

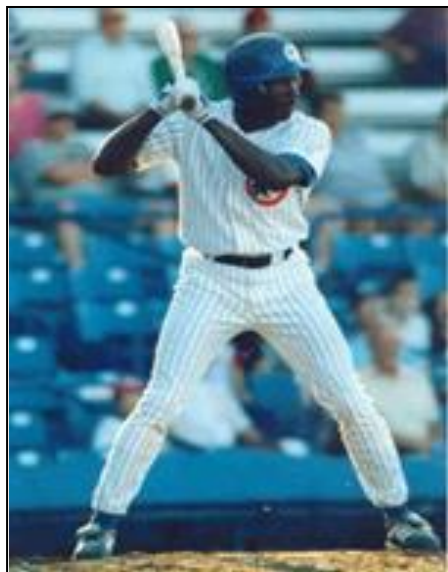
Dartfish Internship Benefits SUNY Cortland Senior and Diamond Directors Player Development



SUNY Cortland senior, Matt Martone, teamed up with former professional baseball player in the Chicago Cubs organization, CJ Stewart, the founder and CEO of Diamond Directors Player Development, using Dartfish Technology in 2013 Summer Internship.

"Dartfish allows for a more in depth analysis of a client, allowing CJ to give the best feedback and coaching possible." Dartfish Intern Matt Martone

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C.J. Stewart has built a reputation as one of the leading professional hitting instructors in the country. He is a former professional baseball player in the Chicago Cubs organization and has also served as an area scout for the Cincinnati Reds. As founder and CEO of Diamond Directors Player Development in Atlanta, GA, CJ has over 12 years of player development experience, building an impressive list of clients, including some of the top young prospects in baseball today. With a proven track record of helping players reach their goals, CJ works with clients who desire to take their game to the next level, because as CJ puts it, *“Your next level is within reach!”*

How did you use Dartfish and how did it benefit Diamond Directors?

According to Dartfish Intern, Matt Martone, “At Diamond Directors, Dartfish software primarily provides clients with immediate feedback on their swing. Like most athletic movement, repeating a technique over and over will eventually lead to muscle memory. The goal of integrating the Dartfish software into hitting lab sessions, is to prevent the repetition of poor mechanics and instead, reinforce proper technique to eventually produce a consistent, successful swing.

Again, the primary use of Dartfish at Diamond Directors is to provide immediate feedback and reinforcement of proper technique to each client. It also allows the overlay of videos on top of each other using the Dartfish patented feature, Simulcam. This gives athletes a way to see the progression of their swing from one training session to the next. Over time, the development of a chronological library, housed on Dartfish TV, records their swing progression from their first session to the final product.



There are multiple benefits with using Dartfish with Diamond Director’s unique 3K Swing Club. **As clients work within the program, they are continually recorded, analyzed, and given immediate feedback using Dartfish and when appropriate, reinforced for applying well executed technique.** Having the ability to go back and review a client’s video after the fact, allows an instructor or coach to really focus on the small details, because there is too much to note, within the coaching moment.”

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Which parts of Dartfish technology did you use the most and how often?



“We implemented **In the Action**, **Mediabooks** and a **customized Tagging Panel** to aid us, when working with clients in the hitting lab,” explained Martone. “We also used **Simulcam** and **side-by-side analysis**. The **In the Action** feature was really fantastic, when working with clients in the hitting cage. CJ could record and play footage throughout the session. He then used this video to give feedback and reinforcement to his clients. The **Mediabook** feature allowed me to break down the swing into its basic steps for CJ and his clients. I was able to breakdown the swing into multiple key positions and put in notes for CJ to review. Once I got the edited video back to CJ, he had everything he needed to create a training regimen based on the client’s needs. I also worked on integrating the

Simulcam feature into CJ’s programs. I believe it gave tremendous benefit to both him and his clients to view video before and after training to see where progress had been made. This also can be used to compare the swings of different clients or to compare practice and game technique.

We used Dartfish for every 1-on-1 client session. For every 1-on-1 session, CJ had the computer and camera set up in the cage. He started with hitting some balls off the tee for a warm up; this allowed the hitter to focus on the mechanics of the swing without worrying about timing a pitch. After about 20 pitches, he had them watch the video using **In the Action** getting their impression of their performance before continuing the hitting lesson with drills or a short distance soft toss. This allowed him to get a sense of their swing, while they focused on the tempo of their movements. Once again, he paused after a few pitches, to review the film together, and so that he could give feedback, before continuing.

The goal was to use Dartfish to provide immediate feedback. If CJ saw something he didn’t like, he paused to see if the athlete caught his mistake. If he didn’t, CJ pointed it out, so they could correct it, before it became permanent. By catching these bad habits early, CJ could prevent them from becoming habitual, with emphasis on reinforcing the proper technique.”

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How is Dartfish TV used by Diamond Directors?



“With Dartfish TV, CJ keeps a running catalog of each client’s performance, accurately tracking their swing progression. **CJ keeps libraries of all his clients’ videos, stored in individual private collections on his Dartfish TV channel. It serves as an online video reference library for himself and his clients.** This allows him to easily view a client’s history and watch, in detail, the progress of the swing, providing understanding of his clients’ needs, so that he can better serve them as a coach.”

What challenges did you face and how did you overcome them?

“The main challenge I faced as an intern,” stated Martone, “was figuring out what CJ wanted from me, besides my Dartfish knowledge. Like any business owner, he wanted to know how a more thorough use of Dartfish would improve his current system. Seems simple enough, but first I had to sit and ask what he knew about the software, what he thought its capabilities were, and how he wanted to incorporate Dartfish further into his business model. Once I figured out what CJ wanted, I began to introduce new tools, features, and apps to his program. He soon became very intrigued with some of the features I was presenting to him, such as the **EasyTag app**, the multitude of measuring tools, and **Simulcam**. Some of these worked their way into my daily routine, while assisting CJ with his 1-on-1 sessions. I also began experimenting, trying out new features or tools and then I presented them to CJ. Some gained his interest, while some he thought would not fit well with his current regimen.

Over time, I discovered my attitude had changed. I was no longer trying to show CJ the infinite possibilities of Dartfish. I was trying to discover ways that Dartfish would be useful to his company and fit easily into his already busy sessions. By focusing my attention on the baseball swing, I was able to eliminate features that would not be useful to CJ and direct my ideas toward developing strategies to implement the useful features and apps into his unique teaching methods.”

What tips can you share that worked well for you?

Which hardware components did you use with Dartfish?

“Since most of the work is done within the hitting cage, size is an issue. Keeping a compact system is essential to having enough room to move freely. The setup CJ used was a small table, the computer, and a camera mounted on top of the computer. It was very simple to set up and to move when necessary, which provided the opportunity to get a variety of angles if needed, without much effort.”

What about camera position?

“When filming a swing, the best view was from opposite the batter’s box. From here we could see all the steps of the swing in good detail, providing better analysis. Other views can also be used, if focusing on certain parts of the swing. In front of the batter is great, when observing the athlete’s hands, as they move through the zone. When recording our clients, we liked to get a variety of angles, so we could get an in depth look at the details of their swing. Our primary camera position was perpendicular to the batter, opposite the batter’s box. This vantage point allowed us to get the most useful footage of our clients. From here we could look at key positions like stride length, angle of the bat, the path of the hands through the hitting zone, and the follow through.”

While filming, did you use a remote?

“Yes. CJ used his phone as a remote to start and stop the camera. This allowed him to easily stop and show video without running back and forth to the computer and wasting session time.”

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What insights did you gain interning as a Certified Dartfish Technologist?



Dexter Fowler, CJ Stewart, and Jason Heyward

“Everything changed for me. Nothing went how I thought it would, but I guess that was to be expected. I believed that I could walk in and dazzle CJ with my thorough knowledge of Dartfish and he would immediately integrate my ideas into his system. However, it was very different. Because he has to focus on so many things at a time, he needs someone who can work independently of him, and at the same time, without difficulty, integrate into his system.

The major idea I learned was when working as a Dartfish

Certified Technologist, my goal should be to adapt my skills and the software features used, to provide what coaches or trainers need to improve the service that they provide. CJ would occasionally refer to me as “his coach” for Dartfish. In essence, that was exactly what I was. I was just taking my Dartfish knowledge and gradually teaching him how it worked and why it was a benefit for him to continue integrating it into his coaching methods.

If I had to take one idea from my experience with CJ, it would be to narrow my focus in application of my knowledge. I learned that trying to utilize every single feature Dartfish offers, for swing analysis, is too much and unnecessary. What I needed to do was focus on the features that could and would help me convey the right information in a simpler format. Once I was able to focus on simplifying, I became much more effective as a Dartfish Technologist.



I learned as well that Dartfish brings both motivation and results to CJ’s clients. First off, for some of his younger clients (those in high school and below) being videoed and analyzed is a very unique experience for them. No one else on their team or in their programs is benefiting from being treated like a professional baseball player, having their every move filmed, critiqued, and analyzed with extreme detail. They know this is what happens to the professionals, because it is the same thing that CJ does with his MLB clients such as Jason Heyward and Dexter Fowler, who both have had exceptional professional careers.

What could possibly motivate a young athlete more than being treated and coached like the pros?

As far as results are concerned, CJ’s clients have known success, both in the cage and on the field. With each session, the athlete’s skills improve. This is shown to them via Dartfish. They can see and track their progress and how they are indeed, making improvements. With this success comes increased confidence, which allows them to go out on the field and play their best, because they truly know that they have improved and have developed the skills to succeed.”

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“Our mission at Diamond Directors,” states CJ Stewart, “is to provide our clients with the blueprint for success. We have a proven system of development that will help you realize your max potential. We start with where you are now and provide you with the



“ CJ puts hitting into a perspective that allows me to prepare myself to achieve my goals as a Major League Baseball player.”

- Jason Heyward

“I believe that what gets measured gets improved. Matt Martone showed me efficient ways to measure my Diamond Directors clients’ improvement. Consistent improvement allows my clients to develop and reach their full potential. If my clients aren't reaching their full potential, I'm reduced from a professional coach to a facilitator. I can't maintain a quality business as a facilitator. Matt also provided ways for me to engage my clients and their parents, particularly with the iPhone Tagging System, Dartfish Easytag, because most of my clients have iPhones.” CJ Stewart

tools and resources to get where you want to be.”

<http://www.diamonddirectors.com/>

Along with Diamond Directors, Stewart has also founded [L. E. A. D.](#) “The mission of my charitable organization, [Launch, Expose, Advise, Direct,](#)” explains Stewart, “is to empower an at risk generation to lead and transform their city. L.E.A.D. is a 12 mo. youth development

organization, serving over 500 LEADers annually, in the areas of academics, athletics (baseball), civic responsibility and commerce. We use baseball as the vehicle to graduate our students from high school and college, by partnering with Atlanta Public Schools (APS). 60% of African-American males do not graduate from high school within APS. Since 2007, L.E.A.D. has graduated 100% of our high school Ambassadors (highest level of achievement in L.E.A.D.) enrolling with baseball scholarship opportunities. We celebrated our first college graduate in May 2013. Matt helped us tremendously by allowing our LEADers to visually see their development progress. Several of them are visual learners, so Dartfish is vital to our continued success.”



with all enrolling in college and 92%



Dartfish Intern, Matt Martone is a senior Exercise Science major earning a B.S. at SUNY Cortland. After becoming a Certified Dartfish Technologist, he interned in Atlanta, Georgia with CJ Stewart of Diamond Directors. After graduation, Matt will be seeking a career opportunity in the field of athletic performance.