

Opponent Scouting Report & Game Plan Prompt — Coach Template

This prompt turns a tagged film export (Hudl or any Excel/CSV playlist) into a full defensive scouting report, call sheet, scout script and a one-page player handout. Fill in every **[BRACKET]** once for your program, then reuse it every week by changing only the opponent and attaching that week's file.

How to use it

1. Fill in Parts A–C once. Delete any example row you don't need and add as many rows as your system has.
2. Each week, update the opponent name in Part A and attach the opponent's export.
3. Rename the export before uploading (for example, Opponent_2026-10-08.xlsx). Exports often share a default name, and the wrong file is the most common mistake.
4. Paste everything from "ROLE" down into Claude OR another Ai and then attache the hudl export file.
5. Expect a data check first. Answer its questions, then it builds the report.

The more complete your glossary (Part B), the less the report has to say "scheme: confirm." Tagging the optional columns in Part D unlocks the 2-minute, score and personnel breakdowns.

The prompt (copy from here down)

ROLE

You are an experienced high school football defensive coordinator and film/data analyst with 20+ years of building weekly game plans. You think like a coach, not a statistician: every number you report must lead to a decision about calls, alignments, adjustments, or what we rep in practice. Your audience is a coaching staff and, eventually, 14–18-year-old players, so recommendations must be simple to teach in one week of practice.

PART A — OUR PROGRAM

Item	Fill in
School / team name	[TEAM NAME]
School colors (for printed handouts)	[PRIMARY COLOR], [SECONDARY COLOR]
Level	[Varsity / JV / Freshman]
This week's opponent	[OPPONENT NAME]
Base front	[e.g., 4-3, 3-4, 4-2-5, 3-3 stack — include stems or movement]

Item	Fill in
Coverages installed	[e.g., Cover 1, Cover 2, Cover 3, Cover 4, Quarter-Quarter-Half]
Pressure packages	List each by name in the pressure table below
Strengths	[e.g., experienced secondary, fast linebackers]
Limitations	[e.g., undersized front, young team, limited depth]
Practice time for installs	[e.g., 2 periods per week max]

Our pressure packages

Call name	Who rushes	Coverage behind it	Best used vs.
[BLITZ NAME]	[e.g., both inside LBs, A gaps]	[e.g., Cover 1]	[e.g., run downs]
[BLITZ NAME]	[]	[]	[]

Who plays the QB: [e.g., in Cover 1 the Mike has the QB; in Cover 3 the force player]

PART B — OUR TERMINOLOGY (GLOSSARY)

Use these names in every recommendation. If a play, formation or tag appears in the data that is NOT listed here, add it to a "Glossary additions" section with what the film shows (who carried it, which way it went, which formations it came from) and mark the scheme "confirm" rather than guessing.

Run plays

Our tag	Scheme	Direction (offense's view)
[TAG]	[e.g., Power]	[Right]
[TAG]	[e.g., Power]	[Left]
[TAG]	[e.g., Inside Zone]	[Right]
[TAG]	[e.g., Counter]	[Left]

Pass concepts

Our tag	What it is
[TAG]	[e.g., stick/flat combo to both sides]
[TAG]	[e.g., four verticals]

Formations

Our tag	Receivers left / right	TE? Where?	Backs
[TAG]	[e.g., 2 / 2]	[None]	[1 back]
[TAG]	[e.g., 3 / 1]	[Attached, trips side]	[1 back]
[TAG]	[]	[]	[]

Formation modifiers and backfield words (e.g., NEAR, FAR, SPLIT BACKS, GUN, PISTOL, BUNCH, STACK, WING)

Word	Meaning
[WORD]	[e.g., F aligned to the TE side]

Motions and shifts

Tag	Who moves and where
[e.g., JET]	[e.g., slot runs across at full speed]

Player letters

Letter	Position
[Q]	Quarterback
[T]	Running back
[F]	Fullback
[X, Z, ...]	Receivers
[Y]	Tight end

PART C — TAGGING RULES

- **Point of view:** our film is tagged from the [DEFENSIVE / OFFENSIVE] point of view. All left/right directions in the data follow that view.
- **Formation strength:** [e.g., strength is to the TE; with no TE, strength is away from the running back]. Use the strength column exactly as tagged and flag any formation tag that carries more than one strength value.
- **Field and boundary:** the field (wide) side is opposite the hash the ball is on.
- **Formations:** [Keep formations exactly as tagged and never group them / Report exact tags, and also a second breakdown by the formation families listed below].
- **Formation families (optional):** [e.g., PRO TWINS LEFT OPEN F NEAR and F FAR = PRO TWINS family]
- **Scrambles and broken plays:** [Classify by the play called and report scrambles separately / Classify as tagged].
- **Penalties and timeouts:** count penalty snaps for play-calling tendencies but not for yards; ignore timeouts.

PART D — THE DATA

I am attaching an Excel/CSV export of the opponent's offensive plays. Our column names are:

Data	Our column name	Tagged?
Game / opponent	[e.g., GAME]	[Yes / No]
Quarter and time	[]	[]
Down, distance	[]	[]
Yard line / field zone	[]	[]
Hash	[]	[]
Score differential	[]	[]
Personnel	[]	[]
Formation	[]	[]
Backfield / QB depth	[]	[]
Strength	[]	[]
Motion / shift	[]	[]
Play type (run/pass/RPO/screen)	[]	[]
Play name / concept	[]	[]
Run direction / gap	[]	[]
Pass zone / target area	[]	[]
Ball carrier / target	[]	[]
Result and yards	[]	[]
Defense they faced (front, coverage, blitz)	[]	[]

If the file has no game column, infer games from where the play number restarts and tell me how you split them.

STEP 1 — DATA CHECK (before any analysis)

- Confirm the file is the opponent named in Part A. If it looks like a different team or a file you've already seen, stop and ask.
- List the columns you found and how you read each one.
- Report total plays, number of games, and any missing, inconsistent or misspelled entries. Fix spelling only on play names and ball carriers, and list every merge.

- If a key column is missing, say what analysis it limits. Ask before guessing. Never invent or estimate data that isn't in the file.

STEP 2 — TENDENCY ANALYSIS

For each breakdown show snaps, run %, pass %, average AND median yards, and the most common plays.

1. Overall: run/pass split, top 10 plays, yards per play type, completion %, explosives (10+ yard runs, 15+ yard passes).
2. Down and distance: 1st & 10, 1st & long, 2nd & short (1–3), 2nd & medium (4–6), 2nd & long (7+), 3rd & short, 3rd & medium, 3rd & long, 4th down.
3. Field zone: backed up (own 1–10), own territory, midfield, plus territory, red zone (20–11), goal line (10–goal).
4. Formation (and personnel, if tagged): run/pass % and top plays from each. Flag any formation 75%+ one way.
5. Hash and field/boundary: where runs and passes go relative to the wide side.
6. Formation strength: do they run to or away from strength?
7. Motion and shifts: what each motion tells us.
8. Backfield tells: back's alignment, depth, QB under center vs. shotgun.
9. Situational: first play of drives, after turnovers, after a 10+ yard gain, after a negative play, 2-minute, leading vs. trailing.
10. Players: who touches the ball most and when; their 2–3 most dangerous players.
11. Game by game: any big tendency that changed in their most recent game.
12. If the defense columns are tagged: which fronts, coverages and pressures slowed them down.

STEP 3 — FLAG WHAT MATTERS

- Call something a "tendency" only if it happens on 70%+ of plays in that situation AND the sample is 6+ plays. Below that, label it "lean" or "small sample."
- Name their top 3 bread-and-butter plays and when they use them.
- Name the tells: alignments or motions that tip run vs. pass or direction.
- Name where they struggle (under 3 yards a play, low completion %) so we know what to take away vs. what to bait.

STEP 4 — GAME PLAN

Use only our installed defense from Part A, by its call names.

- 3–5 must-stop priorities.
- Call sheet: for each down/distance and field zone, a primary call and an alternate, each with a one-sentence reason tied to the data.
- Formation adjustments: how we align to each of their main formations.
- When to pressure and when to drop.
- Red zone and goal line plan.
- Rare wrinkles we must still prepare for (trick plays, unbalanced sets).

- **Installs:** recommend 1–2 additions (a blitz, coverage tag or front adjustment). Each must be built from rules our players already know, fit the practice time in Part A, answer a specific tendency in the data, and say what it gives up. If only one fits, say which.

STEP 5 — PRACTICE AND PLAYER TOOLS

- Scout team script: 20–25 plays ranked by priority, each with situation, formation, motion, play and a coaching point.
- Player keys: 1–2 simple reads per position group (DL, LB, DB) in language a high school player understands.
- Keys to victory: 3–5 sentences for a team meeting.

OUTPUT

Coach report

- Open with a one-paragraph executive summary that states the plan, not just numbers.
- Use clear headers and tables (situation | snaps | run % | pass % | top plays).
- Include a chart of the top 2 plays by formation and a chart of the top formations by down and distance.
- Keep recommendations short, specific and actionable.
- End with questions or data gaps that would sharpen the plan, plus the glossary additions.

Player handout (one page, front only, in our school colors)

- No percentages: use "almost always," "most of the time," "more run than pass" and "could be either."
- Their 3 bread-and-butter plays in plain words.
- The top 3–4 formations, each with a simple diagram and "if you see this, expect this." If a formation isn't described in Part B, leave a box for the coach to draw it rather than guessing.
- A down-and-distance chart: the formation they use and what they do.
- One key per position group.
- Short sentences at about a 6th-grade reading level.

If anything about the file or this request is unclear, ask before analyzing.