The action perception cycle is a model used in sports coaching to describe the relationship between the perceptual information athletes receive from their environment and the actions they perform in response to that information. The cycle is based on the idea that athletes constantly process information from their surroundings, which then informs their actions, and their actions in turn impact the environment, creating a continuous cycle of perception and action.

The cycle typically consists of three stages:

- 1. Perception: Athletes take in information from their environment, such as the location of their opponents, the trajectory of a ball, or the position of their teammates.
- 2. Decision-making: Athletes process this information and make decisions about how to respond to it, such as which movement to execute, which strategy to use, or which direction to move.
- 3. Action: Athletes then execute their chosen action, whether it be a pass, a shot, a defensive move, or any other type of movement.

After the action, the cycle begins again as athletes perceive new information based on the outcome of their previous action.

The action perception cycle is an important concept in sports coaching because it highlights the importance of developing perceptual and decision-making skills alongside physical and technical abilities. Coaches can help athletes improve their perception and decision-making skills by creating training drills and scenarios that simulate game situations, and by encouraging athletes to actively engage with their environment and take in as much information as possible.

It is a continuous feedback loop that enables athletes to adapt to changing situations and improve their performance over time.