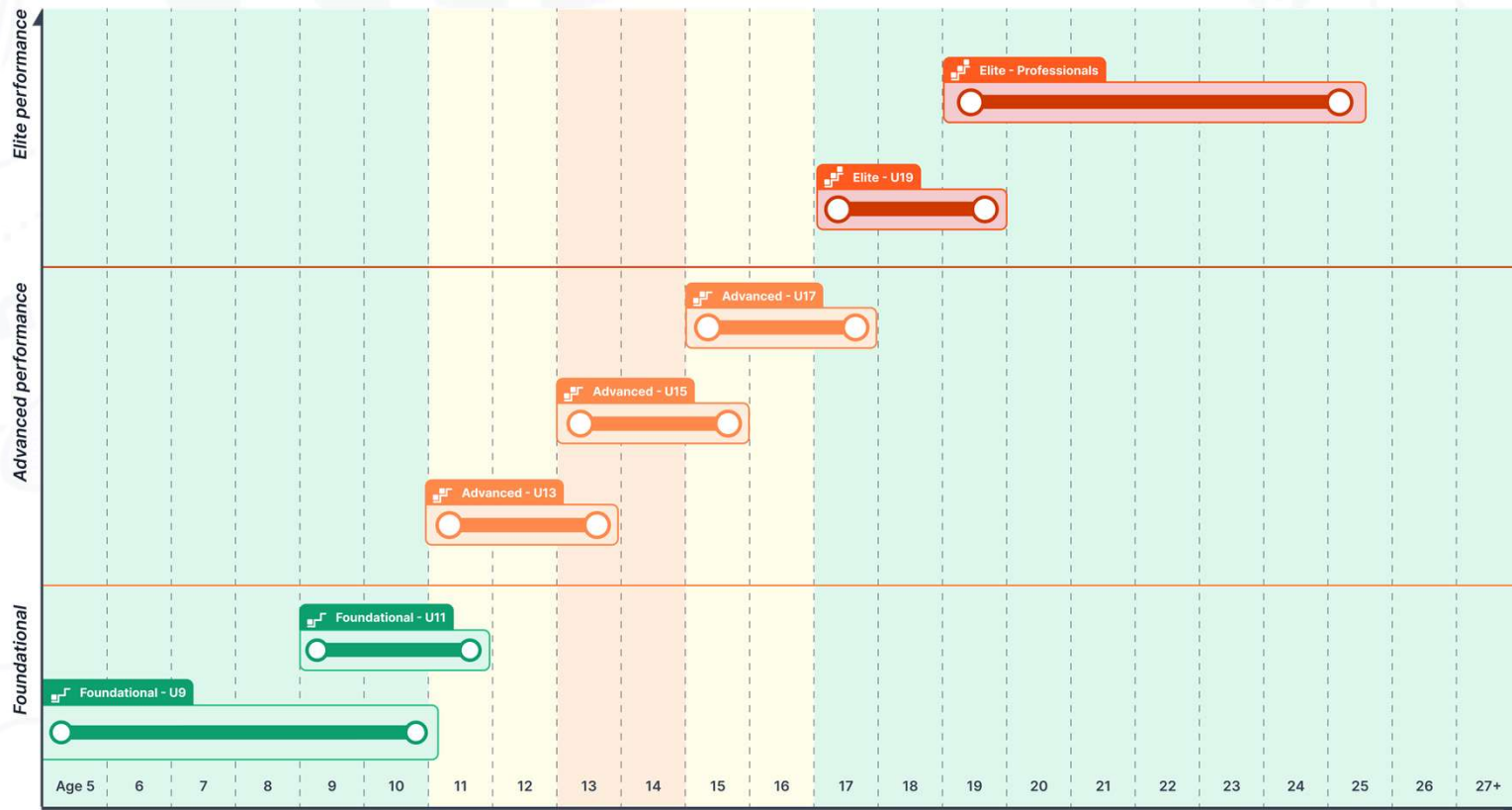
All
 Present
 Absent
 Guests

	Neil Sims	✓	✗
	Bonnie Green	✓	✗
	Micheal Gough	✓	✗
	Thomas Lean	✓	✗
	Lana Byrd	✓	✗
	Joseph McFall	✓	✗
	Helene Engels	✓	✗
	Jese Leos	✓	✗
	Karen Nelson	✓	✗

+ Add guest to session

Long term success.

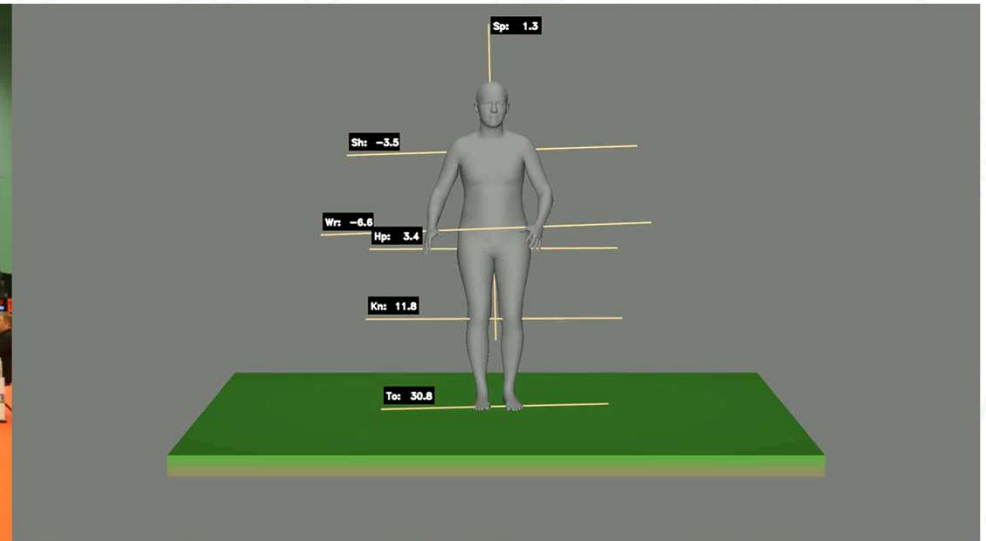
Optimised. Logical. Step-by-step.



Long term success.

Optimised. Logical. Step-by-step.

- ◀ Billions of data points! Trends we cannot see with our naked eyes.
- ◀ Imagine being able to change the whole pathways in a single day! What would this mean for the next generation of Athletes?



What changes over time and we cannot see it?

- What if we can understand load over time?
- What if we can understand development over time?
- What if we can understand demand over time in different countries?

Less injuries?

More and better players?

Sponsorship and commercialisation growth?

Emerging skills.

Tech Led but Coach Supervised

Match/Game analysis	Performance Analysis
Assessments	Mental skills
Talent identification for Athletes	Physical skills
Administration	Technical skills
User management	Events management
Scheduling	Reporting to stakeholders

Coach Led and Tech Supported

Evaluation and upgrade of the pathway
Communication
Real-time implementation
Clear Scope for Talent ID
Clear Scope for the Pathway
Programme design
Real-time monitoring
Coaching & Education

Emerging skills

Synthesis of data
Individualisation
Faster Adaptation
Decisions & Intervention
Key Communication
Building Relationship
Environment modulation
Cultural Navigation

The elephant in the room.

- Would this replace me?

No, but coaches utilising advanced technology will have better chance of success for those without.

- Who owns the data?

You, your athletes and your organisation.

- Where is the limit of OK?

There are no policies yet, but those are coming and we are happy to be part of the teams building them.

Future coach role overview and emerging skills adaptation

Legacy Coaching approach

Current Coach role

The Coaching GAP

Long-term Coaching Development Strategy

Implementation

Stable future of coaching in sports

Future Coach role

How do we get there as coaches?

- Strong coaching community.
- Updated Coaches education.
- All AI tools available to all coaches.



Interested?

Be among the first to shape a historic turning point in sports.



Register your interest for our upcoming:

- Coaching community.
- Coach education.
- AI tools available.