



Culture analytics for sport organizations

Built by Olympic sport scientists and culture experts, innerlogic helps sport organizations measure and optimize their most critical pillar.

NOMINATED FOR



TRUSTED BY

70+

Sport Organizations

And partner of the Canadian Olympic and Paralympic Teams

Founded by experts



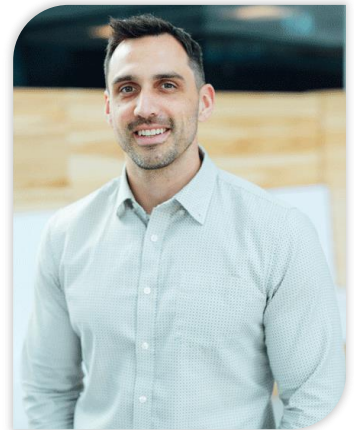
Bryce Tully, Co-founder & CEO

Prior to co-founding innerlogic, Bryce worked as a mental performance and culture consultant for the Canadian Olympic Team, attending the Tokyo Olympics and countless World Championships. As a member of COC's mental health task force, culture task force, and gold medal profiling task force, Bryce has extensive knowledge and experience helping high-performance organizations enhance their results using social-emotion measures and assessments.



Mike Bawol, Co-founder & President

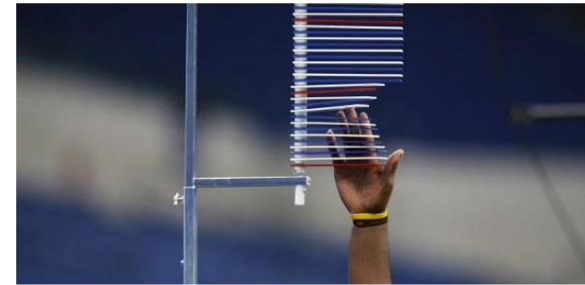
Prior to co-founding innerlogic, Mike worked as a data analyst for the Canadian Olympic Team for over a decade. Throughout his time in this role, he attended two Olympic Games where he worked with coaches and athletes on the field of play, helping them understand performance conditions and make quick decisions using real-time data analysis.



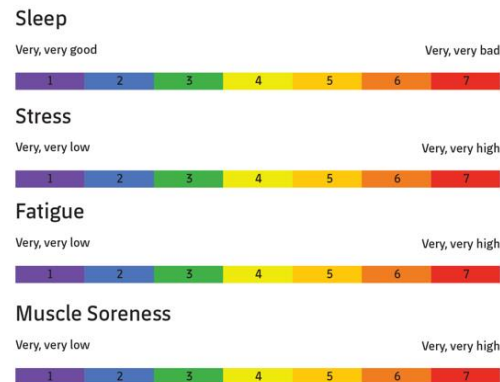
Measurement in sport

WHY WE DO IT:

- ✓ Validity
- ✓ Planning + preparation
- ✓ Motivation
- ✓ Goal setting
- ✓ Trend tracking
- ✓ Proof of progress
- ✓ Self-awareness
- ✓ Create conversation
- ✓ Competitiveness
- ✓ Fairness
- ✓ Evaluation
- ✓ Reflection



RPE Scale (Rate of Perceived Exertion)	
1	Very Light Activity (anything other than complete rest)
2-3	Light activity (feels like you can maintain for hours, easy to breath and carry on a conversation)
4-5	Moderate Activity (feel like you can exercise for long periods of time, able to talk and hold short conversations)
6-7	Vigorous Activity (on the verge of becoming uncomfortable, short of breath, can speak a sentence)
8-9	Very Hard Activity (difficult to maintain exercise intensity, hard to speak more than a single word)
10	Max Effort (feels impossible to continue, completely out of breath, unable to talk)





How can you touch the line if you don't know where or what it is? Culture is no different.

The problem:

Culture covers a critical spectrum of people & performance factors, yet we have **no measures**.

Q&A: NHL's Kim Davis on Kyle Beach, diversity, and a culture needing change



Kim Davis, the NHL's executive vice-president of social impact, growth initiatives and legislative affairs, discusses the Leafs, Play, Score initiative before an NHL hockey game between the Detroit Red Wings and Montreal Canadiens, Tuesday, Feb. 18, 2020, in Detroit. (AP Photo)

'Pawns in this toxic workplace': Current and former Mets staffers speak out

By The Athletic Staff
April 16, 2021 Updated 8:07 AM ADT



NWSL's abuse scandal reveals normalization of toxic culture in sports

WE League aims to learn from NWSL's harassment scandals



Investigation Reveals Troubling Franchise Culture, NBA Accountability Realities

By NICK VILLAMIL

Posted on December 1, 2021 in Sports

LOCKERROOM

Lawyer leading change to gymnastics' troubled culture

As the mending of the unhealthy state of gymnastics in New Zealand gets underway, lawyer Sally McKechnie wants to challenge ideas, guide changes, and ensure children understand what's right and what's wrong in their sport.

Hockey's 'broken' culture reflected in Blackhawks' treatment of Kyle Beach: experts



By Rachel Gilmore • Global News

Posted October 28, 2021 4:39 pm • Updated October 29, 2021 12:29 pm

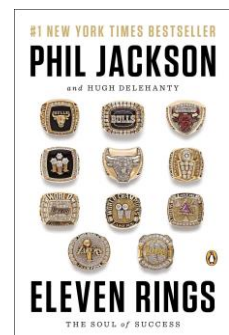
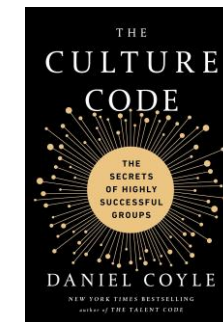
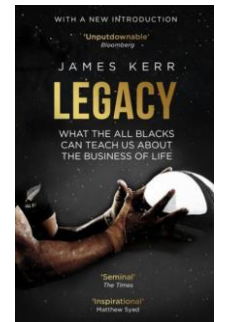
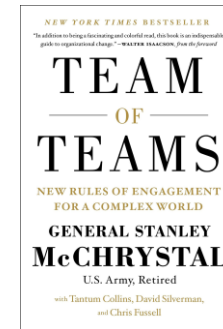
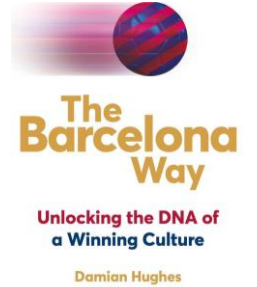
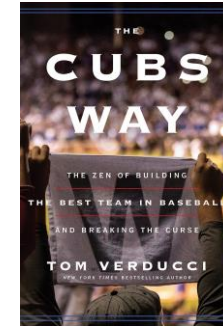


University of Guelph admits 'toxic environment' was fostered within athletics program



By Matt Carty • Global News

Posted February 22, 2020 12:22 pm

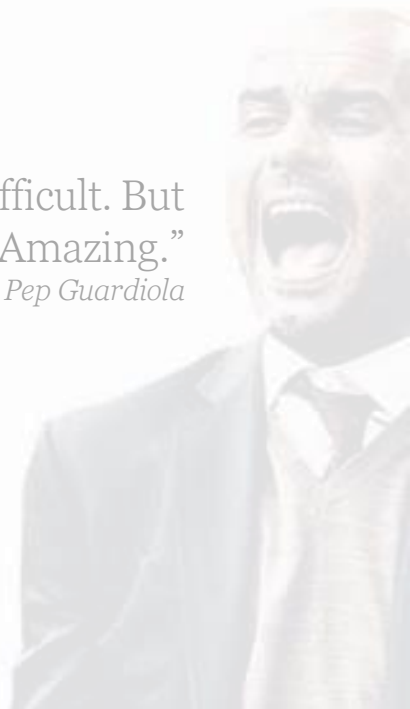


The problem cont. (what culture isn't)

Mistaking policy for culture

- Policy is procedures, culture is perceptions.
- Policy is documents, culture is actions.
- Policy is theory, culture is practice.
- Policy is plans, culture is reality.
- Policy is rules, culture is norms.

“Creating something new is difficult. But to get everyone to follow? Amazing.”
- Pep Guardiola



The solution:

An expert built assessment tool, supported by a **world-class platform**.

*Innerlogic culture audit dimensions & pillars

PEOPLE-FOCUSED PILLARS:

Audit includes 5 expert-designed assessment questions per pillar

1. Safety
2. Well-being
3. Cohesion
4. Empowerment
5. Personalization

PERFORMANCE-FOCUSED PILLARS:

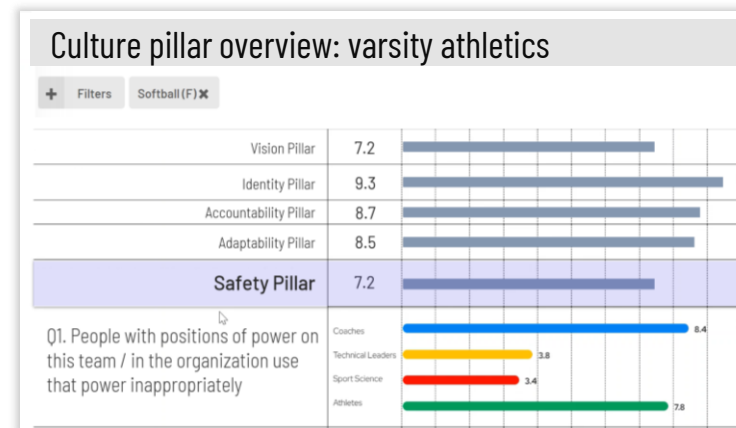
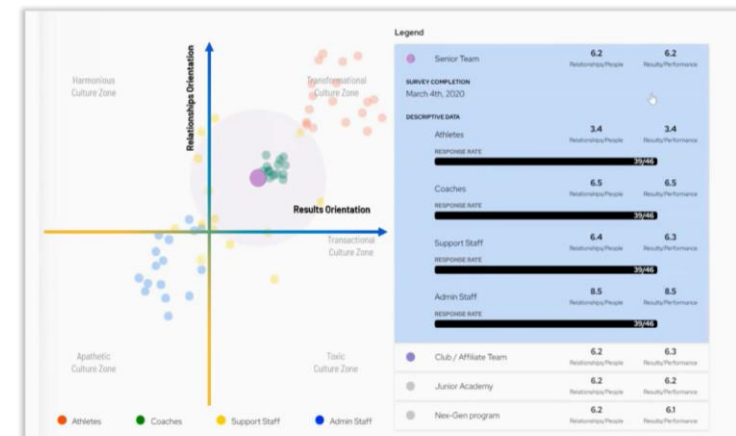
Audit includes 5 expert-designed assessment questions per pillar

1. Vision
2. Identity
3. Climate
4. Accountability
5. Adaptability

The solution cont.

An expert built assessment tool, supported by a world-class platform.

*Innerlogic images from digital culture audit report



How it works



Approximately 12 month timeline

What you get

- **Athletic Director reporting and functionality**
 - Multi-program permissions
 - Comparative analytics and breakdowns
 - Easy access to all program reports and analytics
 - Administrative permissions and settings
- **Team accounts and analytics**
 - Coach dashboards and logins
 - Custom access for additional staff
- **Consultations with culture strategists**
 - Initial data interpretations and walkthrough
 - Gap analysis support
 - Action planning session