



BRITISH TRIATHLON – INNOVATION

VIDEO TRANSCRIPT

ACCENTURE & BTF ATHLETE GENOME

Voice over:

Triathlon is the ultimate physical and mental test where the smallest changes to an athlete's environment can make all the difference to performance. One key factor is an athlete's cognitive state.

Currently we are limited to collecting and analysing cognitive and physical data independently. Accenture has partnered with British Triathlon to change that.

Introducing the Athlete Genome... Where insight and technology can help us combine parallel worlds for a personalised understanding.

By integrating technologies including; artificial intelligence, machine learning, the cloud, wearables, cognitive and performance data, the Athlete Genome seeks to determine the impact of cognitive state on performance.

On screen text: How do you feel the training session went?

Athlete: Really good session. Starting to feel really prepared. Looking forward to next months' race.

Coach: So, I've just taken a look at the Genome and it's suggesting that your cognitive state is one that's quite confident. I'm just thinking whether that's maybe overconfident and resulting in a bit of plateau in performance. So next week I was thinking if we put in a couple of sessions around race performance and race delivery, add a bit of pressure in there and just see how that goes?

Athlete: Let's do it!

Voice over:

An athlete's cognitive state can be shown across an extended period of time; The Athlete Genome can then cluster data into performance output and cognitive state.

The Genome allows athletes and coaches to drive further insight by integrating other vital metrics including sleep, training location and time of day.

Personalisation is key; a confident cognitive state can enhance performance for some athletes, whereas pressure is needed for others. Coaches can listen back to recordings of cognitive state data to identify patterns and insights.

For British triathletes, understanding how cognitive state impacts performance could be the difference between Silver and Gold. It's about being the best prepared on the start line at the Olympic Games. And then bringing home the gold.

For the next generation in business, the integration of cognitive with conventional data has the potential to improve performance as well as people's wellbeing. Combining cognitive state with business data could allow companies to connect with employees at a level never seen before; a personalised Genome to enhance employee satisfaction and business performance.

For businesses with clients and customers, the analysis of performance data; from sales figures, shareholder feedback and employee retention, alongside customer or client cognitive state, would allow a business to create its own Genome; making it possible to personalise services based not only on how customers behave, but how they feel.



The integration of data and cognitive wellbeing is an innovation with the potential to enhance not only individual's performance, but teams, companies and industries.

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