



2020 NSCA COACHES CONFERENCE & LIVESTREAM



#Coaches20



the
**Good Athlete
Project**

MAXIMIZING THE POTENTIAL OF ATHLETICS AS EDUCATION

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@goodathleteproject



MAXIMIZING THE POTENTIAL OF ATHLETICS AS EDUCATION

$$1 + 1 =$$







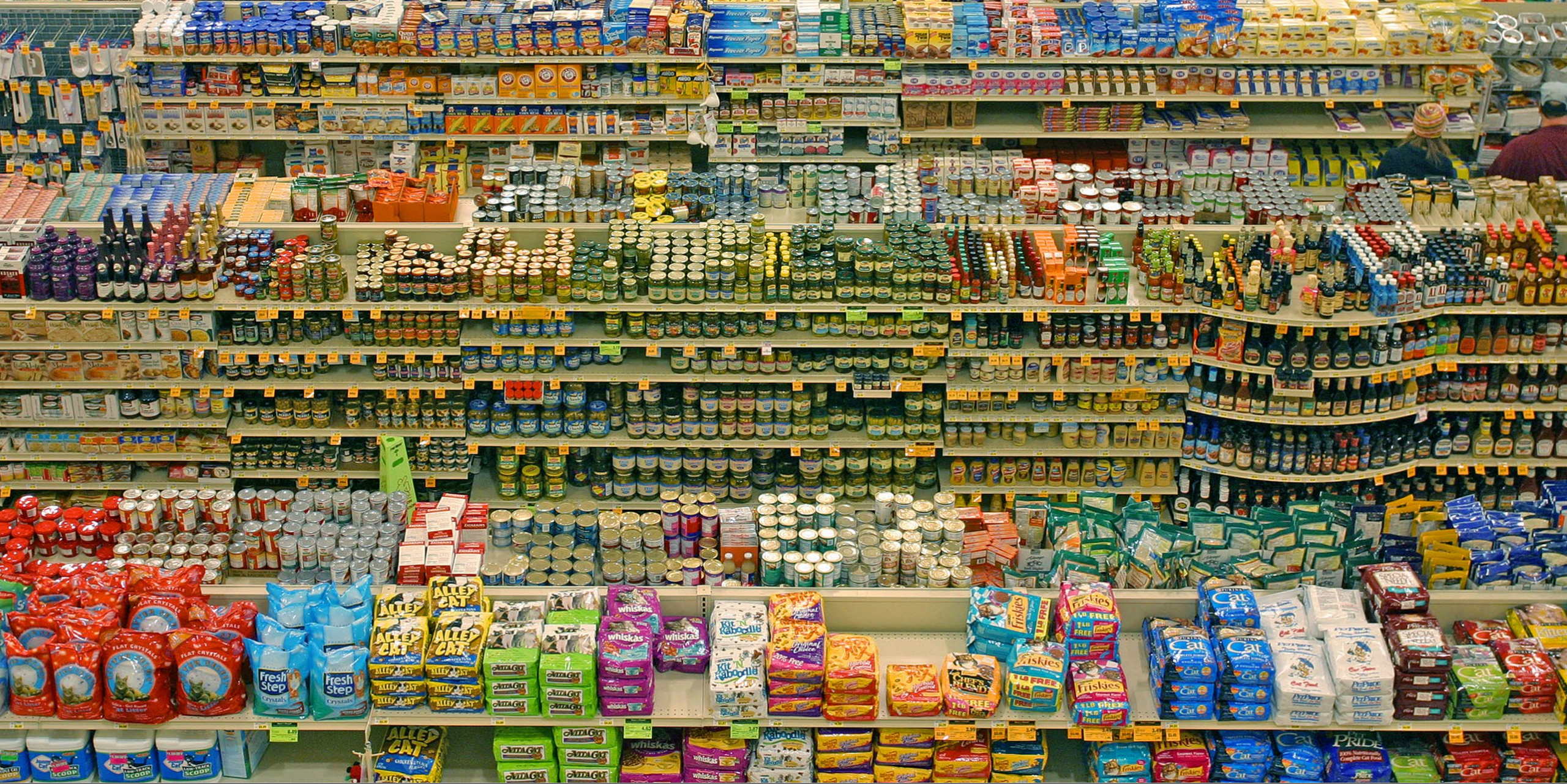




Good Coaching
is a complicated process.

You don't always have to "be right."
But you should operate *thoughtfully*,
have *humility* in the presence of setbacks –
forgive yourself and those around you –
and be willing to *adapt*.

**DOES YOUR BEHAVIOR
MATCH YOUR GOAL?**



MISSION



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Our mission is to use Strength & Conditioning for overall human development, which includes creating an environment that capitalizes on one's desire to be a *good athlete* in order to ensure they become a *good person* by intentionally folding life lessons into our culture and daily practice.



Big BENCH PRESS WHO CARES??

Big BENCH PRESS

WHO CARES??

Life Lessons

Numbers

The Kids

MEET PEOPLE
WHERE THEY ARE
to take them where they need to be.

MOTIVATION or IMPOSITION





Motivation
= Pull





Initiative

=

Internal Drive



Players Need
BOTH
How?

Identify what is essential to you.

**Identify the shared purpose
of your team.**

Reflection

Do you want to teach
life lessons?

MYTH

**SPORTS TEACH
LIFE LESSONS**

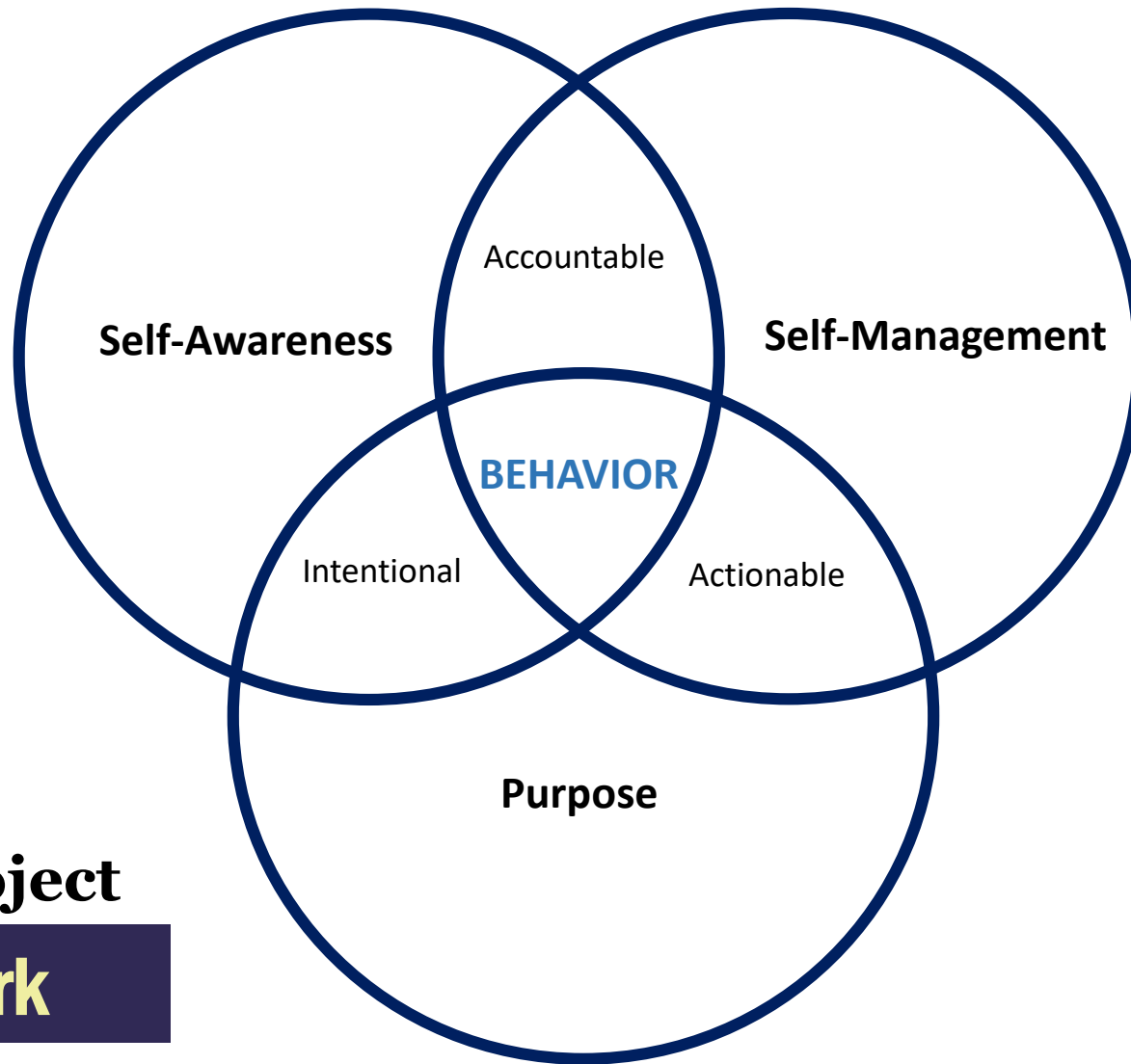
FACT

SPORTS HAVE THE
POTENTIAL TO TEACH
LIFE LESSONS

**DOES YOUR BEHAVIOR
MATCH YOUR GOAL?**

**Create environments
which nurture
three key capacities:**

- 1. Self-Awareness**
- 2. Purpose**
- 3. Self-Management**

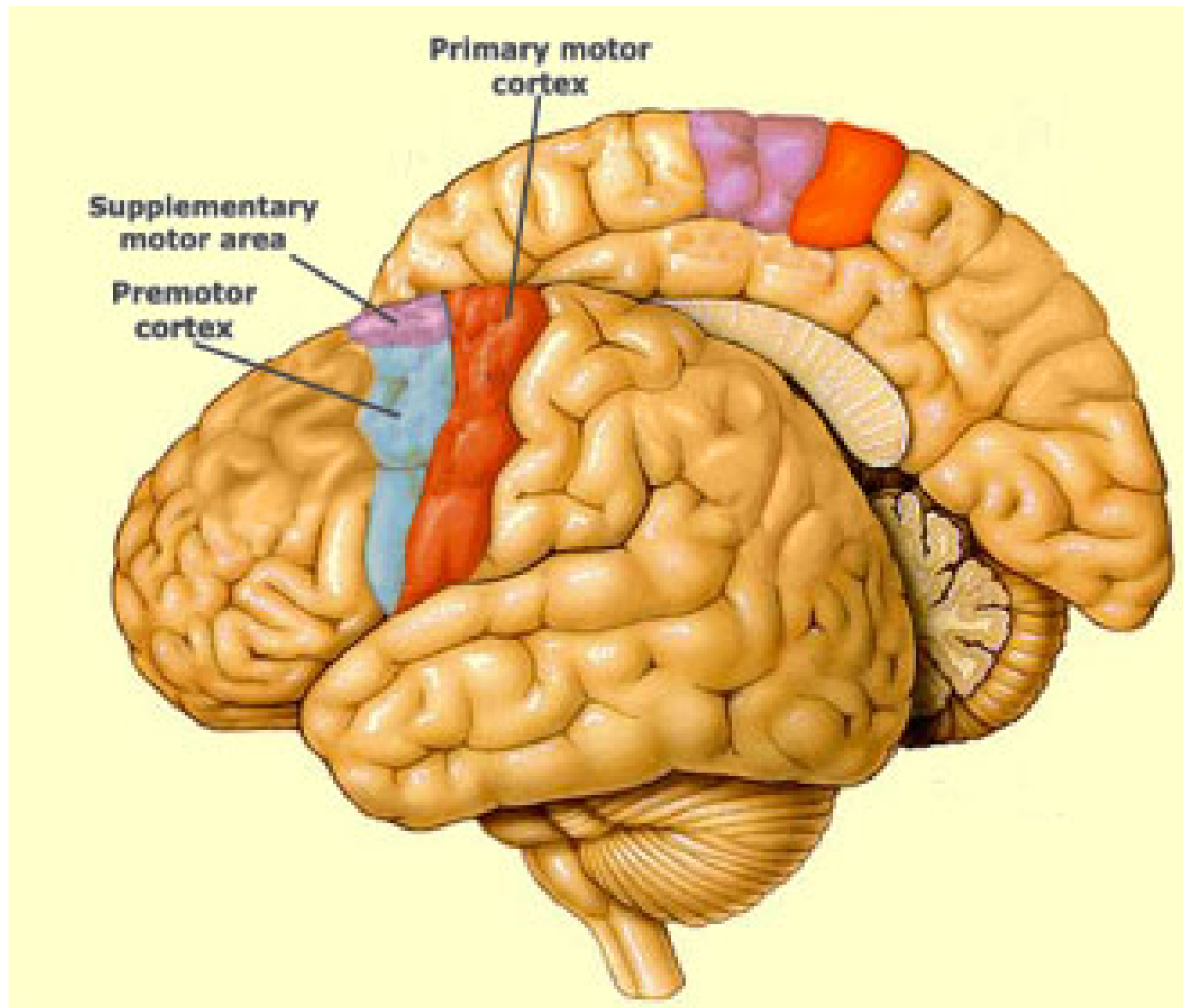


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Skills Framework

- 1. Self-Awareness**
- 2. Purpose**
- 3. Self-Management**



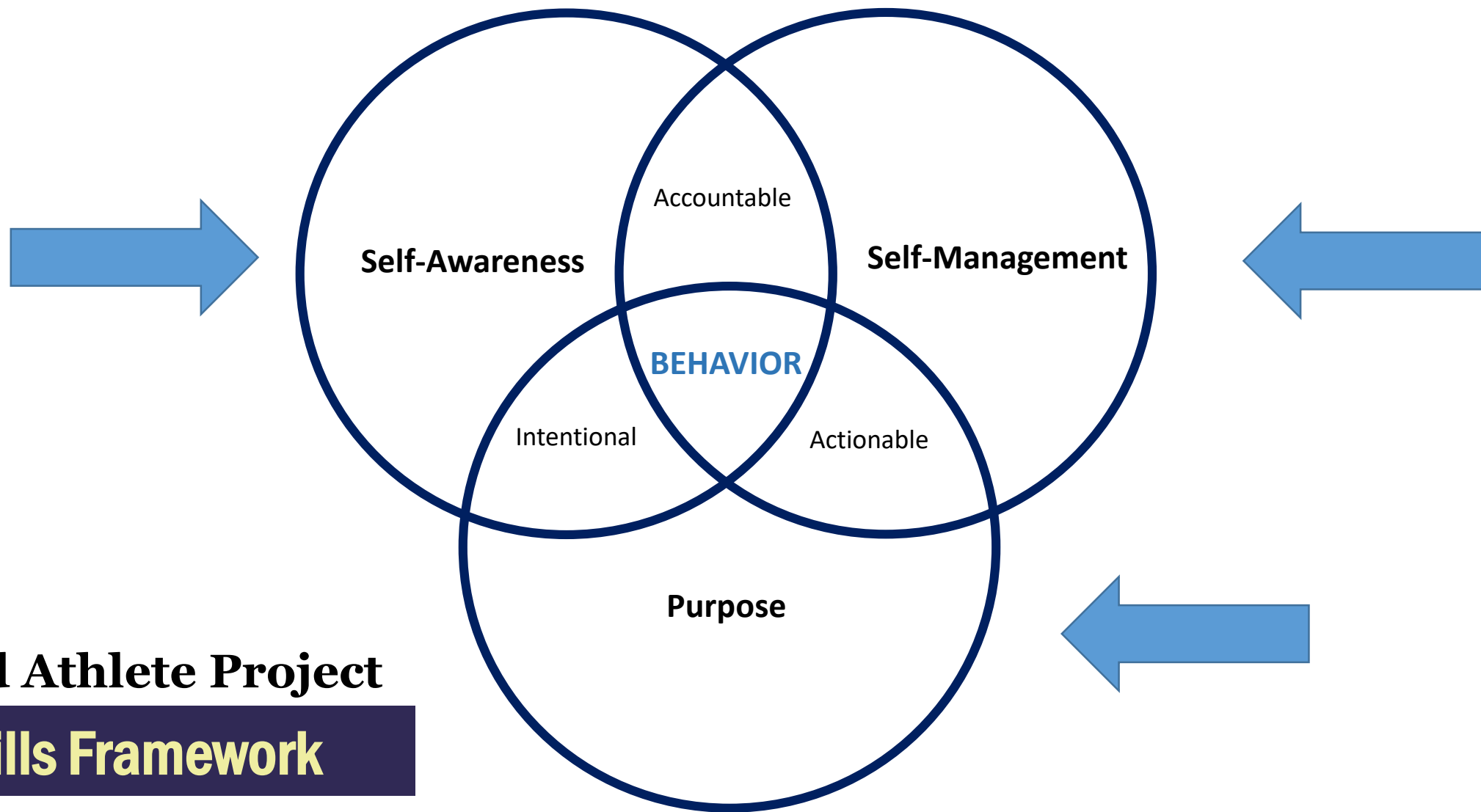


Healthy Habits





Mindless Habits



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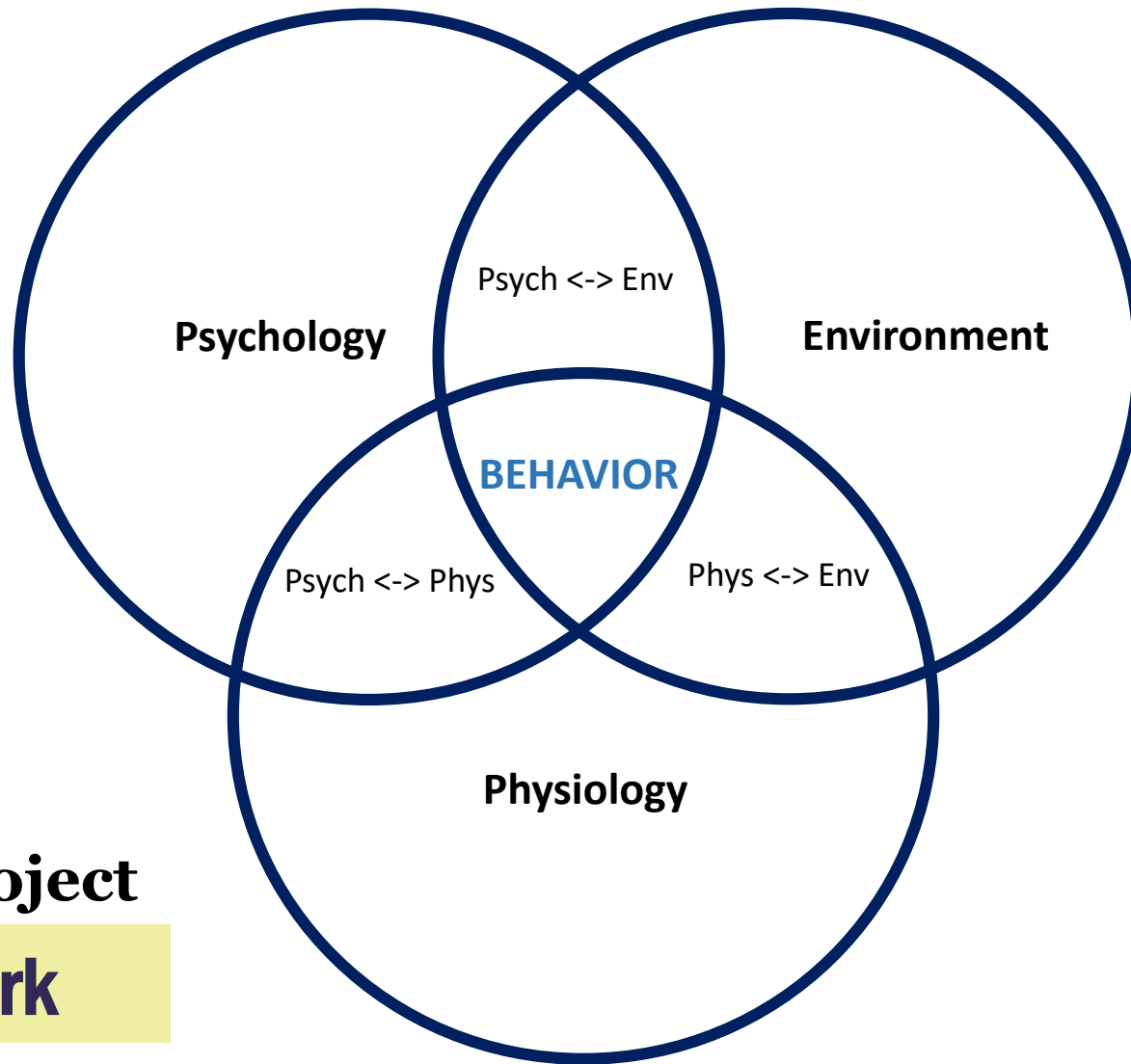
Skills Framework



U.M.A.

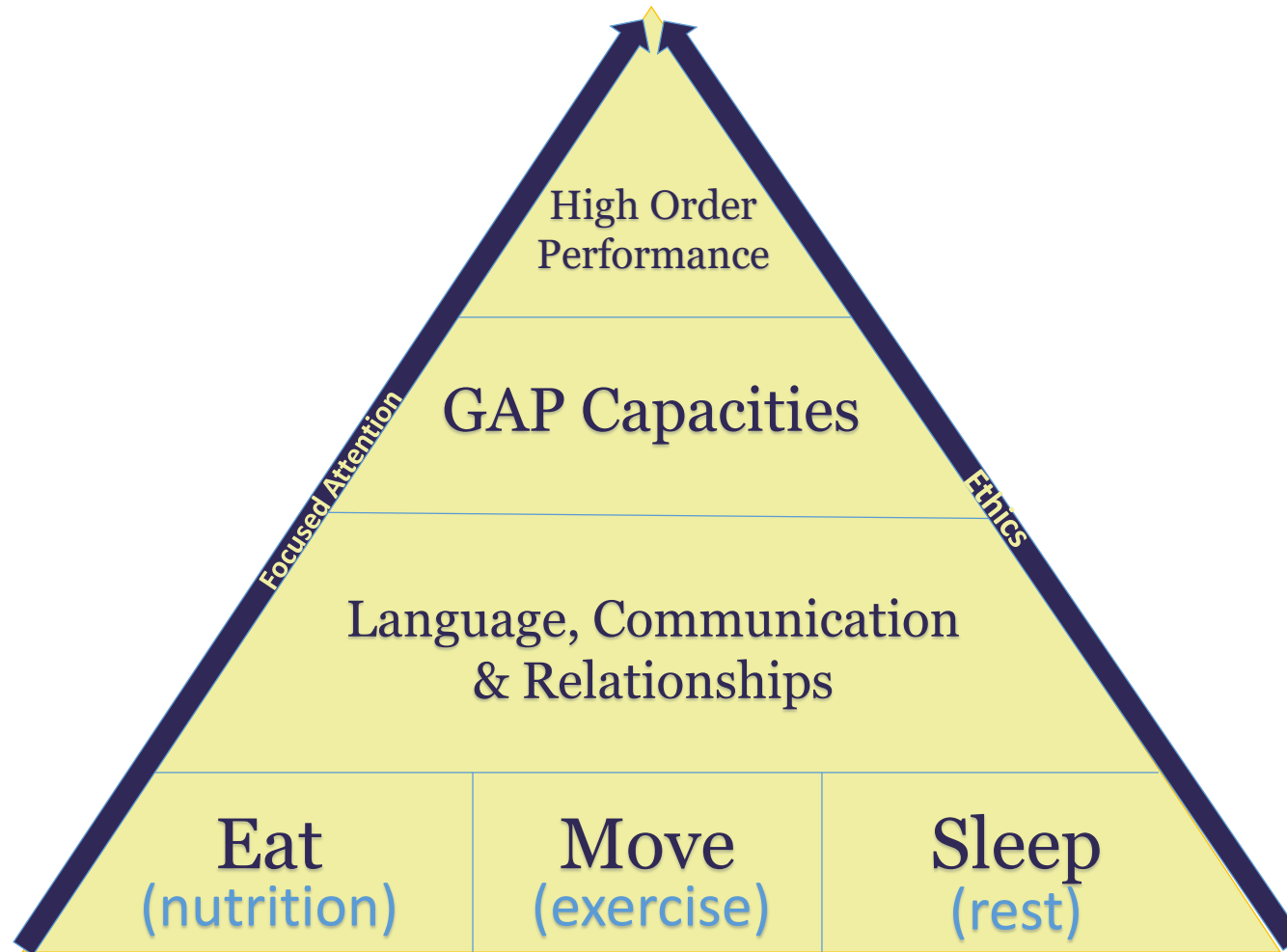
**Understanding
Motivation
Access**

**DOES YOUR BEHAVIOR
MATCH YOUR GOAL?**

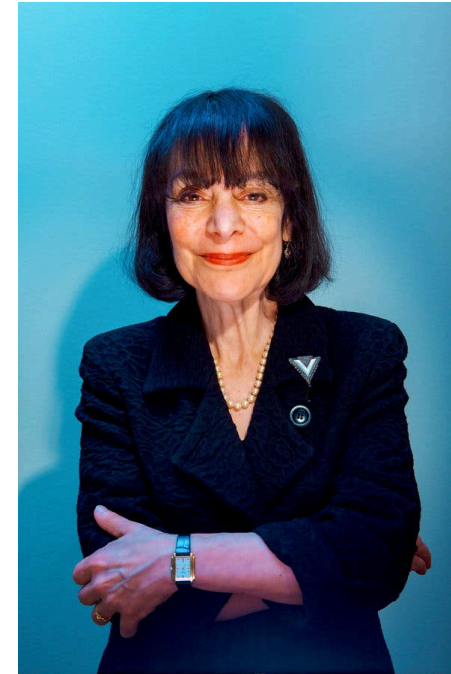
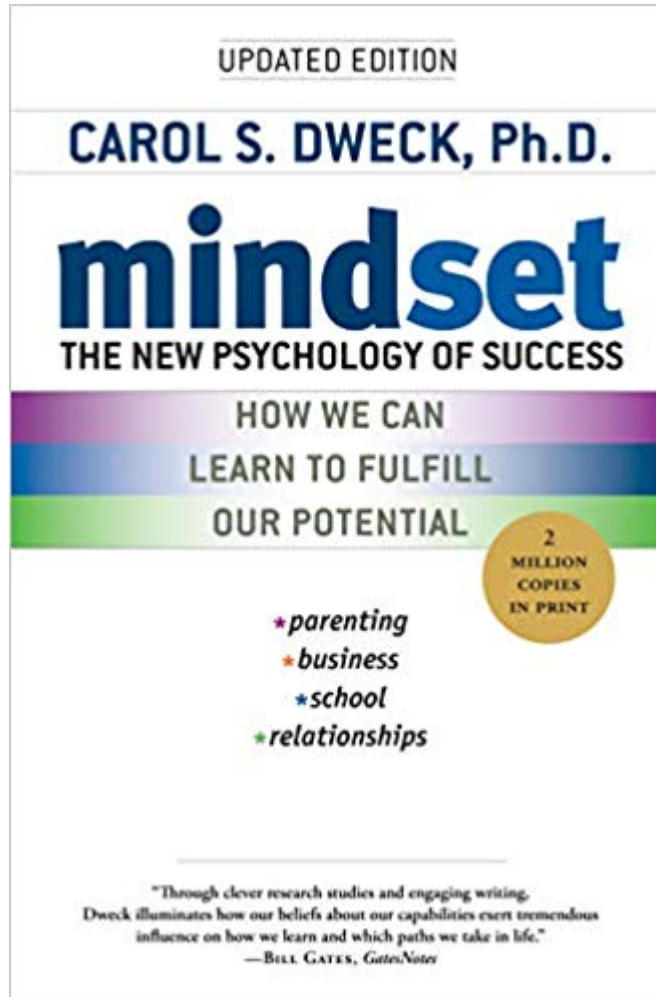


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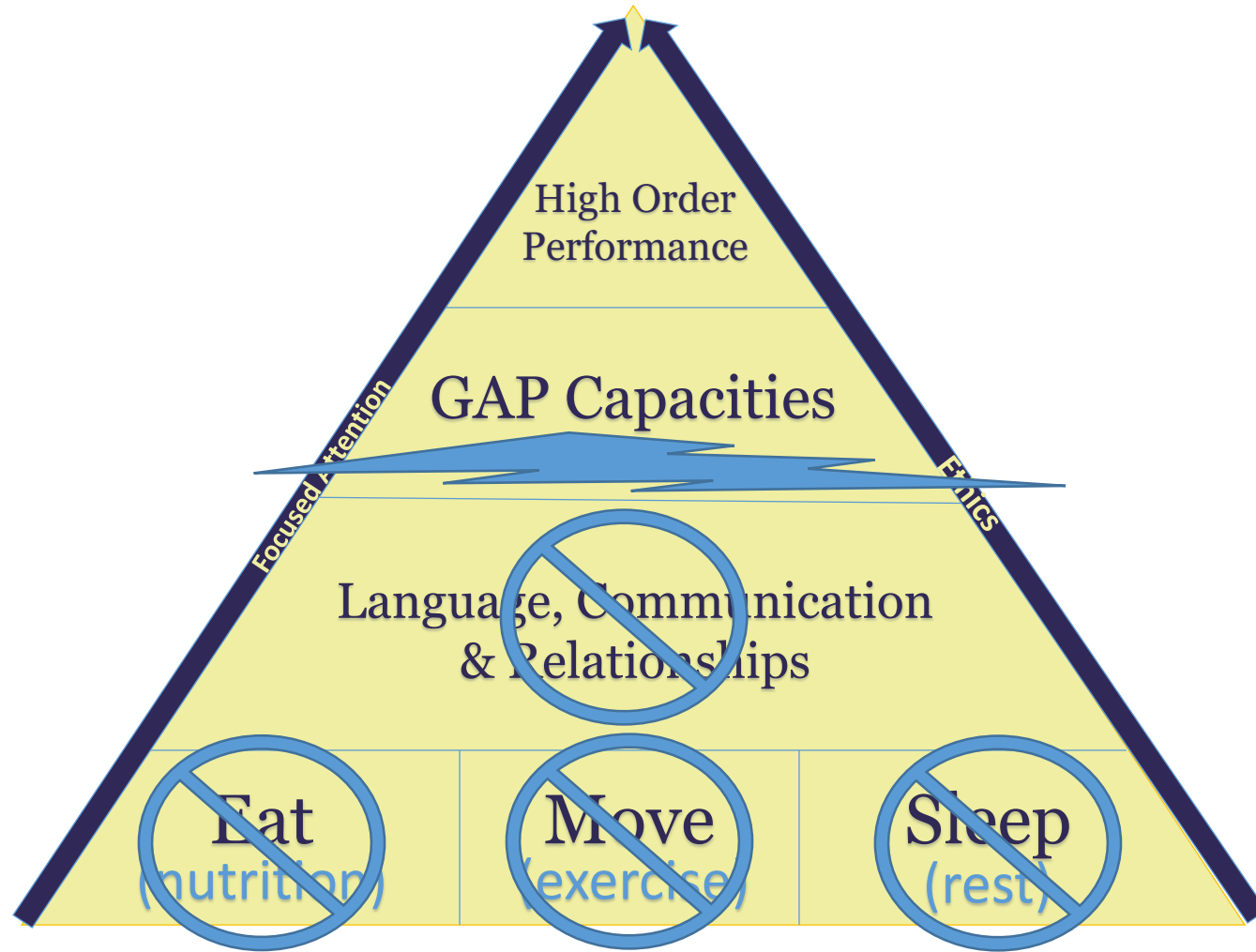
H.O.P. Framework



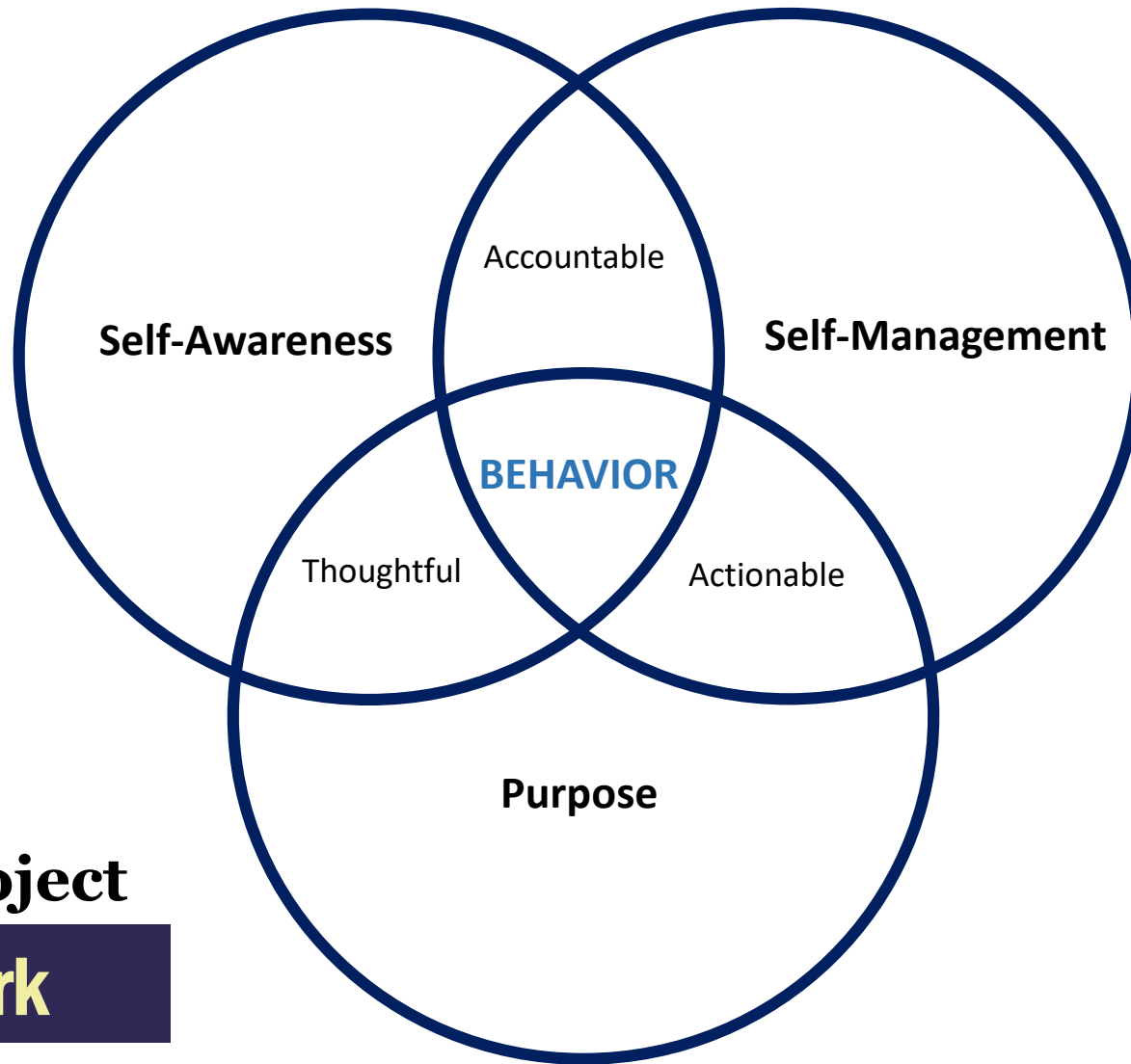
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Carol Dweck
Professor, Stanford University
Researcher, Author, Speaker



@coach4kindness



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Skills Framework



Swimmers with <6.5 hours of Sleep



The Talent Delusion

Bottom Half of Team

Top Half of Team

How Does Sleep Loss Impact Cognition?

0 hrs for 1 night
lapses in concentration/missed responses
increase 400%

4 hrs for 6 nights
400%

The Talent Delusion

4 hrs for 11 nights
matched those of back-to-back all-nighters

6 hrs for 10 nights
400%

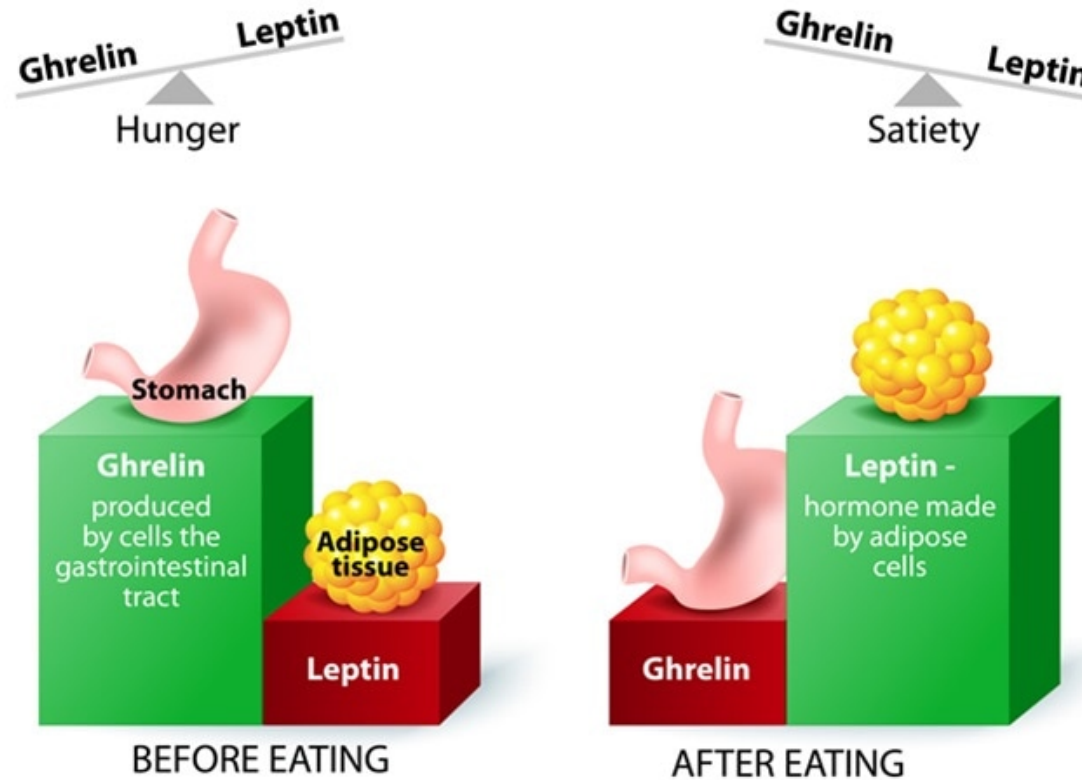
*“consistently underestimated
the degree of performance disability”*

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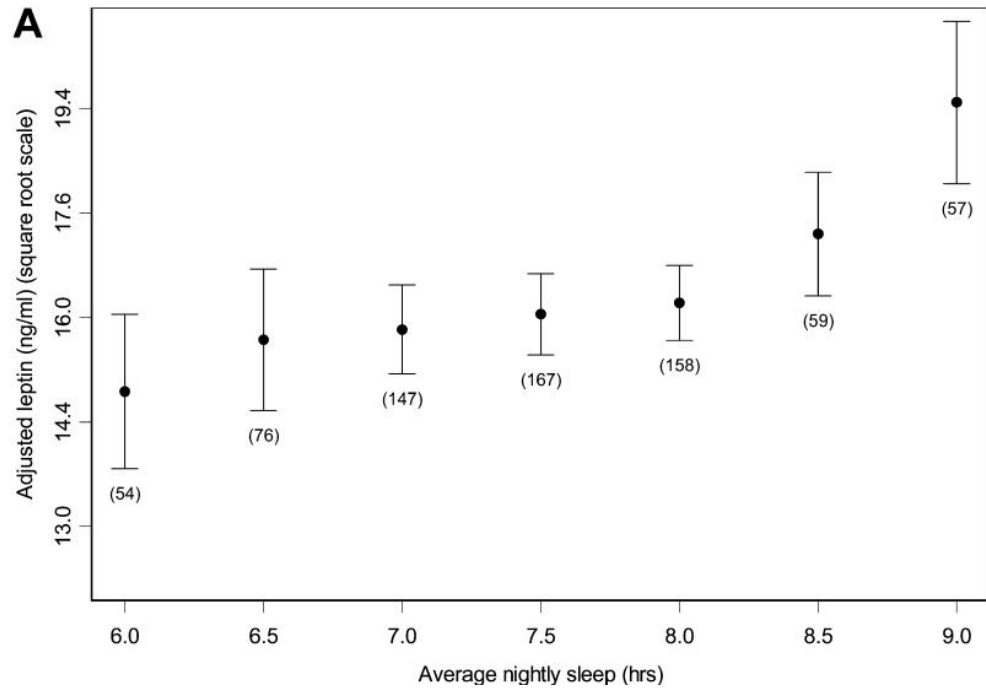




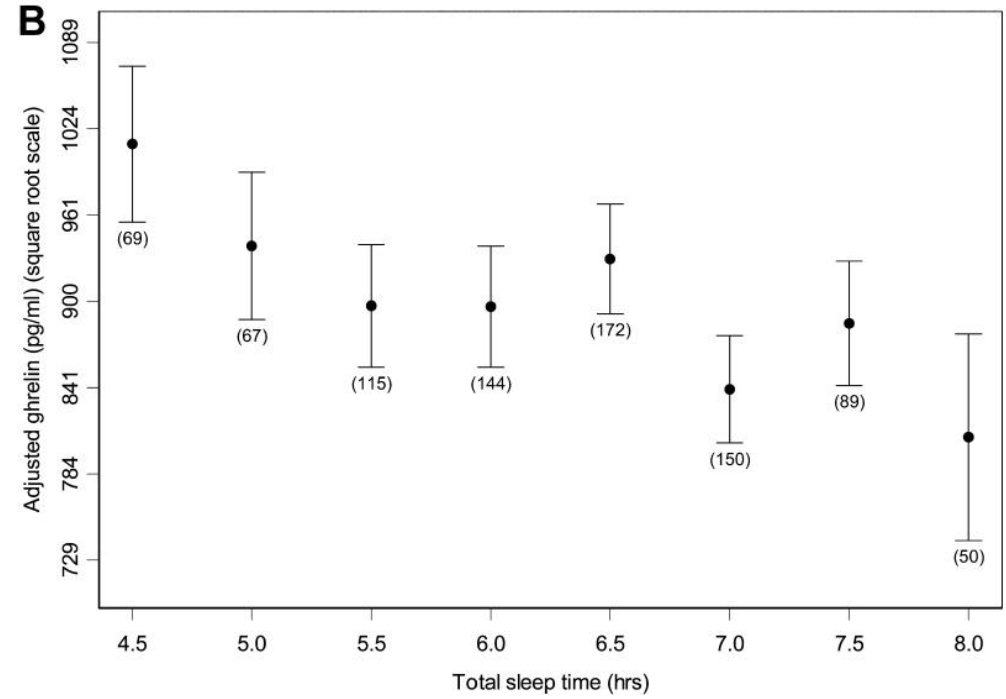
LEPTIN & GHRELIN



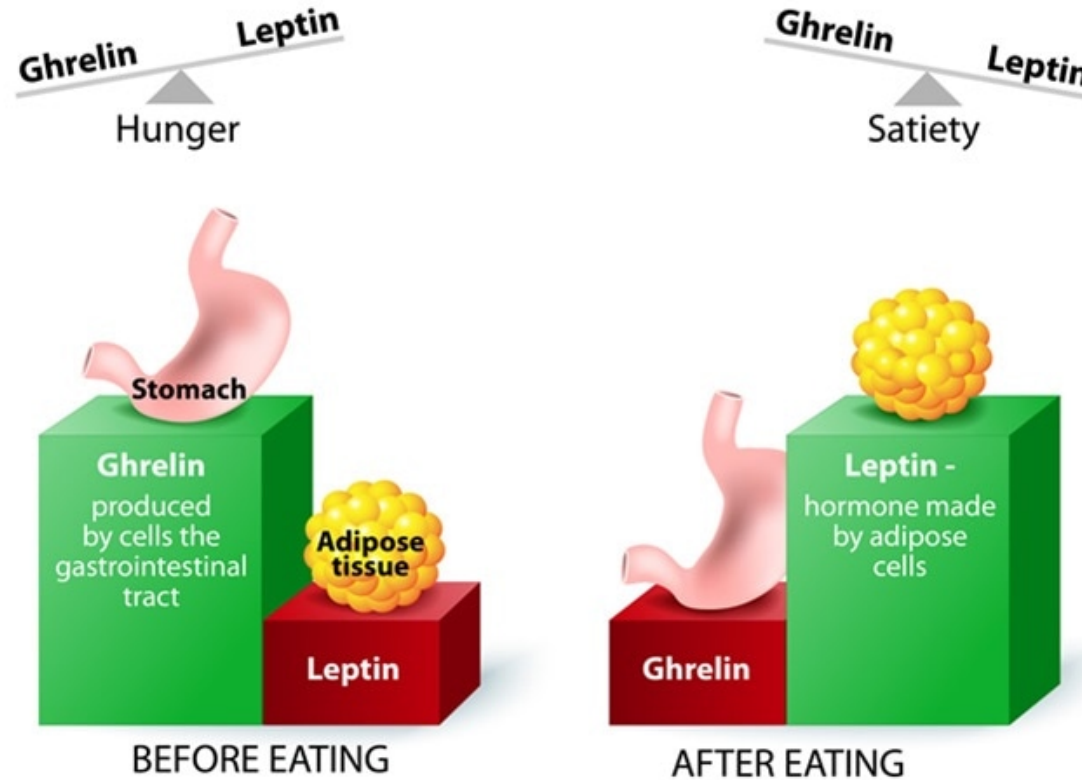
Leptin



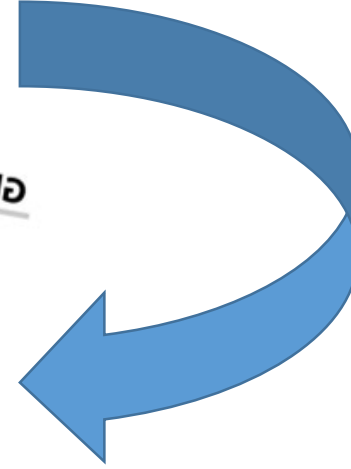
Ghrelin



LEPTIN & GHRELIN



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Framework:



Purpose: What will you build over time?

Mission: Blueprint for the future

Goals: Structures and signposts along the way

Behaviors: Bricks and mortar, building blocks

Habits: the Foundation

Feedback





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