



# BOOSTING ATHLETE RETENTION

with TritonWear

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Athlete turnover is a common problem many coaches struggle with.

Studies show that more than one-third of athletes between the ages of 10 to 17 drop out of sports annually. The rates are even higher for younger athletes - according to the National Alliance for Youth Sports, 70% of children leave organized sports by the age 13.

There are a variety of reasons athlete quit their sports. In swimming, some of these include:

- Burnout
- Lack of progress
- Injury
- Stress from high expectations
- Lost interest in swimming

Incorporating TritonWear into training helps address each of these issues, reducing athlete turnover and boosting retention.



# Preventing Burnout

## **THE PROBLEM: Athlete burnout, specifically, physical and mental fatigue**

Swimming is a physically and mentally demanding sport. Swimmers spend around 10 to 20 hours a week in the water, doing mostly repetitive movements. Aside from pool sessions, they have drylands and gym workouts. During peak competition season, they have meets as often as every weekend.

This can leave swimmers feeling exhausted, which if left unattended, often causes them to drop out of the sport.



## **HOW TRITONWEAR HELPS**

TritonWear facilitates more 1 on 1 time between coaches and swimmers. Coaches can provide more personalized feedback and pay attention to the specific needs of individual athletes so training can be modified to keep athletes from over fatiguing.

Good communication also helps athletes build trust in their coaches and promotes a positive coach-athlete relationship. This is an essential element to an athlete's success, but more so to those who are experiencing the onset of burnout.

Feeling a sense of accomplishment is also crucial to keep athletes from burning out. With TritonWear, athletes can set and track performance goals for themselves, and have daily or weekly training targets.

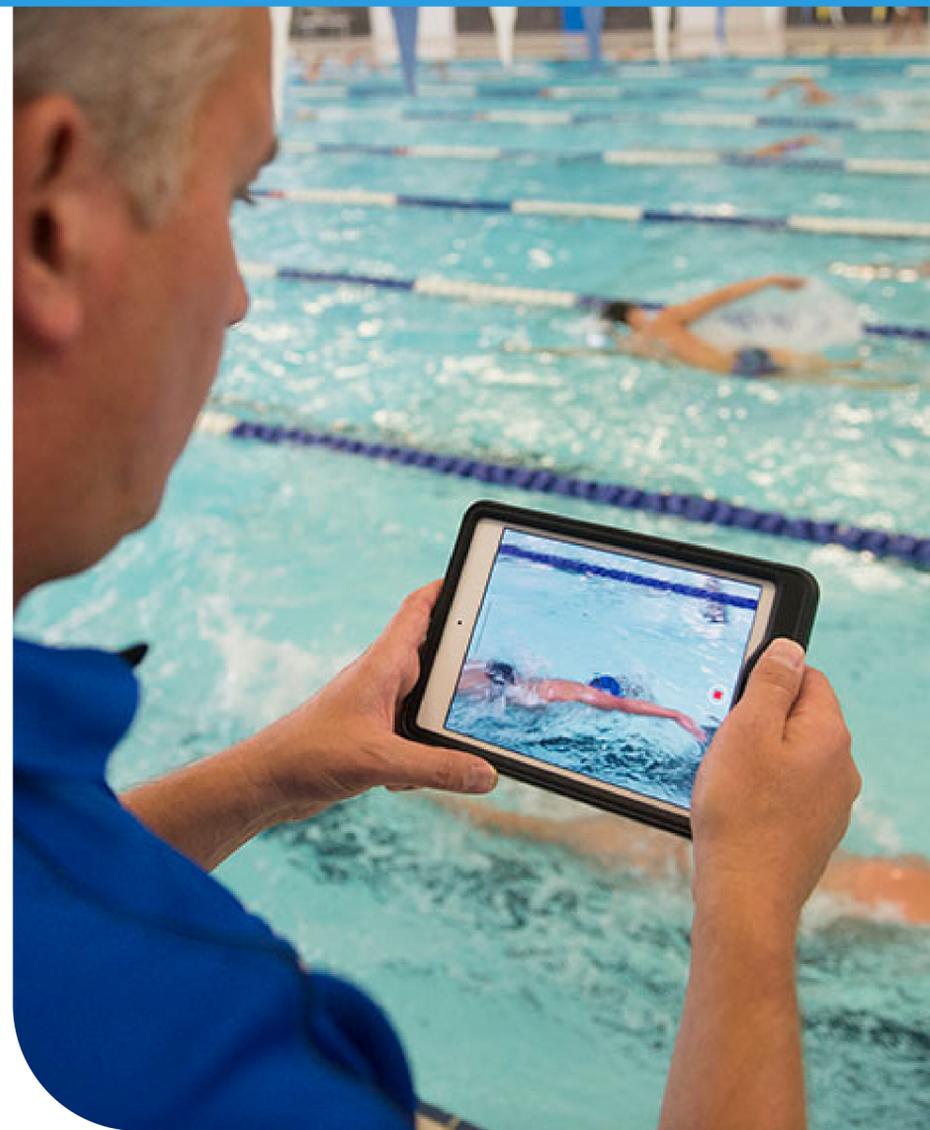
When athletes are able to see even small amounts of progress in specific metrics, they can celebrate the little wins. This keeps them motivated to train, reminding them that they are doing something worthwhile.

# Breaking Plateaus

## THE PROBLEM: Lack of improvements

Plateaus happen. Progress slows down, sometimes stopping completely, even when athletes continue to put in the effort at every practice.

This becomes a great source of frustration and feelings of failure. If it goes on for too long, swimmers eventually quit. They become demotivated to train and decide their time will be better spent participating in other activities.



## HOW TRITONWEAR HELPS

Breaking plateaus is rarely about training harder. More often, it is about training smarter.

Maybe there were hidden problems in an athlete's performance, or they need to focus on developing a certain metric.

Tracking metrics and analyzing trends in data reveals different areas swimmers can improve on. These areas of improvement may not have been noticeable otherwise.

Coaches and athletes can work together and share insights based on the data, to find ways to break out of the plateau. With more personalized training, workouts can be tailored to fit the unique needs of an athlete.

Access to recorded data also helps craft effective race strategies for individual athletes, so that training efforts can translate to great results come race day.

# Mitigating Injury

## THE PROBLEM: Injury from overtraining

Studies show that 67% of elite athletes are injured annually and most athletes train with a 20-30% risk of injury. Common injuries in swimmers occur on the neck, shoulders, back, and knees.

The worst injuries make it difficult for swimmers to return to the pool, even if they wanted to. They need time off to properly heal and recover, but even minor injuries can be a major setback. And sometimes, these setbacks become large barriers, preventing athletes from fully recommitting to swimming.



## HOW TRITONWEAR HELPS

TritonWear's Readiness tracks changes in training load over time. This ensures athletes stay within the optimal range of output, so they're not at risk of under or overtraining.

Training load recommendations are provided so athletes can continue training safely in future workouts.

Coaches and athletes are also notified anytime the training load exceed either of the bounds.

Both under training and over training increases the risk of athlete injury, but if athletes stay within the "sweet spot", their likelihood of injury is kept below 5%.

# Handling Pressure

## THE PROBLEM: Stress from high expectations

There are instances where athletes who are at their peak suddenly decide to quit swimming, leaving coaches, parents, and teammates confused as to what happened.

Swimmers who start winning championship titles and breaking records are suddenly overcome with high expectations from parents, coaches, peers, and their own selves.

The stakes get high, and the pressure to win becomes constantly present. This leads to excessive levels of stress and feelings of entrapment, which, if not handled properly, will then cause the athlete to abandon the sport.

## HOW TRITONWEAR HELPS

Data helps athletes, parents, and coaches manage expectations. It reminds everyone to focus on the process, not just the results.

And, when athletes learn to set personal targets and track their own progress, they are able to stay grounded in what they need to do, to achieve the goals they set for themselves.

When athletes have short-term goals to work on and smaller victories to celebrate, the spotlight becomes less overwhelming, and they are able to focus on their swimming.



# Staying Interested

## THE PROBLEM: Boredom/ Lost interest in the sport

The countless hours of going back and forth in the water can quickly become a dull chore, especially when there are social gatherings, or other fun activities swimmers want to take part in but can't, because they have to attend swim practice.

Oftentimes, when they continue to swim just for the sake of it, they end up resenting the sport.



## HOW TRITONWEAR HELPS

TritonWear helps prevent swimmers from losing interest by making training more fun and engaging.

They can compare metrics with teammates for a little friendly competition. Or, they can compete against themselves - compare their own metrics over time, and strive to make certain improvements.

Instead of mindlessly going through the motions when given a workout, athletes can focus on specific components of their performance, breaking up the monotony of swim practice.

TritonWear also helps coaches and athletes effectively communicate with each other.

They can clearly define training goals and be specific about what they are each looking for at every practice. Swimmers can review their data so they can ask questions and suggest ideas on how they can improve.

This way, athletes can fully participate in the process, and be willing and excited to see their training through.

# Powerful Insights At Your Fingertips

Give higher quality feedback in the time you have with the data needed to back up your observations. Teach athletes more, in less time, with recommendations you can both access. Chat about healthy training habits, how to optimize their effort and how to improve their skills.

## About TritonWear

We are a technology company with competitive swimming and engineering roots in the sports industry at large. We focus on bringing elite sports science to everyone, empowering success through education and innovative technology.

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