

LEADING OUR LEADERS



# DEVELOPMENT LEADERSHIP

POWER EDGE PRO

PRESENTED BY JESSE HALE

# POWER EDGE PRO



**POWER EDGE PRO**  
H O C K E Y

**LEADING OUR LEADERS**

# PEP's Mission



*To provide the world's best hockey performance program through our patented, innovative training equipment and resources, delivering an unparalleled reactive hockey experience.*

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# EVOLUTION OF PEP



**The PEP concept is born.**  
The first equipment consisted on lumber, tires, and auditorium chairs.

1997



**PEP Incorporates.**  
Injection plastic molds are used to create custom engineered equipment.

2006



**The first PEP Prototype.**  
The original prototype used standard plastics with limited durability.

2011



**USA Hockey Partnership.**  
PEP partners with the USA National U-17 and U-18 programs.

2012

**PEP's 1<sup>st</sup> Patent.**  
PEP awarded US patent 8 357 06.

2013



**PEP business growth begins**

- PEP launches Pro Pak and Academy program
- PEP partners with WHL's Brandon Wheat Kings and Regina Pats
- Granted 1<sup>st</sup> Canadian patent 8,905,868

2014

**PEP takes shape.**

- PEP launches UMT app
- Signs long time student Connor McDavid to endorsement contract
- Granted 2<sup>nd</sup> US patent 13,335,840



2015

**Validation Continues.**

- PEP begins training numerous NHL players, including Tavares, Duchene, and Spezza.
- PEP's licensed instructor network grows to over 60 Level 2 instructors.

2016



**NHL partnerships begin.**  
PEP partners with the Vancouver Canucks, Nashville Predators, and Detroit Red Wings as official skill development partners

2017

**Youth Association Partnerships Begin.**

PEP launches its youth hockey association partnership, allowing minor hockey associations to use the PEP system directly in practices throughout the season.

2017



**PEP's 1<sup>st</sup> Official Pro Camp.**  
PEP hosts its first official pro camp in Toronto. The 24 attendees include McDavid, Larkin, Hall, Ekblad, and many other NHL players and rising stars.

2017

**Refocused business model.**

PEP will continue to focus on its direct sales via Youth Associations, while garnering major strategic partnerships and refining significant technology breakthroughs poised to further disrupt the hockey industry.

2018+

# PEP TODAY



- PEP now works with some of the game's most elite players, including:

- Connor McDavid
- John Tavares
- Matt Duchene
- Taylor Hall, and many more



- PEP is also the skill development partner of the Detroit Red Wings, Nashville Predators, Vancouver Canucks, and Minnesota Wild.



- Despite this, PEP remains most effective when used during the pivotal skill development window (ages 8-14) thus PEP is proud to remain, fundamentally, a grassroots hockey organization

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# WHAT DO THE PROS SAY?



*“Power Edge Pro is something I truly believe in... It’s truly the best trainer out there.”*

-Connor McDavid

Art Ross Trophy (2), Hart Trophy, and Ted Lindsay Award (2) winner



Connor McDavid and PEP Founder Joe Quinn at the 2017 PEP Pro Camp

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# WHY PEP?



## *Make practice effective and fun!*

- Massive learning from highly engaging practice environments
- 5x the repetitions in the same amount of time\*
- Not just any reps, Reactive Countering reps
- If you don't train in high traffic areas, don't expect to be effective in high traffic areas

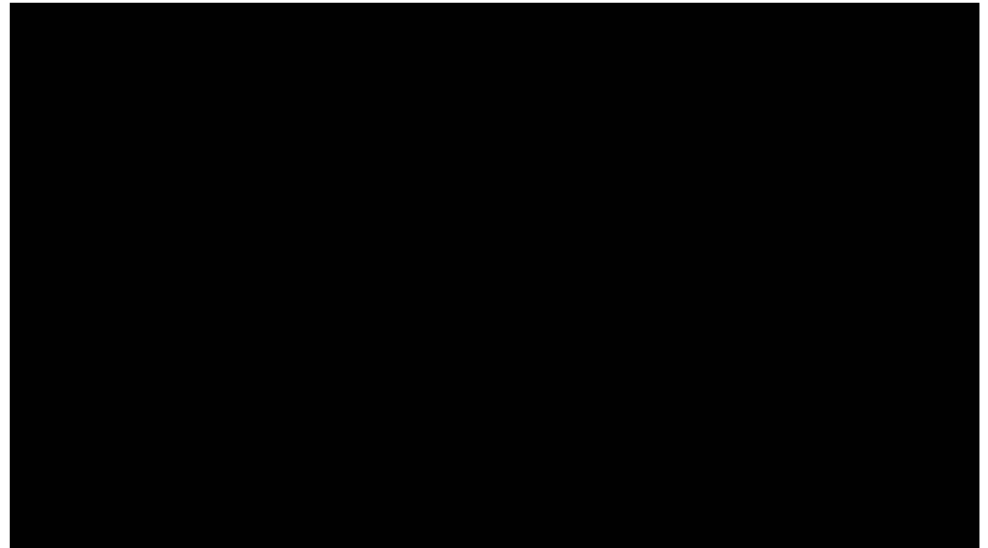


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# PEP AND THE MODERN GAME



- Hockey TRAINING Environment should put DEMANDS on the player.. that require Reactions of the HANDS and FEET and MIND simultaneously.
- Taking away space , adding more speed and levels of difficulty.. and layers of progressions are going create ELITE SKILL SETS. And ELITE MOTOR SKILLS! This FIRES all the MUSCLE GROUPS unlike ISOLATED TRAINING
- But the Right kind of SPEED is key for todays game. It is about having the SKILLS to execute plays at FULL SPEED in Small Spaces. Being able to React and Counter with skills in a split second is todays game.



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# WHY PEP?



## Increase zone time for your team

- PEP will increase the reactive countering skills necessary to give your players individual skills for more offensive zone time
- Exit defensive zone faster, enter offensive zone more effectively, stay there longer
- Develop Higher Response Time, Faster Decision Time and Quicker Movement Speed through the High Speed , High Traffic Circuits



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# WHY PEP?



## *Develop as coaches*

- Increase our ability as coaches to diversify our own skills; by improving as coaches, we are better able to improve our players' skillsets
- The ability to teach skill development is not acquired through drill books and systems manuals, repetition is the only way
- Selectively develop your coaching tool kit for areas you think your team needs work



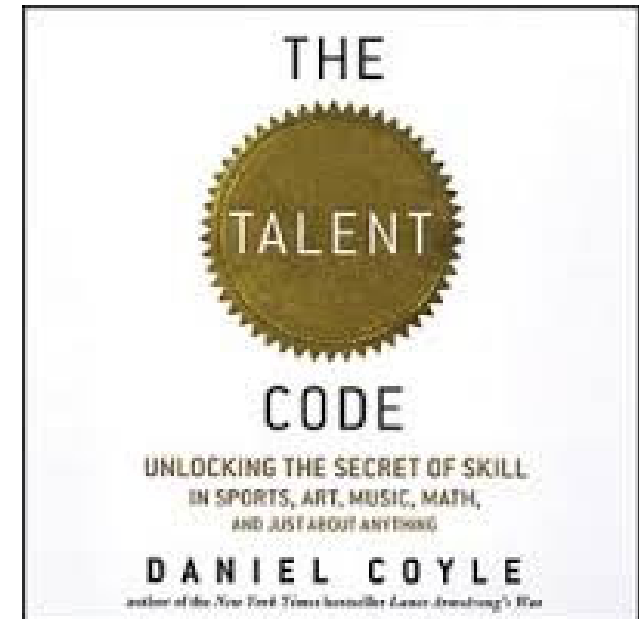
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# SKILL ACQUISITION



This book describes scientific research on a involving a neural insulator called myelin

Neurologists describe myelin as the “holy grail of skill acquisition”



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# PEP SCIENCE



- Every human skill is created by chains of nerve fibers carrying a tiny electrical impulse
  - Signal travelling through a circuit

Myelin's role is to wrap those nerve fibers the same way that rubber insulation wraps a copper wire, making a signal stronger and faster by preventing the electrical impulses from leaking out.

# PEP SCIENCE



- When we fire our circuits correctly (perform a pass, crossover, shot, etc) our myelin responds by wrapping layers of insulation around the neural circuit, each new layer adding a bit more skill and speed.
- The thicker the myelin gets, the better it insulates, and the faster and more accurate our movements and thoughts become

# MYELIN



Why is it important?

- It is universal, everyone can grow it
- It grows most swiftly during childhood
- The teen years are the brain's key development period for information processing development
- This is the process for developing mental and physical skills
- Muscle Memory (Myelination)

# CHUNKING



## Chunking:

Skill Acquisition consists of identifying important elements and grouping them into larger units. By grouping each piece into a large whole, you can improve the amount of information you can obtain.

- Chess Player study
- Baseball

# HOW DO WE USE THIS INFO?



The more we generate “impulses” where we have to encounter and over come struggle, the more we develop. The more we develop, the faster this process happens.

Take away: target the struggle



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# DEEP PRACTICE



- Deep practice is built on this ideology: struggling in certain targeted ways and operating at the edge of one's abilities where mistakes will be made makes you smarter.
- Why is targeted/mistake focus practice so effective?
- Because the best way to build a good "circuit" is to fire it, make mistakes, correct errors, fire it again, over and over.

Basically, struggle is not an option, it is a biological requirement.



# EXTREME MULTI TASKING



- Insure the feet stay moving at all times
- If the feet remain moving at high speeds while having to react under pressure, this is where the biggest gains are made



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# EXTREME MULTI TASKING



- Activating multiple muscle/responses through “Reactive Countering” at early ages provides a critical performance advantage for players.
- Overloading of the motor skills is where major gains are made
- With these types of challenging circuits, players are bound to lose the puck, which then creates a reactive setting known as “Puck Recovery”. Puck Recovery training is a by-product of multi-tasking skills in challenging reactionary environments
- Players training for the 1st few times won’t be able to execute multiple actions-skills at once, but will progress.
- Through Progressions.... Player’s times become faster, Execution becomes smoother and the ability to adapt to overloading of the motor skills, allows players to manage more skills at once.
- Elite players in the game are all efficient at multi-tasking.



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# TEACHING PEP



## Body position and puck placement

- MAJOR Point of training.. Activates the Upper body to Turn, to Load the INSIDE UNDERCUT.. for Power .. McDavid's MAIN SOURCE OF POWER... When he runs his ROUTES back in the ZONE, his power comes from the "UNDERCUT"
- Find Open Lanes for Puck movement more effectively.. Pushes the Player to move the FEET in SYNC. Overloading the shoulders, hands and undercut power
- Creating the PUCK PLACEMENT is key . In taking defenders out of position. Once the puck moves past the defenders stick they are in a vulnerable position.



Puck Placement is key to gain positioning

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# TEACHING PEP



## Baiting the opponent

- It is not enough to simply go through the PEP Gear
- Constant baiting of the PEP Gear, simulating the opponent, while keeping the feet moving is where gains are made ( Power Move and Stickhandling in Traffic)
- Equal forehand and backhand usage is critical to developing a balanced skillset

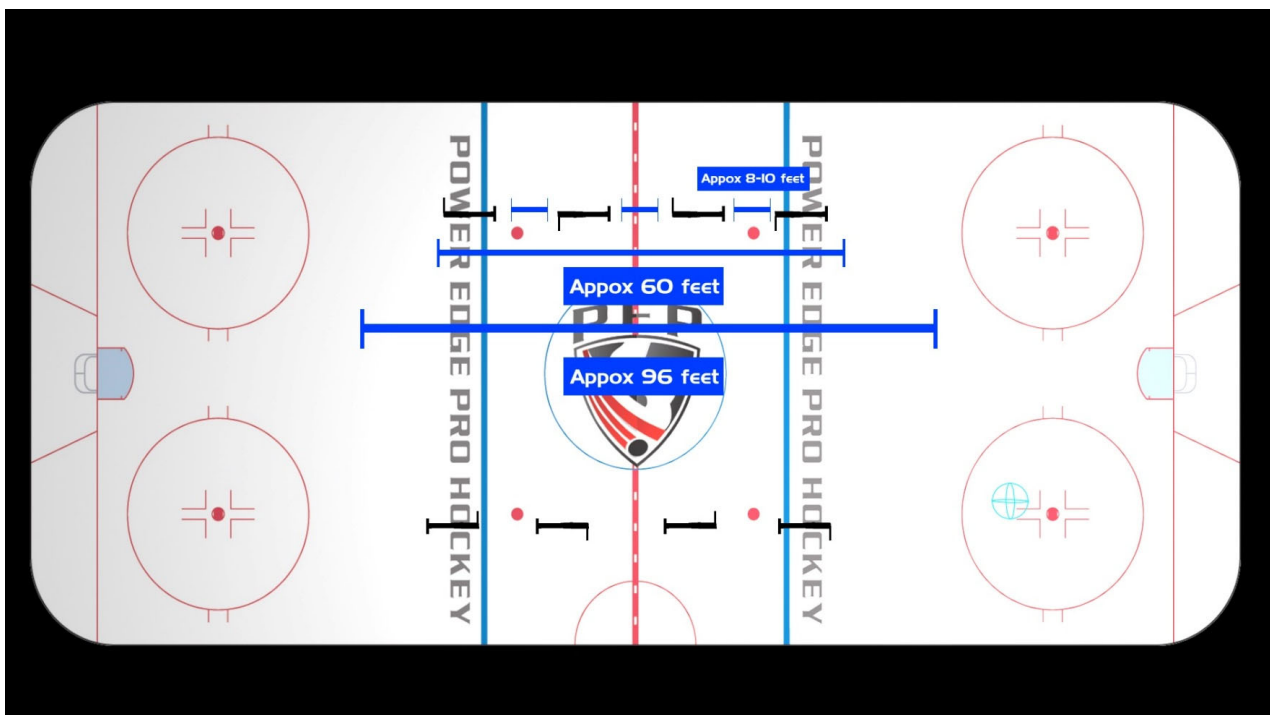


# REACTIVE LINEAR CROSSOVERS



- The top 25 NHL players crossover once every 4 strides, compared to once every 12-14 strides for the average third or fourth line NHLer ('Crossovers Set Crosby and McDavid Apart' - TSN article by Frank Seravalli).
- On-the-rush circuit is set up from the circle dot (inside the zone), down the ice to the top of the circle (in the other zone, Approx. 96-100 feet).
- What is it that enables Connor to accelerate on the rush, accelerate out of the corners and the straight-a-ways, weaving in and out of high traffic without losing forward momentum?
- Traditionally, isolated crossover drills offer zero resistance and require no multi-tasking skills. The PEP Reactive Linear Crossover Circuit develops GREATER PERFORMANCE and elite puck placement skills.

# REACTIVE LINEAR CROSSOVERS



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# TEACHING PEP



## *Quick feet between the PEP Gear*

- Do not let players become lazy or complacent between the PEP Gear
- The faster a player attacks the PEP unit, the more challenging it becomes
- This is where Reactive Countering becomes vital to development
- Faster transitions also allow for improved conditioning during PEP training



# TEACHING PEP



## Once the foundation is built, progression begins

- Progression is key; start with the basics and advance from there once players are illustrating consistent understanding and execution of critical skills
- Options to increase intensity and challenge:
  - Add passing when possible
  - Add Pressure
  - Tighten Space between the PEP Gear; this increases reaction time forcing greater countering skills
  - Add more speed; when players are ready, back them up at the start to gain initial speed



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# KEYS TO REACTIVE COUNTERING



## 1) Baiting the Opponent ( False Information)

- Power Move, Stickhandling in Traffic, most circuits.
- Creating the advantage-baiting the opponent to move the stick to lanes or body reacting to opponents ACTIONS.

## 2) Shoulder Rotation/Loading the EDGES/UNDERCUT

- Key in “Creating Quicker separation” Proper teaching sequence is the upper body before the lower body/feet.
- The upper body must be activated to LOAD the edges.
- These REPS are KEY to keeping “Forward Momentum” and NOT having to “RECREATE NEW ENERGY” DEVELOPING MORE EFFICIENT SKATERS

## 3) Puck Placement ( Offensive & Defensive)

- “INSIDE OFFENSE” Defenders “Stick on Puck” CREATES HUGE OPPORTUNITIES”
- How do you GAIN the ZONE more often? Avoiding the “Turn Over & Broken Play?”
- How do you develop SOFT Puck Placement Touches
- Attacking on the Rush or in the Zone, building REPS of moving Pucks on 45 angles is KEY to the Inside offensive game.

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# KEYS TO REACTIVE COUNTERING



## Examples:

- Cycle up the Wall with pressure from Defender CREATES Opportunities. Inside game offense or Cut backs on aggressive Defenders ( Defensive Puck Placement)
- Attacking on the rush like Connor -putting Defenders in a vulnerable position with False info, Puck placement and moving the feet at the same time to GAIN Body Positioning.
- Attacking along the wall with False info to the middle , chipping to the wall to retrieve
- (Most don't develop the skill and Feel of 6 foot chips)

## 4) Power Move

- Executing upper body to GAIN BODY POSITIONING
- 10 & 2 stick positioning to create Advantage, Quicker Separation/Recovery
- Activate FEET Moving while executing. Most can't execute both movements (most are in Glide position).

## 5) Reactive Countering

- Evasive Skating with puck movement simultaneously - "McDavid Down Low."
- Reactive Linear - Puck movement -"Crosby on the Fly."
- Keeping Forward Momentum without RE-CREATING NEW ENERGY
- (Outside Shoulder Rotation) - Key for Reactive Linear Crossover as well

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# KEYS TO REACTIVE COUNTERING



## 6) Reactive Linear Crossovers:

- Connor gets down the ice in as little as 7 seconds from his zone to the offensive zone. Sometimes there are NO STRIDES. All 100% Reactive Linear Crossovers...Reactive to opponents actions.
- Players with a HIGH STRIDE-LOW CROSSOVER RATIO...are easy to defend against...
- Players like Connor have a LOW stride to CROSSOVER RATIO - NHL BEST

## Why are players with Reactive Countering skill sets so hard to DEFEND AGAINST?

- Developed More Powerful Linear Crossover Speed to Attack the Zone
- Developed Elite Deception/False Information Skills
- Developed Elite REACT and COUNTER Skills for Small Area Dominance
- Developed Elite Soft Puck Placement Skills to put Defenders in Vulnerable positions
- Developed Motor Skill Development to MULTI-TASK MULTIPLE SKILLS AT ONCE

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# PEP IN ACTION

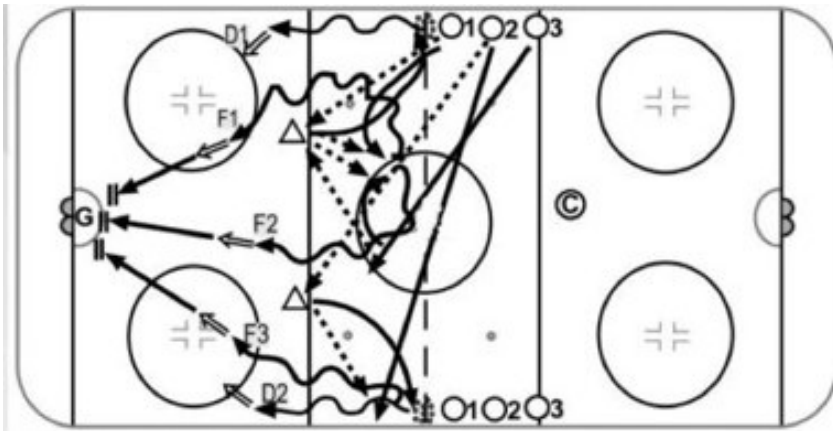


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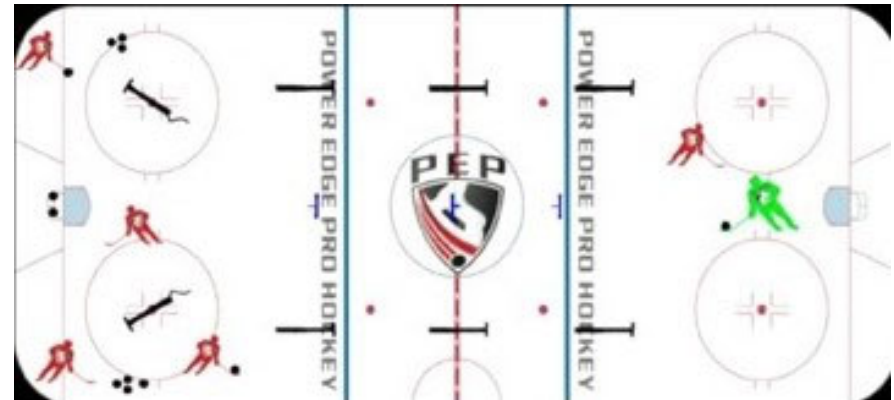
# SAY NO TO FLOW



*If you can coach traditional practice drills, you can instruct with PEP*



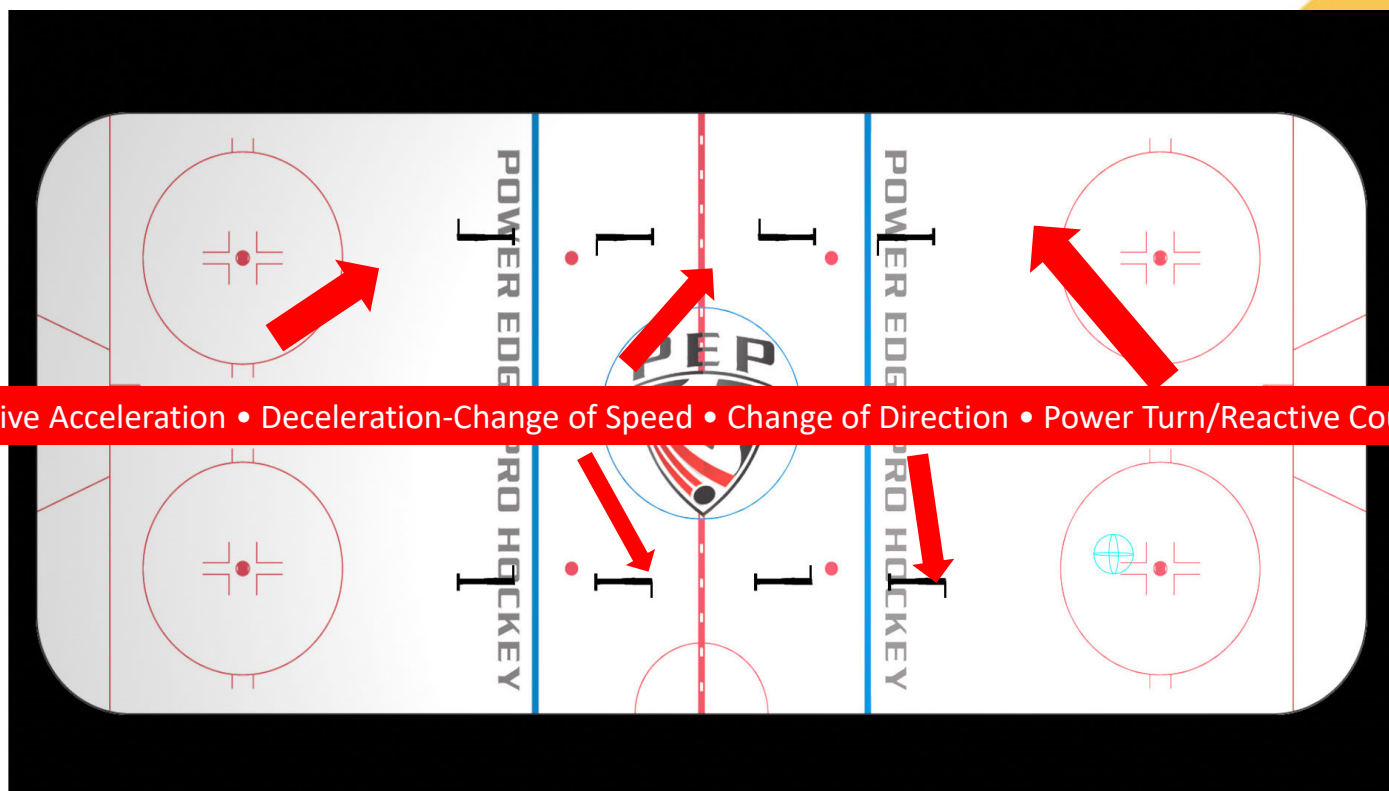
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*PEP routes can be more effective and tasking than traditional practice flow drills. Even the simplest set ups can task the player greatly and improve a wide variety of skills. Do not need a variety of passes, shots routes to achieve development.*

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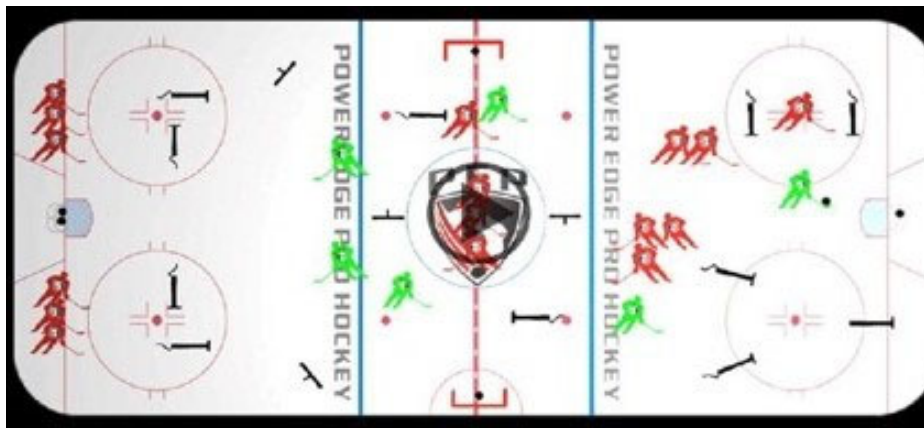
# PEP FULL ICE TRAINING



• Explosive Acceleration • Deceleration-Change of Speed • Change of Direction • Power Turn/Reactive Countering

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# PEP 6 ZONE TRAINING



*At all skill levels station work is encouraged to develop the necessary small area skills. This allows for developing higher response time, fast decision making, quicker movements through high speed and high traffic circuits. The 6 zone circuits also integrate position specific training.*

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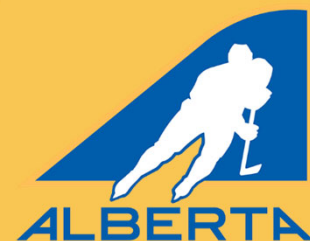
# GAME TACTICS USING PEP



*Once the players have a foundation and base creative coaching can tie Reactive Countering PEP drills with Team and Game Tactics.*

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# TIPS FOR SUCESSFUL PEP COACHING



- 1. Assume nothing, understand your group and staff**
- 2. Be prepared, on time, early to set up**
- 3. Proper Introduction, Ground rules, Progress**
- 4. Positive feedback, one on one feedback, TEACH**
- 5. 2 Pattern Demo – 5 – 10 min per drill**
- 6. Key Teaching points. Slow, Controlled Demo**
- 7. Manage Lines, should never be standing around**
- 8. Insure Progression, Encourage Creativity, Break habits.**

# BECOME A PEP ASSOCIATION



## ASSOCIATION PARTNERSHIP PLANS

**SMALL ASSOCIATION**

**\$9795.00**

< 250 PLAYERS  
PRICE INCLUDES  
1 SET OF GEAR  
\*AS LOW AS \$39.18/PLAYER

ASK ABOUT 2 YR PRICE PLAN  
\$8795.00 /\$9795.00

**MEDIUM ASSOCIATION**

**\$11795.00**

250-500 PLAYERS  
PRICE INCLUDES  
2 SETS OF PEP GEAR  
\*\*AS LOW AS \$25.59/PLAYER

ASK ABOUT 2 YR PRICE PLAN  
\$10795.00 /\$9795.00

**LARGE ASSOCIATION**


**\$13795.00**

500-1000 PLAYERS  
PRICE INCLUDES  
3 SETS OF PEP GEAR  
\*\*AS LOW AS \$14.97/PLAYER

ASK ABOUT 2 YR PRICE PLAN  
\$12795.00 /\$11795.00

ARE YOU A REALLY BIG ASSOCIATION?

NEED MORE INFORMATION?



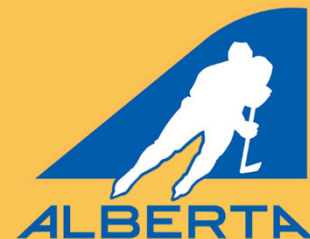
CONTACT US FOR ALL PRICING OPTIONS  
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CONTACT US



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# QUESTIONS



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