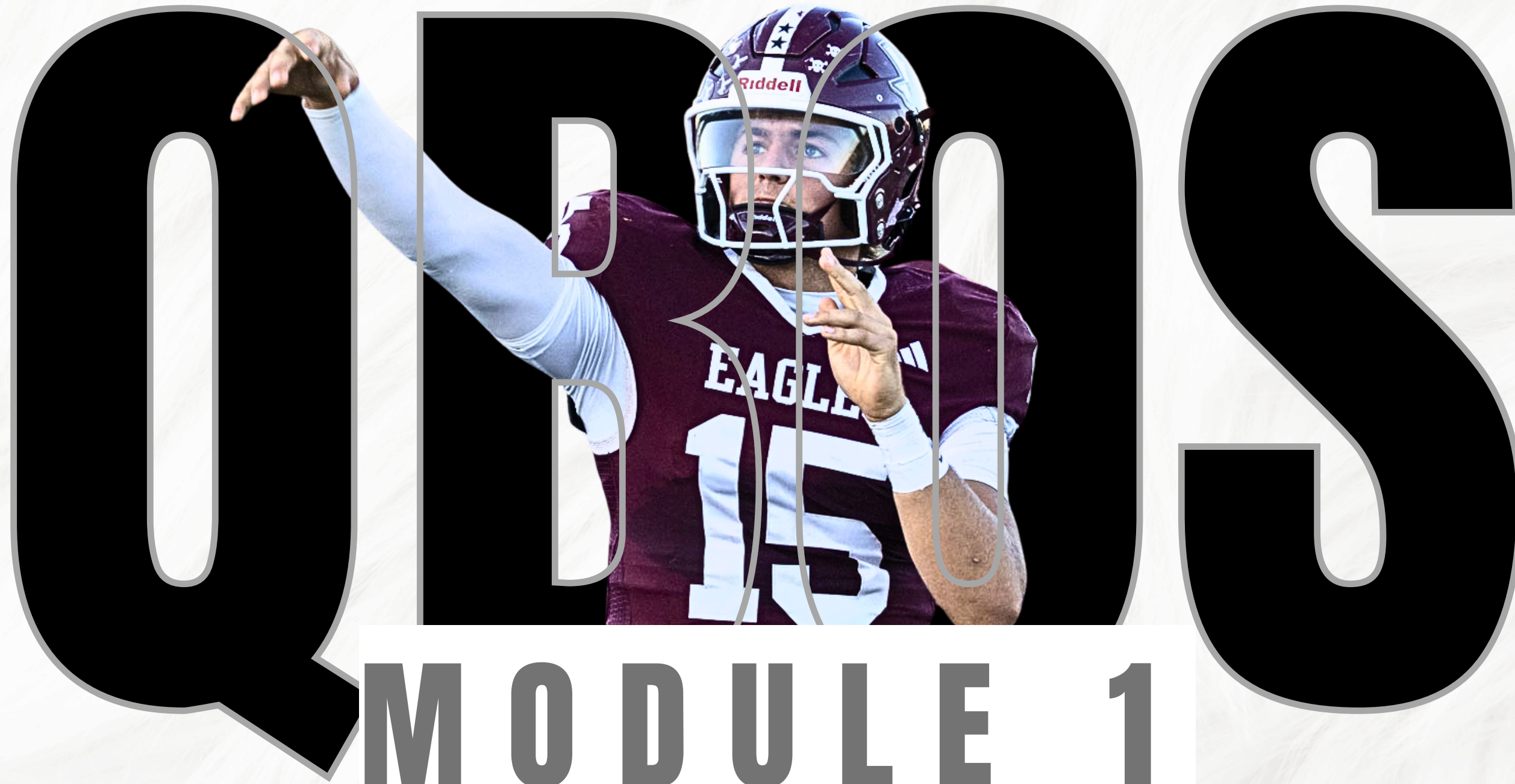


QUARTERBACK OPERATING SYSTEM



QOBS

MODULE 1

SYSTEM OVER CHAOS
HEATH ALLEN

A COMPLETE FRAMEWORK
FOR BUILDING A QB-
CENTERED OFFENSIVE
SYSTEM

1.1 THE QB-CENTERED PHILOSOPHY

THE OFFENSE EXISTS TO MAXIMIZE THE QUARTERBACK

A QUARTERBACK-CENTERED OFFENSE BEGINS WITH A SIMPLE PREMISE:
THE OFFENSE EXISTS TO MAXIMIZE THE DECISION-MAKING, CONFIDENCE, AND STRENGTHS OF THE QUARTERBACK

THE QUARTERBACK TOUCHES THE BALL EVERY PLAY

- HIS CLARITY DETERMINES YOUR CEILING
- HIS CONFIDENCE DETERMINES YOUR FLOOR
- IF HE PLAYS FAST, YOUR OFFENSE PLAYS FAST
- IF HE HESITATES, YOUR ENTIRE SYSTEM COLLAPSES
- YOUR STRUCTURE MUST PROTECT HIS DEVELOPMENT



1.1 THE QB-CENTERED PHILOSOPHY

CONFIDENCE IS A STRATEGIC WEAPON

CONFIDENCE IS NOT EMOTIONAL FLUFF

CONFIDENCE:

- SPEEDS UP PROCESSING
- REDUCES HESITATION
- IMPROVES ACCURACY
- REDUCES TURNOVER-WORTHY DECISIONS
- STABILIZES THE SIDELINE

A QUARTERBACK WHO KNOWS:

- THE PROTECTION IS CLEAN
- THE PROGRESSION IS CLEAR
- THE ANSWERS ARE DEFINED

...WILL PLAY AGGRESSIVE WITHOUT BEING RECKLESS

YOUR SYSTEM MUST CREATE THAT CLARITY



1.1 THE QB-CENTERED PHILOSOPHY

MASTERY BEATS MULTIPLICITY

HIGH SCHOOL FOOTBALL PUNISHES VOLUME

WHEN YOU CARRY:

12 PASS CONCEPTS

8 PROTECTIONS

14 RUNS

30 TAGS

YOU DON'T BECOME MULTIPLE

- **YOU BECOME AVERAGE AT EVERYTHING**

OUR PHILOSOPHY:

**CARRY FEWER CONCEPTS. MASTER THEM.
PRESENT THEM MULTIPLE WAYS.**

DEFENSES PREPARE FOR LOOKS
THEY STRUGGLE WITH RULE-BASED
SYSTEMS

IF OUR PLAYERS KNOW:

- THE RULE
- THE PROGRESSION
- THE LANDMARK
 - THEY CAN EXECUTE FROM ANY
FORMATION

THAT IS SYSTEM CONFIDENCE

1.1 THE QB-CENTERED PHILOSOPHY

CONCEPT >>>> FORMATION | RULE >>>> ROUTE | PROGRESSION >>>> PLAY

THIS IS OUR OPERATING LENS | WE ARE NOT INSTALLING PLAYS

WE ARE INSTALLING:

- DECISION RULES
- PROTECTION RULES
- COVERAGE RULES
- TEMPO RULES

FORMATIONS ARE PRESENTATION

CONCEPTS ARE STRUCTURE

PROGRESSIONS ARE OWNERSHIP



WHEN THE QUARTERBACK UNDERSTANDS THE CONCEPT FAMILY, *HE CAN OPERATE FROM ANY LOOK*

THAT'S
OFFENSIVE
MATURITY

1.2 THE RUN GAME AS STRUCTURAL SUPPORT

THE RUN GAME'S JOB

IN A QB-CENTERED OFFENSE, THE RUN GAME DOES NOT EXIST TO PROVE TOUGHNESS

IT EXISTS TO:

1. CONTROL BOX COUNT
2. FORCE DEFENSIVE STRUCTURE
3. CREATE DEFINED COVERAGE ROTATIONS
4. SLOW DOWN PASS RUSH

THE RUN GAME IS A **STRUCTURAL LEVER**



1.2 THE RUN GAME AS STRUCTURAL SUPPORT

FORCING DEFENSIVE DECLARATION

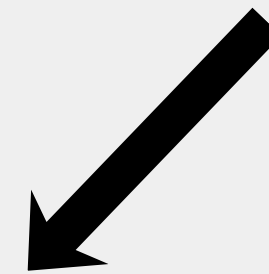
WHEN YOU MAJOR IN:

- INSIDE ZONE
- SPLIT ZONE
- POWER
- COUNTER



YOU FORCE THE DEFENSE TO ANSWER:

- WILL YOU SPIN THE SAFETY?
- WILL YOU REDUCE THE FRONT?
- WILL YOU ADD A HAT TO THE BOX?



EVERY ANSWER **CLARIFIES** THE COVERAGE PICTURE FOR YOUR QUARTERBACK

YOU ARE NOT RUNNING THE BALL TO ESTABLISH IDENTITY

YOU ARE RUNNING THE BALL TO **SIMPLIFY** POST-SNAP PICTURES

1.2 THE RUN GAME AS STRUCTURAL SUPPORT

BOX COUNT DISCIPLINE

A QB-CENTERED OFFENSE TEACHES:

IF THE DEFENSE PLAYS LIGHT IN THE BOX → RUN IT

IF THE DEFENSE LOADS THE BOX → THROW INTO SPACE

THIS BUILDS:

- QB OWNERSHIP
- DEFENSIVE STRESS
- LOGICAL DECISION-MAKING

THE QUARTERBACK MUST UNDERSTAND:

1. THE RUN GAME AND PASS GAME ARE MARRIED BY NUMBERS
2. THAT AWARENESS **ACCELERATES** DEVELOPMENT



1.3 CONTROLLED NO-HUDDLE PHILOSOPHY

TEMPO IS NOT ABOUT SPEED - TEMPO IS ABOUT CONTROL

WE OPERATE NO-HUDDLE FOR THREE REASONS:

- TO PREVENT DEFENSIVE DISGUISE
- TO LIMIT SUBSTITUTION
- TO ALLOW THE QUARTERBACK TO OPERATE RHYTHMICALLY

BUT WE DO NOT PLAY RECKLESS

THE QUARTERBACK CONTROLS THE PULSE

IN OUR SYSTEM:

THE QUARTERBACK SETS THE RHYTHM AT THE LINE OF SCRIMMAGE

HE:

- CONFIRMS PROTECTION
- IDENTIFIES BOX COUNT
- CONTROLS CADENCE
- RESETS IF NEEDED

THE COORDINATOR CONTROLS THE MENU - THE QUARTERBACK CONTROLS THE MOMENT

THAT BALANCE BUILDS LEADERSHIP

1.3 CONTROLLED NO-HUDDLE PHILOSOPHY

CHANGING GEARS INTENTIONALLY

GEAR 1

RESET TEMPO

- AFTER NEGATIVE PLAYS, PENALTIES, CONFUSION
- SLOW DOWN
- REGAIN CLARITY

GEAR 2

BASE TEMPO

- NORMAL OPERATING SPEED
- CLEAR COMMUNICATION
- CLEAN OPERATION

GEAR 3

PRESSURE TEMPO

- AFTER EXPLOSIVES.
- AFTER DEFENSIVE CONFUSION
- AFTER DEFENSIVE PERSONNEL STUCK ON FIELD

TEMPO BECOMES A PSYCHOLOGICAL WEAPON - BUT IT NEVER OVERRIDES EXECUTION

1.4 PERSONNEL & IDENTITY BUILDER

START WITH THE QUARTERBACK

EVALUATE HONESTLY:

- CAN HE DRIVE THE DEEP OUT?
- CAN HE RESET AND THROW?
- CAN HE PROCESS ROTATION?
- IS HE A CALCULATED RISK-TAKER?
- DOES THE TEAM RESPOND TO HIM?

WE DO NOT BUILD AROUND **FANTASY** - WE BUILD AROUND **REALITY**



1.4 PERSONNEL & IDENTITY BUILDER

SKILL POSITION EVALUATION

WIDE RECEIVERS:

- SEPARATOR OR CONTESTED CATCH?
- VERTICAL SPEED OR POSSESSION?
- ROUTE DISCIPLINE?
- BLOCKING WILLINGNESS?

RUNNING BACK:

- VISION AND PATIENCE?
- PASS PROTECTION RELIABILITY?
- ROUTE TREE ABILITY?
- BALL SECURITY?

OFFENSIVE LINE:

- LATERAL QUICKNESS?
- ANCHOR STRENGTH?
- COMMUNICATION?
- FOOTBALL IQ?

THE SYSTEM FLEXES TO MAXIMIZE WHAT YOU ACTUALLY HAVE

1.4 PERSONNEL & IDENTITY BUILDER

THE IDENTITY DECISION TREE

HOW TO EXAMINE AND RESPOND:

IF MY QB PROCESSES QUICKLY → EXPAND PROGRESSION MENU EARLY

IF MY QB STRUGGLES WITH ROTATION → EMPHASIZE DEFINED ANSWERS FIRST

IF MY OL STRUGGLES IN MAN PROTECTION → LEAN INTO FULL SLIDE

IF MY RB CANNOT PROTECT → INCREASE GAP-SOUND CONCEPTS

IDENTITY IS A SERIES OF LOGICAL ADJUSTMENTS
NOT STUBBORNNESS

1.5 OFFENSIVE NON-NEGOTIABLES

BALL SECURITY STANDARDS

- NO BLIND THROWS ACROSS BODY
- NO FORCED VERTICALS VS CAPPED SAFETY
- RB TWO HANDS IN TRAFFIC
- ZERO TOLERANCE FOR CARELESS EXCHANGE ERRORS

TURNOVERS DESTROY QB CONFIDENCE
PROTECT IT

CLARITY
DOES NOT
ELIMINATE
ACCOUNTABILITY



1.5 OFFENSIVE NON-NEGOTIABLES

COMMUNICATION STANDARDS

- PROTECTION DECLARED EVERY SNAP
- MOTION COMMUNICATED LOUDLY
- FORMATION CONFIRMED
- TEMPO GEAR CLEAR

SILENCE CREATES **HESITATION**
HESITATION CREATES MISTAKES

A QB-CENTERED
SYSTEM STILL
DEMANDS EDGE



1.5 OFFENSIVE NON-NEGOTIABLES

EFFORT & FINISH STANDARDS

YOU CAN BE **CEREBRAL** AND STILL BE **PHYSICAL**

WHAT TO DEMAND:

- FINISH THROUGH WHISTLE
- SPRINT OFF FIELD
- NO LOAF GRADING TOLERANCE
- BLOCK FOR EXPLOSIVE PLAYS

YOUR STANDARD
PROTECTS YOUR
CULTURE



1.6 SYSTEM ALIGNMENT SUMMARY

BY THE END OF MODULE 1, THE COACH SHOULD CLEARLY UNDERSTAND:

1. WHO THE OFFENSE IS BUILT AROUND
2. WHY CONCEPT MASTERY MATTERS
3. HOW THE RUN GAME SUPPORTS THE QB
4. HOW TEMPO SERVES CONTROL
5. WHAT STANDARDS GOVERN THE UNIT

THIS MODULE IS NOT ABOUT
SCHEME

IT IS ABOUT **CLARITY**

AND **CLARITY** IS THE BEGINNING OF
CONFIDENCE