

# SBN STRENGTH BY NUMBERS

## HOW TO PERFORM A SPORTS PRESEASON SCREENING SESSION



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# 1. STRENGTH BY NUMBERS' PRESEASON SCREENING GUIDE FOR HEALTH AND FITNESS PROFESSIONALS

Welcome to our comprehensive guide to conducting a preseason injury risk and performance screening session for your local sports teams. Pre-season testing has long been used to set benchmarks and identify the needs of individual athletes and the team in preparation for the upcoming season. Unfortunately for many local and community sports teams, this level of expertise is typically out of reach, even though local-level athletes push themselves just as hard as their professional counterparts to win.

This guide is tailored for everyday health and fitness professionals like you, who are looking to bring your expertise to your community by implementing a structured screening service so that you can help reduce injury rates, enhance performance and build better relationships with your communities, and improve your business.



# WHY PRESEASON SCREENING MATTERS

Before the sports season kicks off, it's crucial for coaches to gain insights into their athletes' physical conditions so you and they can both identify potential injury risks and avenues for performance enhancement.

This guide will walk you through the process of structuring a seamless screening session, whilst highlighting where digital assessment tools like AxIT can make the process of gathering precise data even easier, empowering you to make informed decisions and provide tailored interventions.

## THE AXIT ADVANTAGE

AxIT stands at the forefront of digital assessment technology, offering a sophisticated toolkit of Force Plates, Dynamometers and Timing Gates for measuring strength, power, speed, agility, balance and range of motion.

With its accuracy and reliability, AxIT provides professionals with a valuable resource for conducting in-depth screenings. It is capable of identifying those at risk or with the potential for improvement, tracking progression over time and increasing the time efficiency of conducting testing sessions and writing detailed reports for stakeholders.

## BLUEPRINT FOR SUCCESS

Consider this guide your blueprint for success. We'll take you through each step, from meticulous preparation to strategies for data analysis post-testing, ensuring that your preseason screening sessions are comprehensive and seamlessly executed. By the end, you'll be equipped to translate data into actionable strategies, fostering athlete well-being and performance excellence.

Embark on this journey with confidence, knowing that you are contributing to the longevity and success of the athletes in your community. Let's dive into the details and elevate your preseason screening sessions to new heights.



## 2. ENGAGING LOCAL SPORTS TEAMS:

Securing the commitment of local sports teams to embrace preseason injury risk and performance screening is a vital first step in fostering athlete well-being and success. Below, we've outlined a strategic approach for effectively communicating the advantages of implementing screening sessions so that you can start developing a relationship with your local sports clubs.

### UNDERSTANDING THEIR NEEDS

Before approaching a sports team to tell them about how great your services are, consider their specific situation, challenges, and goals. Whether it's a focus on injury prevention, performance optimization, or both, tailoring your pitch to address their unique needs establishes that you have done your research and highlights the relevance of your services.

While cold calling or emailing the president or head coach of each club remains a viable option, leveraging referrals or mutual connections can significantly enhance your chances of success. A warm introduction through a mutual connection, whether it's a satisfied client or a shared friend in the industry, establishes an immediate sense of trust. This approach not only increases the likelihood of securing a meeting but also positions you as a credible source.

Additionally, attending local sports events or community gatherings provides opportunities for face-to-face interactions, allowing you to present your pitch in a more engaging and tailored manner to gauge their reaction and feedback. Regardless of the method you choose, the key lies in demonstrating genuine interest in the team's success.

Digitised assessment equipment like AxIT can also help with this pitch. Previously this type of equipment has only been accessible to professional teams, but as an AxIT user you can impress these stakeholders with your access to advanced technology that will set you apart from other health and fitness professionals in your community and get them interested in applying these services to their players at a grassroots level.



## EDUCATING IN RESPONSE

Begin by educating the team's stakeholders – coaches, athletic directors, and even athletes – about the significance of preseason screening. Emphasise how it goes beyond traditional assessments, offering a comprehensive understanding of an athlete's physical condition and therefore reducing the risk of injuries and enhancing overall performance.

If you have worked with athletes in this way before (even if it wasn't directly with a club), you can also share success stories or case studies where preseason screening with AxIT has made a tangible impact on athlete performance and injury reduction. Real-world examples resonate strongly, showcasing the practical benefits that local sports teams can expect.

You can even offer to conduct a free demonstration session, allowing stakeholders to experience where their deficiencies are, and learn what's possible with your assessment tools (like AxIT). Seeing the technology in action can be a persuasive factor, and it provides an opportunity for team members and stakeholders to ask questions and understand the process.

At the end of the day, position your services as a long-term investment in the health and success of the athletes and therefore the club. Establishing a partnership mindset rather than a one-time service fosters trust and emphasises your commitment to the ongoing well-being of the team. You'll position yourself as a valuable asset in their pursuit of athletic excellence and a winning culture.



### 3. PLANNING THE SCREENING SESSION

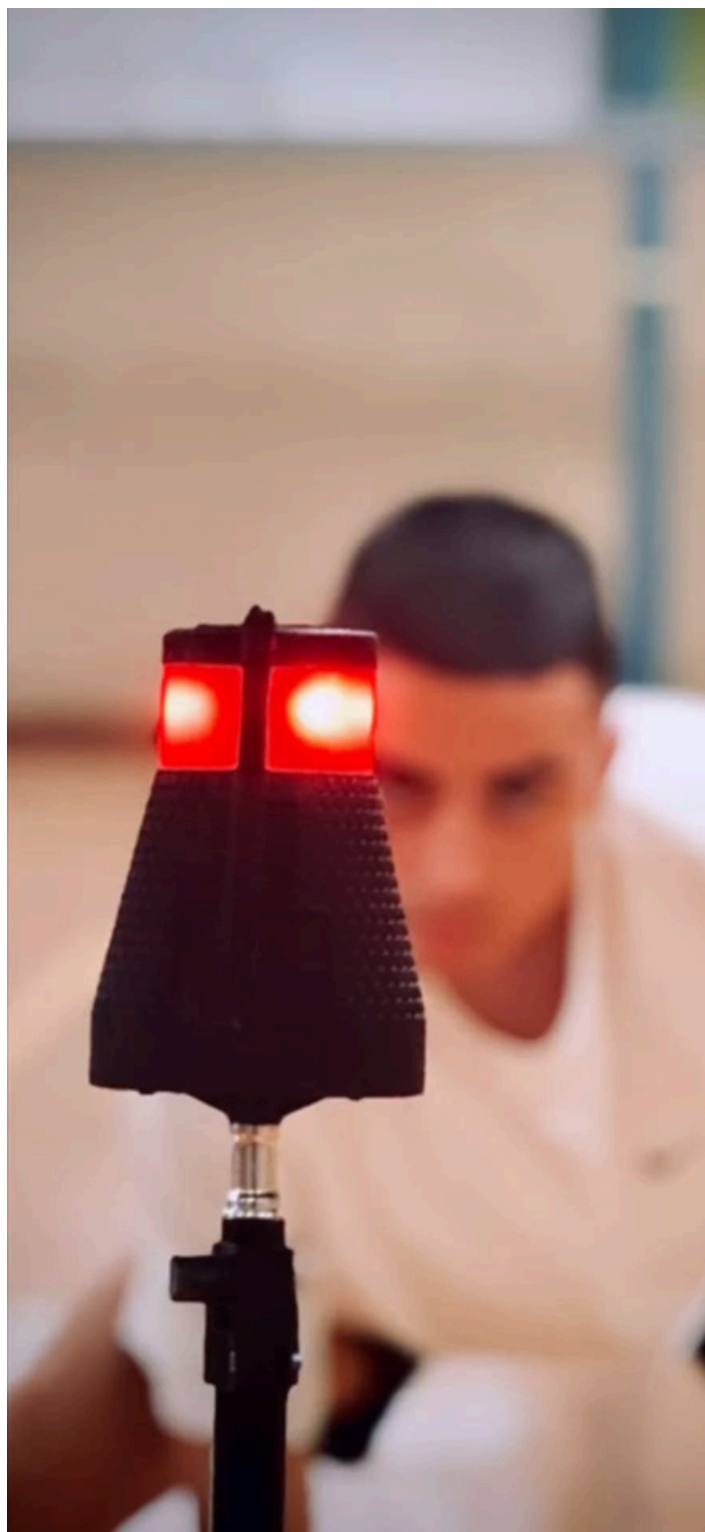
As you gear up for the testing day, strategic decisions on the logistics of conducting the screening session can significantly impact its efficiency and participant experience.

#### LOGISTICS

Begin by contemplating the location – whether to conduct the screening at the sports club or at your health and fitness business. Conducting it at the sports club is familiar and convenient for athletes, often leading to better attendance, but utilising your business space may provide a controlled environment conducive to more thorough 1-on-1 assessments, however may be more difficult for athletes to attend. Consider the pros and cons of each option and choose the one that aligns best with the team's dynamics and your equipment setup.

Next, determine your scheduling approach. Decide between testing participants in one large group or staggering sessions over different times that the athletes can book into using your diary software. Testing in a single large group often generates excitement and can be really engaging, but may pose logistical challenges if attendees are waiting around for long periods before being assessed. Staggered 1-on-1 sessions offer a more personalised approach and mean no down time, but require that each attendee knows when they are being tested and that they are on time. Discuss this with the group and tailor your decision to their preferences, considering their routine and availability.

Typically larger groups may be easier to do at the sports club during a training session where attendees can come and go while undergoing training so no time is wasted. Smaller groups may be better to test over staggered times at your business if convenient.



# DATA COLLECTION

To streamline participant registration and data collection, leverage technology. Platforms like your Athlete or Patient Management software or Google Forms enable easy event registration, allowing participants to provide necessary details and sign any consent forms beforehand. This not only saves admin time during the session but also ensures a smoother group testing flow by allowing you to bulk import all the attendees into the AxIT system beforehand, which makes it easy to switch between testing profiles. Emphasise the importance of accurate and comprehensive information to enhance the precision of the screening process.

By carefully planning these aspects, you set the stage for a well-organised and impactful testing session with AxIT.



## 4. CONDUCTING THE SCREENING SESSION

### WARM UP

Before you begin the testing, conduct a thorough warm-up – not only to minimise any risk of injury but also to potentiate the participants and ensure they achieve their best results. Incorporate dynamic warm-up techniques, including joint mobilisation, light aerobic exercises, and sport-specific movements such as squats and lunges. Typically, this warm-up will be similar to how the athletes would warm up for any standard training session.

### HOW MANY TESTS?

When choosing which tests to include, aim for a balance between detail and efficiency. Each test usually takes 1–2 minutes per athlete, sometimes longer if you need to adjust the setup. While a full battery of tests gives a broad picture, it can quickly become tiring for athletes and time-consuming for you. Too many results can also make it harder to extract the key takeaways that matter to coaches and players.

For most local or community teams, selecting 3–5 focused tests works best. Choose ones that relate directly to the team’s injury-prevention and performance goals, and highlight one or two simple metrics that clearly explain each result.

To keep data accurate and reduce fatigue, follow a logical order when running tests. Start with low-intensity measures like range of motion and balance, move next to sprint or agility tests (while athletes are fresh), then progress to jump testing for power, and finish with isometric strength tests, which tolerate fatigue better. Clearly explain why each test matters and how the results will shape future training or rehab plans.



For example, a football-specific screening session may focus on the lower limb performance, incorporating:

- **20 Metre Sprint**
- **5-10-5 Agility Test**
- **Counter Movement Jump**
- **Hamstring Strength Testing**
- **Adductor Strength Testing**

While a swimming-specific screening session may look more at the upper limb, incorporating:

- **Shoulder Flexion, Thoracic Rotation ROM**
- **Athletic Shoulder Test 180°**
- **Shoulder Internal and External Rotation Strength Test At 90°**

In summary, the screening session serves as a pivotal moment to gather actionable insights. Prioritise a meticulous warm-up, strike a strategic balance in test selection, and communicate effectively to empower athletes and coaches with the knowledge needed to enhance performance and minimise risk of injury.



## 5. WHAT TO DO WITH THE DATA

Now that you have testing data, it's time to use it to improve decision-making and performance-enhancement strategies.

### REVIEW THE RESULTS

Once testing is complete, AxIT makes it simple to turn data into insights. The software automatically compares each athlete's results to matched normative data, highlights imbalances with clear scoring and colour coding, and flags anyone who may need targeted work. You can view results instantly within customisable client performance dashboards or export them with one click for use in your own dashboards, Excel sheets, or even AI tools to create advanced, automated reporting.

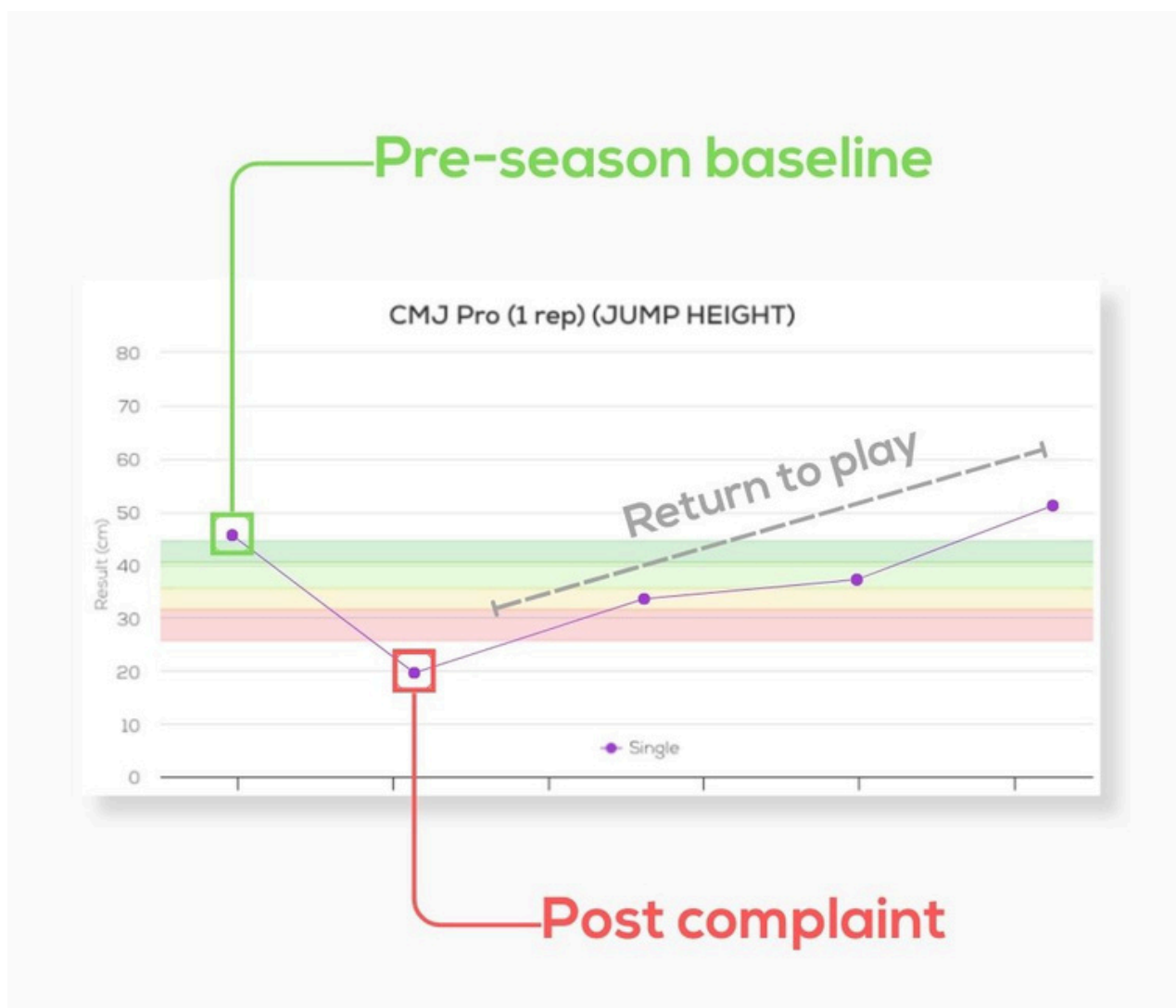
When you're ready to share results, AxIT's one-click PDF report generation makes it effortless to deliver individual player summaries or full team overviews. These polished reports show baselines, progress over time, and key performance insights—ready to send directly to athletes, coaches, or parents without any extra admin work.



A Beyond individual reports, AxIT also allows you to collate team-level insights. You can instantly generate leaderboards and comparison dashboards that highlight top performers and those who may need extra work in specific areas of their physical preparation.

For example, players showing low hamstring strength can be flagged for targeted strength programs to reduce injury risk and improve availability, while those with a low Countermovement Jump score may need additional plyometric or explosiveness training to boost on-field performance.

These group insights help coaches and performance staff see the bigger picture, who's ready, who needs attention, and how to tailor training or player roles accordingly. With this data-driven approach, coaches gain a clear advantage in selection, workload management, and team composition, supported by objective evidence from the AxIT ecosystem.



## 6. A MUTUAL BENEFIT

Engaging with sports clubs in a mutually beneficial relationship extends beyond the confines of periodic screening sessions – often it is a strategic avenue for your health and fitness business to grow.

Conducting regular screening sessions with digital tools like AxIT Force Plates, Dynamometers and Timing Gates not only introduces players to your services but also establishes a baseline of their physical condition in an uninjured state. These benchmarks become invaluable if an injury occurs during the season, offering a reference point for tailored rehabilitation and recovery programs. This proactive involvement positions your services as an integral component of the athletes' overall well-being and helps you become the business they will choose should they need assistance.

### BUILD RELATIONSHIPS

Working with a local sports club isn't just about running screenings — it's a chance to build a real partnership. Many clubs look for support from local businesses through sponsorships. By offering your expertise in injury prevention and performance testing, you directly contribute to the team's success. In return, you can ask for recognition as a club sponsor or exposure through their network. This creates a win-win relationship that goes beyond testing days.

Coaches and parents are also powerful referrers. When coaches see the results you deliver, they'll trust you to help their players improve. And when you share clear, professional reports with parents — especially of junior athletes, you show that you care about their child's progress and safety. This builds long-term trust and often leads to new clients within their families or social circles.

Strong relationships like these grow over time. By consistently providing value and staying involved, you become a trusted part of the sports community. The goodwill you build helps both the club and your business succeed together.



# WANT TO KNOW MORE ABOUT AXIT?

If [AxIT Force Plates](#), [Dynamometers and Timing Gates](#) sounds like the perfect fit for your preseason screening strategy, Strength By Numbers is ready and waiting to provide you with demos, training, and the perfect AxIT setup for you.

Head to: [www.strengthbynumbers.com](http://www.strengthbynumbers.com) right now to book in a free consultation with a member of our team of health and fitness tech specialists.



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