



NSCA 2016
COACHES CONFERENCE
 January 7 – 9, 2016 | San Antonio, TX | NSCA.com/Coaches2016
 ACHIEVING GREATNESS

NSCA NATIONAL STRENGTH AND CONDITIONING ASSOCIATION everyone stronger NSCA.com

Creating a Strength & Conditioning Program for Your High School or College

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 Head Strength & Conditioning Coach
 Webber International University (FL)

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HUGE THANK YOU

Current & Former Interns/Assistants

Mentors

My Wife



"IF I HAVE SEEN FURTHER THAN OTHERS, IT IS BY STANDING UPON THE SHOULDERS OF GIANTS."

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PREPARATION
GETTING YOUR FOOT IN THE DOOR
WHAT TO DO ONCE YOU'RE "IN"



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PREPARATION



"By failing to prepare, you are preparing to fail."
Benjamin Franklin



Seven P's:

- Proper
- Prior
- Planning
- Prevents
- Piss
- Poor
- Performance

It's not the will to win that matters - everyone has that. It's the will to prepare to win that matters.
 Paul "Bear" Bryant



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PREPARATION




- PASSION
- SERVANTHOOD
- SACRIFICE
- COMMITMENT
- PERSISTENCE
- OPEN-MINDED
- CONFIDENCE

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PREPARATION




- DEFINE YOURSELF
- BELIEFS
- MORALS
- STANDARDS
- PROGRAM KEY COMPONENTS
- FOUNDATIONAL TRAINING CONCEPTS
- STRENGTHS AND WEAKNESSES

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PREPARATION




- PERSONAL LIFE
- STRESSORS

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PREPARATION




"Vision is the ability to talk about the future with such clarity it is as if we are talking about the past."
— Simon Sinek

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PREPARATION




WHAT CAN YOU ACCOMPLISH FOR THEM?

- ATHLETIC PERFORMANCE
- INJURY REDUCTION PLANS
- TEAM BUILDING
- CHARACTER DEVELOPMENT
- NUTRITIONAL AND SUPPLEMENTATION STRATEGIES

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PREPARATION




WHAT CAN YOU ACCOMPLISH FOR THEM?

- INDIVIDUALIZED ATTENTION
- SATISFACTION
- RETENTION
- RECRUITING BENEFITS
- FINANCIAL BENEFITS OF REDUCED MEDICAL COSTS

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PREPARATION



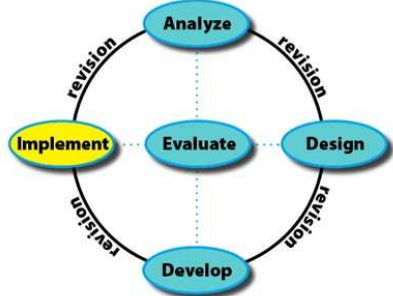

IMPLEMENTATION MODEL
 WHAT ACTION STEPS?
 DREAMS, WANTS, NEEDS
 PHASES
 SWOT ANALYSIS

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Core Elements of the ADDIE Model



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SWOT Matrix

| | HELPFUL (for your objective) | HARMFUL (for your objective) |
|------------------------------------|---|--|
| INTERNAL (within organisation) | Strengths • • • • • S | Weaknesses • • • • • W |
| EXTERNAL (outside organisation) | Opportunities • • • • • O | Threats • • • • • T |

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GETTING YOUR FOOT IN THE DOOR

THERE ARE 3 KINDS OF PEOPLE IN THIS WORLD

- Those who **make** things happen.
- Those who **watch** things happen.
- Those who **wonder** what happened.

What category are YOU in?



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GETTING YOUR FOOT IN THE DOOR

**TAKE
ACTION!**

SITUATIONAL

MATCH WHAT YOU CAN OFFER
TO WHAT THEY NEED TO HEAR

SELL YOURSELF & YOUR SYSTEM

GENERATE EXCITEMENT & TAKE CHANCES



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GETTING YOUR FOOT IN THE DOOR

Don't Panic

"If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle."

— Sun Tzu, The Art of War

NEGOTIATIONS

SUPPORT
SYSTEM

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WHAT TO DO ONCE YOU'RE "IN"

Vision without action is a
daydream. Action without
vision is a nightmare.

JAPANESE PROVERB

INVEST YOUR PASSION
& EXCITEMENT

IMPLEMENTATION
MODEL

INTEGRATE OTHERS
INTO YOUR VISION

BUILD MOMENTUM – DETAILS



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WHAT TO DO ONCE YOU'RE "IN"



BRANCH OUT

BECOME
INVALUABLE

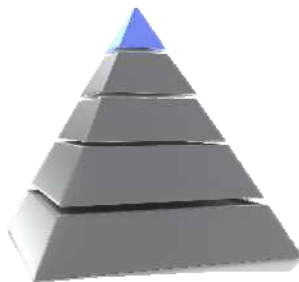
TAKE CARE OF
OTHER DEPARTMENTS



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WHAT TO DO ONCE YOU'RE "IN"



PHASE ONE

PHASE TWO

PHASE THREE



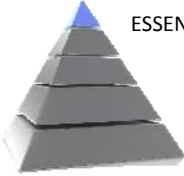
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WHAT TO DO ONCE YOU'RE "IN"

PHASE THE FIRST FIVE YEARS

DEVELOP A STAFF & DEPARTMENT PRESENCE
WORK TOWARDS INDIVIDUALIZING TEAM TRAINING
ESSENTIALISM vs. SACRIFICE
PLUG IN!



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WHAT TO DO ONCE YOU'RE "IN"

**THE ONLY
TRUE WISDOM
IS IN KNOWING
YOU KNOW
NOTHING.**

SOCRATES

WRITE THINGS DOWN

SEEK CONTINUOUS
FEEDBACK

NEVER GET
COMFORTABLE



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THANK YOU!

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