



***2019 NSCA TACTICAL
ANNUAL TRAINING***

Conflict of Interest Statement

I currently have, or I have had in the past 2 years an affiliation or financial interest with Downers Grove, IL Fire Department around this presentation, including:

- Consulting/contracting

2019 NSCA TACTICAL ANNUAL TRAINING

Conflict of Interest Statement

However, I would say I don't have an actual conflict of interest, rather a VESTED interest in Firefighter health and wellness.

**2019 NSCA TACTICAL
ANNUAL TRAINING**



Transitioning from Firefighter to Fire Department Strength Coach

Annette Zapp, MA

CSCS, TSAC-F, CISSN, PN-1

**2019 NSCA TACTICAL
ANNUAL TRAINING**

Objectives:

- 1) Gain insight into what administrators are looking for when choosing a Fire Department Strength Coach (hint: they have NO IDEA); learn to write your contract proposal to focus on those items.
- 2) Identify key ways to unlock buy-in from the line personnel to ensure your contract will be renewed.

The Backstory

- Underserved population
 - NFL example
- Unique challenges
 - Lack of credibility with OWN department
 - Limitations
 - Competing priorities and obligations
 - TIME
 - Buy-in
 - MONEY

Three Scenarios:

20
AN

Administration Needs:

- Workforce availability
- Cost savings (ROI)
- Ease of implementation
- Coach who is not seen/not heard unless...
- Smooth sailing

2019 NSCA TACTICAL ANNUAL TRAINING

FD Strength Coach Minimum Credentials:

- TSAC (plus CSCS preferred)
- Related degree
- Solid assessment/evaluation system such as FMS or modification thereof
- Excellent programming ability and creativity
- Basic injury assessment skills
- Excellent listening/communication
- Organization and follow through; herding the cats
- Seeing the forest AND the trees
- Understanding the job performance requirements and challenges

Firefighter Performance Standards

- Minimum $\dot{V}O_2$ max
- Lactate Tolerance
- Additional Requirements for:
 - Sustained aerobic and anaerobic energy production
 - Muscular strength, endurance and power
 - Joint mobility/stability
 - Proximal stability to yield distal mobility
 - Learning movement patterns, not exercises
 - Proper body composition

Selling the Administration

- The bottom line drives everything!
 - Decreased WC claims
 - Decreased overall use of days off
 - Increased employee happiness
 - Increased employee productivity

*2019 NSCA TACTICAL
ANNUAL TRAINING*

The CONTRACT


- Understand the rules of engagement, *before* you engage
- Your 1st contract PRICE = perceived VALUE regardless of how much you're worth or how much you save the department
- You will NEVER be able to get to where you want to be if you start too low. (the \$99 Wanna-get-away seats are GONE!)
- Getting your “foot in the door” is a recipe for disaster
- Are you being paid for your TIME or the RESULTS?
- Avoid pricing services independently; if they insist, do it...but sell ONLY the package

Selling the Firefighters

- Meet them “where they are”
- Avoid turning their world upside down
- Start small, snowball
- Let your credentials speak for themselves
- Pain is a great equalizer
- Ask “what do you want to be able to do that you can’t do now?”
- Learn and REMEMBER their story

The 7 Steps:

- BE a FF, but know your place
- Learn their names and their stories (they will show you their heart if you listen)
- LISTEN: they'll TELL you everything they need
- Be present and never bail
- Have an extensive referral network (collaboration not competition)
- Balance their NEEDS vs their WANTS (based on a good assessment)
- Always, always FOLLOW THROUGH



“Healthy and well when HIRED,
healthy and well when RETIRED.”

Paraphrased from Chris Fields

*2019 NSCA TACTICAL
ANNUAL TRAINING*





Contact me:

- Instagram and Twitter: @firesqfitness
- E-mail: AZ@firesqfitness.com
- web: www.firesqfitness.com

**2019 NSCA TACTICAL
ANNUAL TRAINING**

References:

- Siddall et al. Ergonomics, 2016. Development of role-related minimum cardiorespiratory fitness standards for firefighters and commanders
- Smith. ACSM Current Sports Medicine Reports, 2011. Firefighter fitness: improving performance and preventing injuries and fatalities
- Peterson et al. JSCR, 2008. Undulation training for development of hierarchical fitness and improved firefighter job performance.
- Contact me for additional resources!