



# VIDEO TRANSCRIPT

## INTRO

**ANT**

00:00 This is what we live for. I absolutely love days like this.

**SOPHIE**

00:05 I love watching it, I love doing it, I love the whole thing about it.

**BEN**

00:08 It is a mental battle as well as a physical battle.

**ANT**

00:11 It's all about trying to get into that race mindset.

**SOPHIE**

00:12 As long as you're prepared, you've kind of won half the battle.

ACCENTURE WORLD TRIATHLON MIXED

RELAY

NOTTINGHAM, 2019

**BEN**

00:23 It's crazy to think that the Olympics is just over twelve months away. If I made it to Tokyo it would mean the world to me.

**SOPHIE**

00:30 You mention the word "Olympics" and every athlete is like: "that is the dream, that is the goal".

**BEN**

00:34 Triathlon is an innovative sport. The mixed relay is definitely the way forward

**SOPHIE**

00:39 Boundaries are trying to be pushed all the time. We're in the process of doing that as well.

**CHARLIE:**

00:43 The Athlete Genome is basically a tool that athletes can use to share their reflections after a training session. Using machine learning and AI, the tool analyses sentiments and assigns a dominant cognitive state. And that is then mapped against performance data to generate insights for coaches and athletes.

**CHARLIE:**

01:03 We have some of the deepest capabilities in AI and machine learning.

**ANT**

01:07 Using the Accenture Athlete Genome has been a real eye-opener for me. If today goes well, I can look back at my training this week. How was I training two days ago, and how has that affected my result today?

**ALVARO**

01:18 Endurances races and endurance training is more about your mind than about your body.

**ANT**

01:23 I barely think we're touching five or ten percent of what its potential is. Once we can start forward-planning, and start putting that into practice, that's when it starts to become an invaluable tool.



LOUGHBOROUGH  
ONE WEEK BEFORE RACE DAY

**IAN**

01:37 British Triathlon, as a governing body, are always looking forward to new bits of innovation and where we can adopt them to have a performance impact, then that's something we ought to try and do.

**BEN**

01:48 Good communication is crucial in my coach/athlete relationship.

**IAN**

01:52 I think one of the real positive aspects of this project, and using the Genome app, is the benefit it can have to the coaching conversation.

**SOPHIE**

02:00 We do spend a lot of time thinking about the points where we're going harder and the points where we're backing off and recovering.

**IAN**

02:05 Triathlon as a sport is heavily rich in data. Often the bit that doesn't necessarily always get measured is the human element of it. And that's where something like the Athlete Genome and the ability to have the sentiment analysed is another level of detail of feedback that they don't often get in the first place.

**BEN**

02:17 I'm really excited to see where the development goes in the next few weeks, months, years, can lead to with it.

RACE DAY

*[natural sound]*  
"...Great Britain!"

**SOPHIE**

02:30 When you're in that zone, it is a bit like tunnel vision, really, stood on that start line and all you're thinking about is the first two minutes.

*[natural sound]*  
"On your marks..."

**BEN**

01:03 the smallest of errors can make a really big, big differences in the result at the end of the day.

**SOPHIE**

02:43 It's always about positive decisions and moving forward.

**BEN**

02:47 Keep on pushing, keep on hurting.

[FINISH LINE]

**SOPHIE**

02:51 To come here and win as Team GB is obviously amazing, but to come here and win with friends as well that makes it almost that bit more special

**BEN**

02:57 The future is bright and we're just going to try to keep on delivering performances like this.

**SOPHIE**

03:04 That winning feeling of us all together - yeah, it's great

04:50 End Slate - Accenture x British Triathlon

04:55 END

Copyright © 2019 Accenture  
All rights reserved.

Accenture, its logo, and High  
Performance Delivered are  
trademarks of Accenture.