

ACHIEVING GREATNESS

NSCA COACHES CONFERENCE

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CHARLOTTE
N. CAROLINA



Conflict of Interest Statement

- I have no actual or potential conflict of interest in relation to this presentation.

So You Want to be a Strength Coach

Keys to a Prosperous Career

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CHALLENGE!

“I know what I can do for you, but what are you going to do for yourself!”



JK adapted from Louie Simmons

KEYS TO A PROSPEROUS CAREER

6 POINT METHOD to SUCCESS

- Things You **CONTROL**
- Things You **MANAGE**
- Things You **DEVELOP**

Things You Control – #1

Your day is created by your

ATTITUDE

**Everyday is a clean slate, how do you
intend to live the day (recreate)**

Internal/Intrinsic Drive

**“Our Attitude will create the cause for our
future results” Tilopa**

**“Go about your day like it is a DREAM”
Tilopa**



Things You Control – #1

It begins with

Being an Example

We SET the daily stage

We TEACH others by our example

We INFLUENCE others by our example

Using our strengths to bring benefit to others

“From Giving Comes Wealth” Buddha

ANSWER THE SCRATCH

Relentless Determination Is The
Passionate Pursuit of Excellence

**Preparation
Sacrifice
Fight Adversity**

Things You Control – #1

Controlling Your Actions

- every time we engage in an action we strengthen these tendencies

**“Your opinions and your actions
are determined by YOUR mind”**
Tilopa

The Noble Eightfold Path



1. Right View	Wisdom
2. Right Intention	
3. Right Speech	Ethical Conduct
4. Right Action	
5. Right Livelihood	
6. Right Effort	Mental Development
7. Right Mindfulness	
8. Right Concentration	

Things You Control – #2

You must commit to

PREPARATION

Gives you the ability to go OTS

Gives you the ability to EDUCATE

Gives you the ability to LEARN

Gives you the ability to be EFFECTIVE

Gives you the ability to COMMUNICATE



Things You Control – #2

PREPARATION

“To excel in any event requires a process of preparation and practice. A last minute scramble to improve on the day of the event is too late. Only by improving the preparation and practice standards can we improve on the result.”

Sun Tzu FOR SUCCESS

Things You Control – #2

PREPARATION

“Your Preparation will determine your outcomes.

Purposeful Preparation = Positive Outcomes”
JK

Things You Control – #2

PREPARATION

Positive Preparation allows you to hit the curve ball” JK

Things You Control – #3

You must engage in

EFFORT

We give effort into the things we enjoy

Joyful, High Energy

We put energy into things we like

From Effort comes Fulfilment

When we CARE our effort increases



Things You Control

ATTITUDE AND EFFORT RELATIONSHIP

“You cannot have a BAD ATTITUDE and give GREAT EFFORT and You will never give GREAT EFFORT with a BAD ATTITUDE” JK

“Positive Attitudes lead to Terrific Effort”

Things You Control

PREPARATION = ATTITUDE AND EFFORT

“Your ability to PREPARE is directly correlated with your ATTITUDE choice. As ATTITUDE determines EFFORT, EFFORT determines your investment in PREPARATION” JK



Things You Manage – #4

Understand the Diversity of Your

ROLE

**We are, We have to be the most
adaptable person in the building**

Be the

CHAMELEON



Things You Manage – #4

Understanding Your Role

Law of the Niche

Everyone has a place where they add the most value – MAXIMIZE that Strength



Things You Manage – #4

Understanding Your Role

Law of the Catalyst

**Get it Done and then Some Person
Make things happen**



Things You Manage – #4

**Understand Your
Role, Eliminate Turf
Wars, and always be
PROFESSIONAL**

(take personal emotions out of it)



Things You Manage – #5

An Evolving Process is Your

EXPECTATIONS

How will you achieve your goals

Mindful of your present circumstances

Your expectations of others - Standard



Things You Manage – #5

EXPECTATIONS

“To get the JOB you WANT, you have to be best at the JOB you GOT” JK

Things You Manage – #5

EXPECTATIONS

**“Know when to hold’em, know when
to fold’em and know when to go ALL
IN”** JK

Things You Manage – #5

EXPECTATIONS

**“My Minimal Expectations are Your
Maximal Results”_{na}**

Things You Develop – #6

Creating Your
**BASE
FUNDAMENTALS**
Personal
Professional



Things You Develop – #6

Personal

BASE FUNDAMENTALS

WHY?

MANTRA

ASPIRATIONS



Things You Develop – #6

Personal
**BASE
FUNDAMENTALS**
I OWE!



Things You Develop – #6

Personal

WORDS WIN

Creating, Sharing, and Celebrating
Positive Moments in Life



Things You Develop – #6

Personal

SUCCESSFUL
Versus
SIGNIFICANT

Halftime Bob Buford



Things You Develop – #6

“MY JOB/ROLE is to help my athletes accomplish their goals not for them to help me accomplish mine!”

Joe Kenn

Things You Develop – #6

Professional
BASE
FUNDAMENTALS

EMBRACE THE PROCESS

ESTABLISH WHO YOU ARE

TEACHING PHILOSOPHY

Developing Your METHODS/SYSTEMS

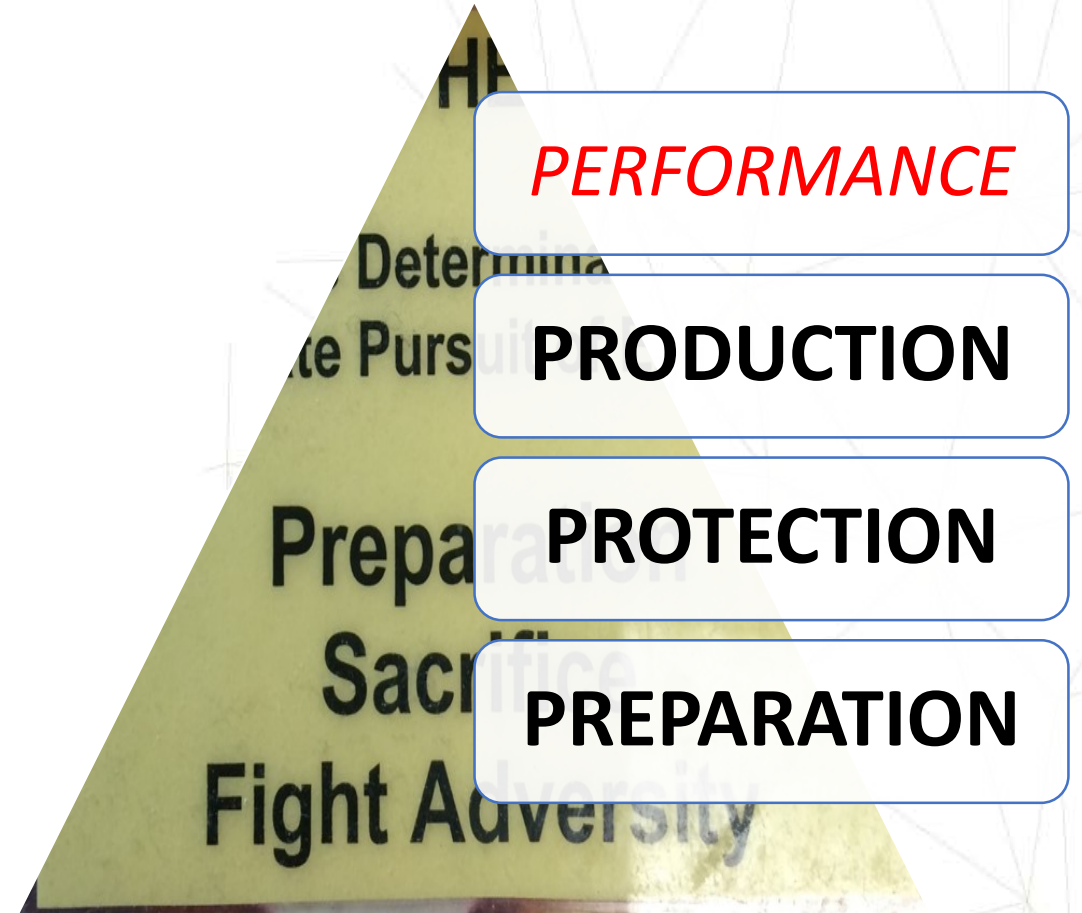
**THERE IS NO
ELEVATOR
TO SUCCESS.
YOU HAVE TO
TAKE THE
STAIRS**

Things You Develop – #6

Professional **MISSION**

(Culture/Values)

**Create a Mission/Vision, then
don't be afraid to adapt the core
as your experience, knowledge,
and realities grow**



Things You Develop – #6

Professional

WHO ARE YOU

- **Coach'em like you want your kid to be coached**
- **Motivate, Educate, Communicate**
- **Environmental Factors**
- **Be or Become a Great Listener** (Uye)
- **Seek Council**
- **Leader! Leader Defined**



Things You Develop – #6

Professional **TEACHING**

- **Safe Doesn't Take a Day Off (Carlo)**
- **Is everything we teach necessary?** Just because we can doesn't mean we should
- **There are no good or bad applications, just poor execution** (Nick Tumminello)
- **Just because an exercise exists doesn't mean you have to use it** (Charlie Francis)
- **At the end of the day stick to the basics** (Dan John)
- **Technical Efficiency – Optimal Form**



Things You Develop – #6

Professional

METHODS/SYSTEMS

- **Method-System, it will keep you on a path (integrity)**
- **Organizational Variables – Program Identity**
- **Needs Assessment**
- **Skills Assessment**
- **Innovation Assessment**
- **Adaptability**
- **Staff Values**



Things You Develop – #6

Sports Performance Culture

Five characteristics that describe the culture of our program:

- **Hard Working**
- **Passionate**
- **Pro Active**
- **Team Oriented**
- **Excellence Oriented**

Athlete and Team Excellence



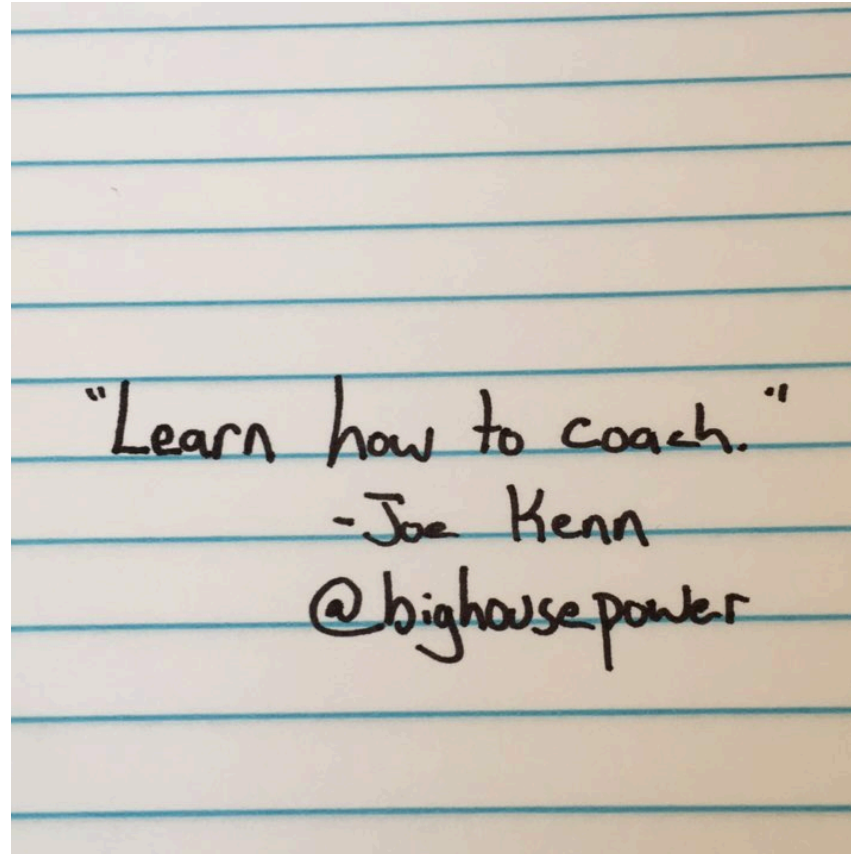
Things You Develop – #6

FREE NUGGETS

- **Small Doses of Excellence**
- **Do Simple Better**
- **Effective & Efficient**
- **Talk Less – Listen More**



Things You Develop – #6



CHALLENGE!

“What will
YOU do when
You get off the
cushion!”

Sangha Member of the Louisville Community of Mindful Living



WHY AM I HERE?



WHY AM I HERE?



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WHY AM I HERE?



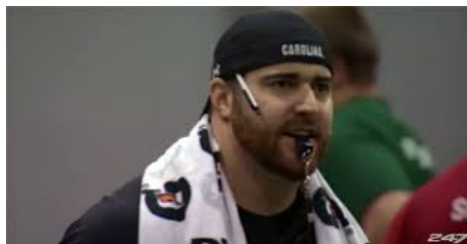
WHY AM I HERE?



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WHY AM I HERE?



WHY AM I HERE?



WHY AM I HERE?

Staff

Adam Fiet	Jon Webster
Adam Miller	Josh Storms
Adam Rotchstein	Liane Blyn
Adam Swenson	Mark Uyeyama
Ben Hilgart	Mike Jones
Bryan Dermody	Mike Knudsen
Cheyenne Pietri	Nicole Scott
Christina DeSantis	Pete Alosi
Corey St. Clair	Rashad Roberts
Darren Korf	Rich Gray
Don Luongo	Rich Wenner
Donnie O'Neal	Ryan Reynolds
Frank Wintrich	Ryan Sorenson
Jason Veltkamp	Scott Croft
Jim Roney	Tony Bovich
Jimmy Verdon	Troy Cooley
Joe Connolly	



WHY AM I HERE?

Interns

Adam	Ethan Banning	Marco Candido
Angelo James	Gary Frye	Mario Pilato
Beth Bartoo	Isiah Ross	Matt Slatescka
Brenda Gibson	James Range	Matt Taylor
Brian Remington	Jason Christus	Mike Henriques
Brian Gaeta	Jeff Carr	Nate Wiley
Bryan Mann	JJ	Neal Peduzzi
Bryan Shaw	Joe Tronzo	Steve Gephardt
"Buckeye"	Joe Valentino	Steve Hartman
Chris Sandeen	John Barela	Stephanie Young
Cian Carvahlo	Jon Fussel	Ty Peterson
Clay Jowers	Jon Heck	Tyler Cox
Corey St. Clair	Kevin Conlogue	Zac Brouillette
Darnell Clark	Kevin Schultz	Zac Connor
Dave Damson	Kristi May	
Dave Scholz	Kristy Crowley	
Denny Holland	Lance Fraley	



WHY AM I HERE?

Outside Influencers

Alan Johnson

Brandon Marcello

Bret Contreras

Buddy Morris

Chris Doyle

Darryl Eto

Dave Tate

Dr. Ken Leistner

Dr. Steve Erickson

Frank Mansueto

Gary Craner BSU TRAINER

Greg Everett

Jack Zufelt

Jeff Connors

Jim Wendler

Kevin Yoxall

Louie Simmons

Martin Rooney

Matt Wenning

Mike Boyle

Mike Conroy

Mike Gentry

Mike Robertson

Patrick Lencioni

Tammy Pascoe BSU TRAINER

Tim Anderson

Tom Myslinski

Vern Gambetta



WHY AM I HERE?



WHY AM I HERE?



WHY AM I REALLY HERE?



INFLUENCERS

