

TRI NEW NOW: EPISODE 1 VIDEO TRANSCRIPT

The goal for 2019 is qualify for Tokyo. Simple as that.

The Olympic Games is once every four years and sometimes it's only once in a career. Even making the team's going to be a challenge.

It's really hard to put into words. It's something deep inside that means so much to me.

We set ourselves goals that link to our passions and our dreams and we chase those to the best ability that we can.

Everyone's dream is to get to the Olympic Games. For me it's about stepping up to those top-end races.

Every session does count, every race does count. It's all or nothing on training.

It's a very special day for us, the launch of the Accenture Performance Academy. And also our exclusive and first release of the Athlete Genome.

The Athlete Genome is a cloud-based software solution that brings together performance and cognitive data, applies some technology magic through machine learning and artificial intelligence, and learns how your cognitive state impacts your performance over time.

The selection criteria for Britain is basically 'try and go there and win a medal'. The biggest barriers are probably overtraining and injury. We train up to 30 hours a week and they can be quite stressful on the body. If you mismanage that in any way, then you could get tipped over the edge.

As a lead partner to British Triathlon, we believe this solution has the potential to deliver the most prepared athletes to the start line.

The way the Genome works is when an athlete reflects on their performance, they will describe how they felt about it, what they were happy with; what they weren't happy with. What the Genome will do is listen to that athlete and assign levels of sentiment to their voice. It will then prescribe a dominant sentiment, intersect that with performance data and build-up clusters to identify where performance sessions and reflections have common characteristics.

I was thinking of a couple of times, how you feel when you're training. Sometimes you override that signal that comes into your head and just keep training until you get a cold or until you get a niggle.

I was thinking back to last year. I knew something wasn't right because for a steady run my heart rate was ten, fifteen beats higher than normal. That was the only sign I really had.

Last year, it could have been a really useful tool for me. My girlfriend, she's got Crohn's disease and she had quite a tough time of it. My focus was on making sure she was ok and the emotional stress led to disappointing results.

It's hyper-personalised. By allowing athletes and coaches to understand their state of mind and their performance in the run-up to key events or during key training blocks, we allow them to make more informed decisions about their training in the future.

I am a worrier, I don't often realise when I'm



stressed. I notice that it affects my sleep and it affects everything else. That all rolls down to affecting performance. Taking it under control slightly earlier would be really important for me.

We absolutely think this is going to be groundbreaking for both athlete and coach.

If I were to go into a normal training day and have this perception of how I'm feeling whereas in reality it's something different and the Athlete Genome helps identify that, then I think that's going to get more out of your training and you'll be able to see that in the results as well.

I'm really excited for how the Athlete Genome could help unlock performances. If it's going to give us a two percent gain in Tokyo, then I'm all for it.

We've got some really exciting races: we've got Leeds, we've got Nottingham. I'm really excited about the season ahead.

Could it be used beyond athletics? I'm sure it could. Of course, it could.

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