

ACHIEVING GREATNESS

NSCA COACHES CONFERENCE

JANUARY
3 - 5, 2018

CHARLOTTE
N. CAROLINA



Conflict of Interest Statement

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

STAFF MENTORSHIP

OUR EVERYDAY ROLE IN ADVANCING THE PROFESSION

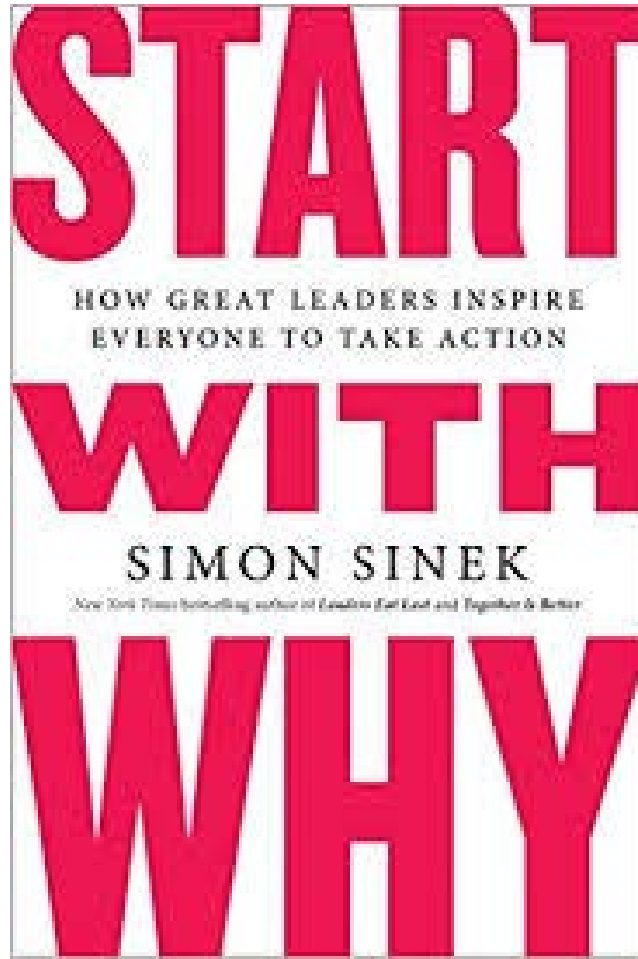
STEVE RASSEL, MBA, SCCC, CSCS*D, RSCC

ASSOCIATE ATHLETIC DIRECTOR

HEAD STRENGTH & CONDITIONING COACH

WEBBER INTERNATIONAL UNIVERSITY

HUGE THANK YOU



FAMILY & FAITH



HUGE THANK YOU

CURRENT & FORMER INTERNS & ASSISTANTS

Mark Dessart

Chris DeSanto

Ross Wiersma

Trei Mitchell

John Lepo

Dan Steinberg

Lauren Beckley

Zack Wallace

Tyler Ayers

Lauren Vander Mel

Phil Bailey

Adam Whittaker

Tom Susewitz

Clay Allen

Tanner Miracle

Brandon Lewis

Tracy Salov

Josh Jirgal

AJ Young Jin Jo

Ed Smith

Brett Worsham

AJ Short

Auggie Promersberger

Derek Hall

Ryan Bachik

Ivan Avelar

Matt Crawley

Lachlan Farley

Brian Binkley

Lucas Porto

Sean Landis

Dan Esperon

Sam Reffsin

Ben Pignatone

Anthony Bland

Elliott Walter

Zach Boland

Anthony Rubino

John Schimenz

Ben Hoffman

Tyler Pierson

Anthony Desposito

Narciso Valencia

Joey Bergles

Jessalyn McGuire

Kristine Petrizzi

Cameron Brown

Chris Weingarten

Fred Lomangino

Gabriel Mullane

Jeff Gold

Mike Grip

Ned Gleason

Scott Boyer

Matt Price

Kate Walter

Tyler Hill

Ned Arick

Kim Duff

Steve McPherson

Connor Derrickson

Ryan Maitland

Beau Hains

Katie Johnson

Taylor Haslinger

Josh Conner



HUGE THANK YOU

KEY PEOPLE IN MY JOURNEY

MOM
DAD
GRANDPA
DOUG JARROW
DR. HUNT
PAT SANDORA
JOHN MOTIS
JACK HOLLIS
MICKEY MAROTTI
BRYAN MANN
DONNEL BOUCHER
CAL DIETZ

PASTOR MARK
RON MCKEEFERY
MATT NEIN
DONNELL BOUCHER
JIM KIRITSY
TEENA MURRAY
JOHN PATRICK
BOB ALEJO
BRYAN THOMPSON
MARK WATTS

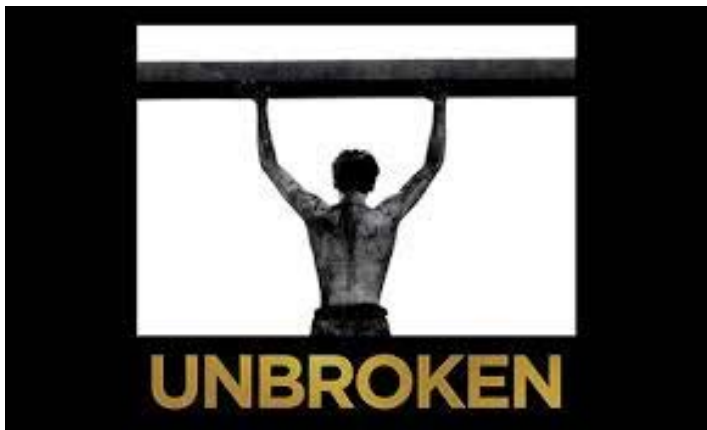
RYAN HORN
GARY SCHOFIELD
TODD HAMER
MIKE FAVRE
ADAM FEIT
ETHAN REEVE
KEN MANNIE



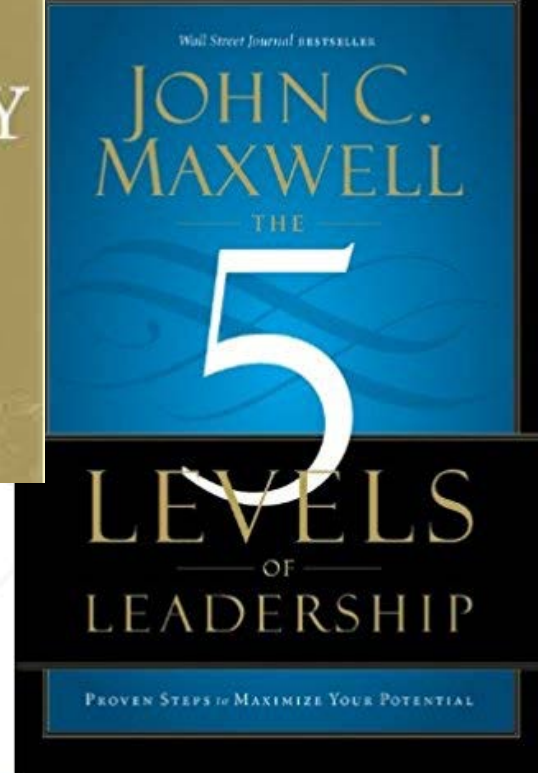
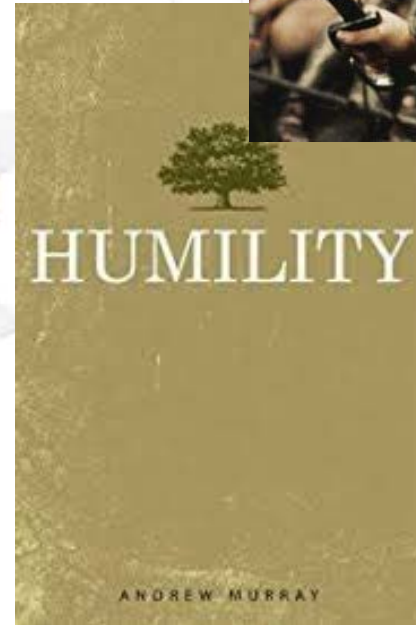
HUGE THANK YOU



#RelentlessGrowth



LOCK-IN



POWER PLAY
EXTREME AWARENESS
COMMITMENT TO ACTION

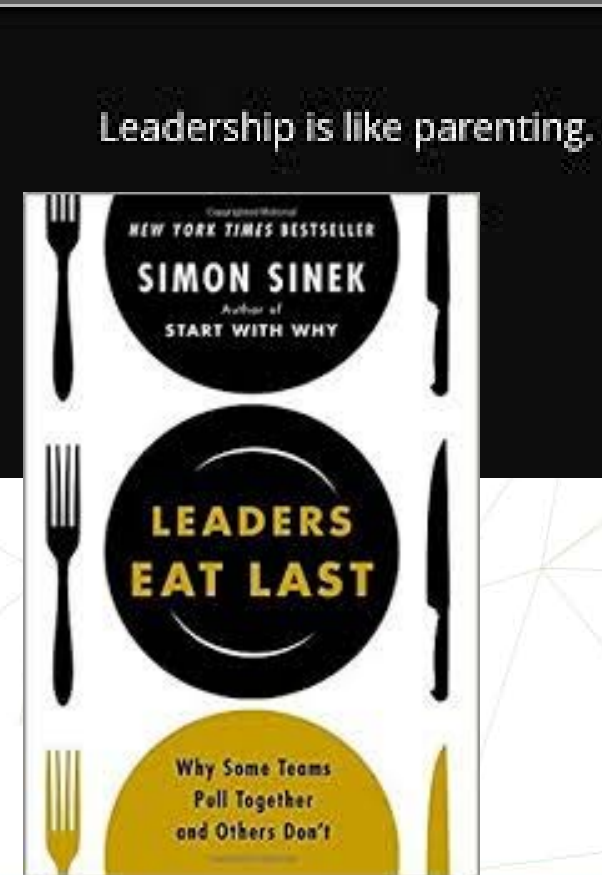
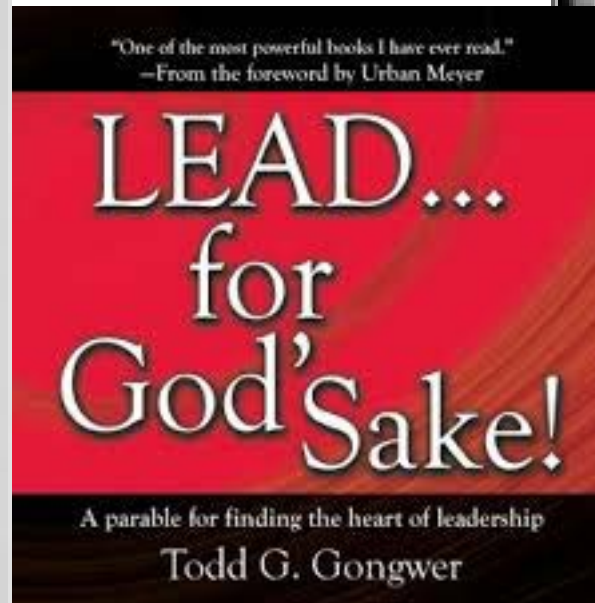
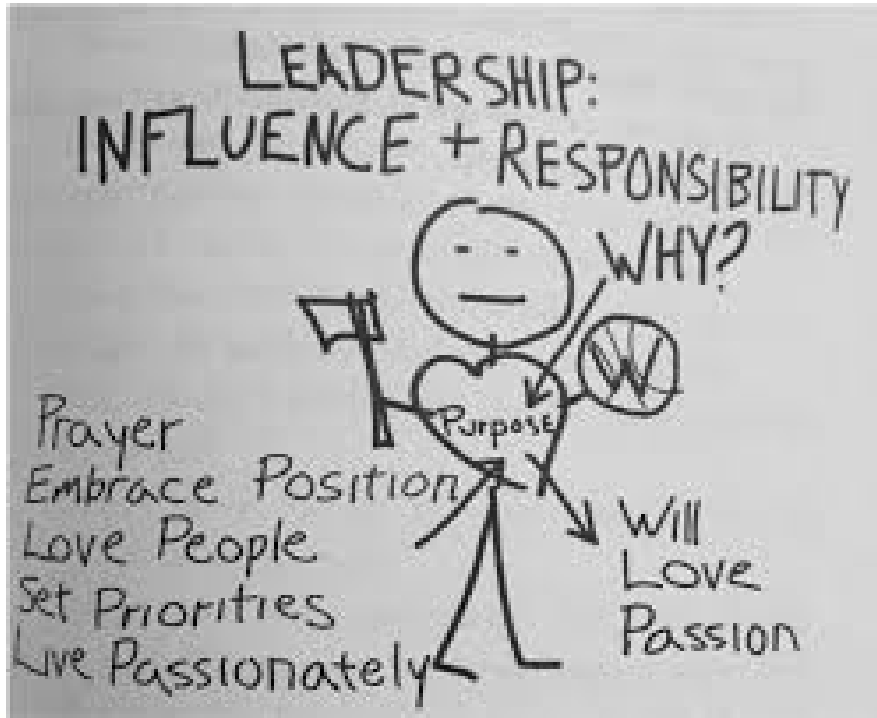
“STAFF MENTORSHIP”

THE **CONTINUOUS** PROVISION OF SUPPORT, EDUCATION, AND GUIDANCE FROM ONE PERSON TO ANOTHER, PROVIDED THAT THE MENTOR AND MENTEE **ARE BOTH** HEAVILY INVESTED



“OUR EVERYDAY ROLE”

PRIORITIZE THIS AS A **MAJOR PART** OF YOUR JOB
(LEADING, SHIFTING PERSPECTIVES)



“IN ADVANCING THE PROFESSION”



IT WILL MAKE YOU BETTER. IT WILL MAKE THEM BETTER. IT WILL MAKE US BETTER.

ACTION ITEM #1

ALIGN MENTORSHIP AS THE FOUNDATION OF YOUR JOB, AND
FORTIFY THIS WHY
BY VIEWING THINGS
THROUGH THIS LENS
EVERY DAY
TOWARDS YOUR
STAFF



STAFF HIRING

ALTHOUGH EVERYONE CAN BENEFIT FROM MENTORING, IT IS VITAL TO HAVE A GOOD SELECTION PROCESS THAT LEADS TO THE RIGHT FIT



**HIRE FOR CULTURE
TRAIN FOR SKILL**



STAFF HIRING

WHEN TWO PEOPLE ARE IN EACH OTHER'S
COMPANY, THEIR BRAINWAVES BEGIN TO
LOOK NEARLY IDENTICAL



You are, or will
become, just like the
people you associate
with the most.

SETTING YOUR CULTURE



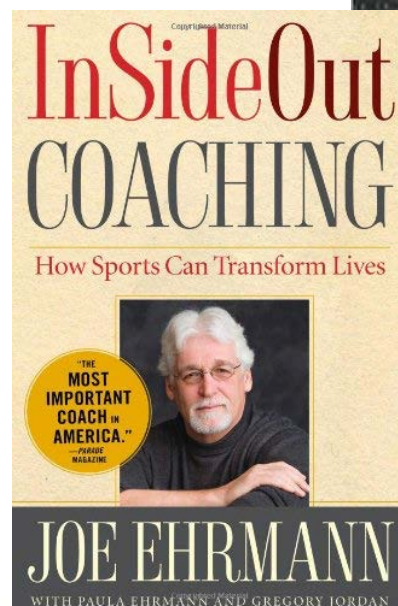
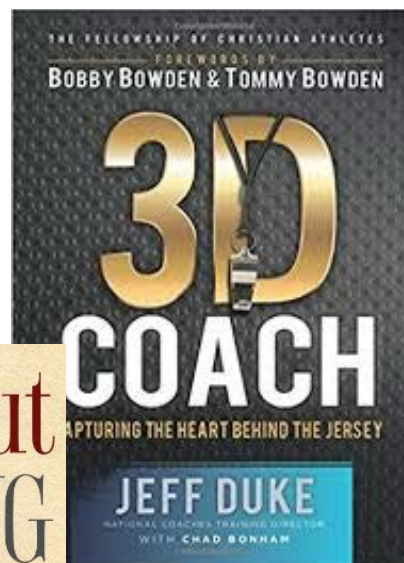
OUR CULTURE

TRAIN WITH THE PURPOSE OF:

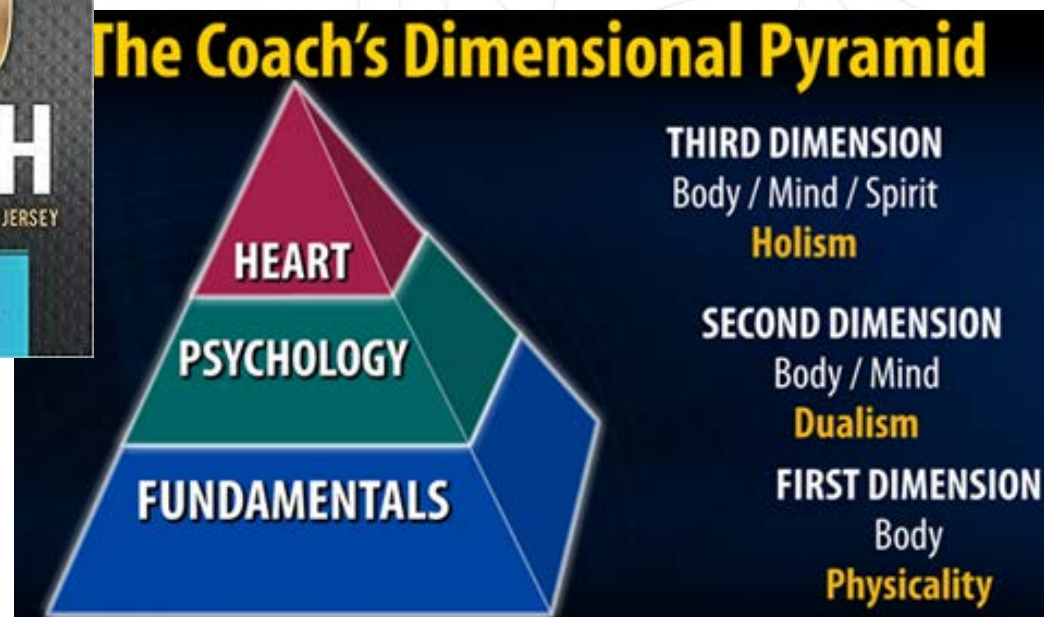
- 1) REDUCING INJURY RISK
- 2) ENHANCING PERFORMANCE
- 3) BUILDING CHARACTER

CORE VALUES:

- 1) TOUGHNESS
- 2) DISCIPLINE
- 3) ENERGY
- 4) SERVANT LEADERSHIP



#RelentlessGrowth



OUR HIRING PROCESS

1. OVERWELM APPLICANTS WITH INFORMATION ON WHAT THEY'RE IN FOR
 - a. JOB POSTINGS ALL FILTER TOWARDS OUR WEBSITE
2. QUICKLY RESPOND WITH QUESTIONNAIRE & HW
3. ASSIGN ANALYSIS SHEET, RACK & STACK
4. PHONE INTERVIEW
5. VIDEO & PROGRAMMING ASSIGNMENT
6. REFERENCE CHECK 1
7. SKYPE/IN-PERSON INTERVIEW & FOLLOW-UPS
8. REFERENCE CHECK 2
9. JOB OFFER



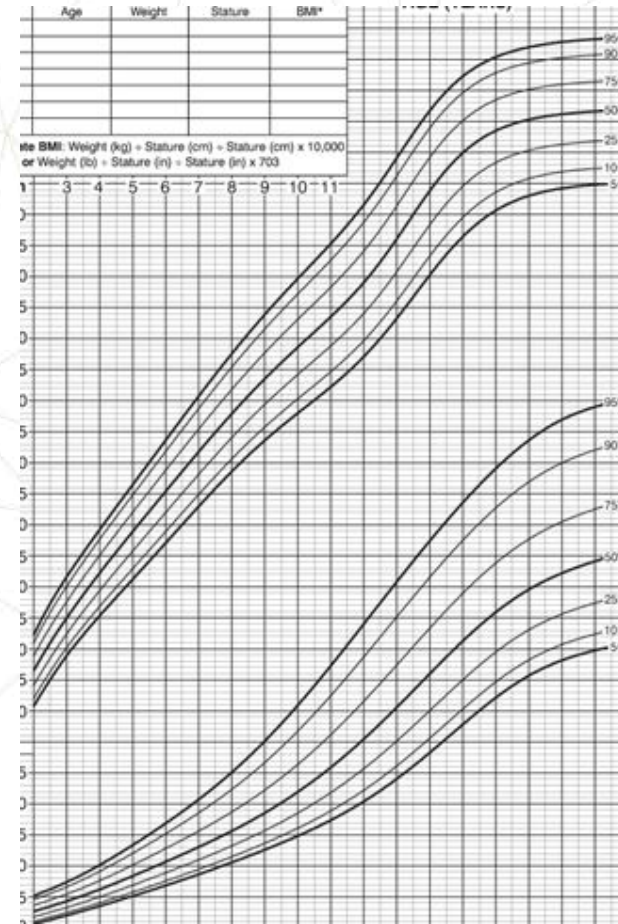
ACTION ITEM #2

DEFINE YOUR CULTURE AND HIRING PROCESS & STICK TO IT; THE PROCESS WILL DEVELOP ITSELF THROUGH TRIAL AND ERROR



MESH GOALS

START WITH THE END GOAL IN MIND WHEN PLANNING AN EDUCATIONAL STRUCTURE – OF BOTH THEIR CAREER AND YOUR DEPARTMENT. RECALIBRATE THIS USING THEIR DEMONSTRATED GROWTH GAUGE. **BUILD THE STRUCTURE!**



STRUCTURE & CURRICULUM



FaceTime

Proper
Prior
Planning
Prevents
Piss
Poor
Performance



OUR STRUCTURE

INTERN/GRAD ASSISTANT TRIMESTER LAYOUT

PRE-INTERNSHIP PHASES

TRIMESTER 1

TRIMESTER 2

TRIMESTER 3

<i>JUNE & JULY</i>	<i>AUGUST - OCTOBER</i>	<i>NOVEMBER-JANUARY</i>	<i>FEBRUARY-APRIL+</i>
VIDEO-DRIVEN PRIOR TO ARRIVAL FRAMEWORK	UNIVERSITY RAZ ORGANIZED CHAOS EDUCATIONAL OVERREACHING	FORCED SUPERCOMPENSATION RELOAD & REENGAGE SELF-DIFFERENTIATION	PREPARING FOR THE NEXT STEP REVISIT OVERREACHING PROMOTIONAL CHALLENGES

FULL-TIME TRIMESTER LAYOUT

PRE-INTERNSHIP PHASES

TRIMESTER 1

TRIMESTER 2

TRIMESTER 3

<i>JUNE & JULY</i>	<i>AUGUST - OCTOBER</i>	<i>NOVEMBER-JANUARY</i>	<i>FEBRUARY-APRIL+</i>
PREP EDUCATIONAL SERIES FACE-LIFT STRUCTURE	TEACH, DEVELOP, LEAD	PERSONAL PRESSURE POINTS FREEDOM DELEGATION	SPECIALIZED KNOWLEDGE PREPARING FOR THE NEXT STEP PROMOTIONAL CHALLENGES

OUR STRUCTURE

ENTIRE STAFF WEEKLY LAYOUT

MONDAY	TUESDAY	THURSDAY	FRIDAY
POSITIVE VIBES ANNOUNCEMENTS MINDSET MONDAY	EDUCATIONAL IN-SERVICE MOVEMENT EMPHASIS	EDUCATIONAL IN-SERVICE STAFF DEVOTIONAL	STAFF IN-SERVICE
STAFF LIFT	STAFF SPORT	STAFF LIFT	STAFF LIFT

OUR CURRICULUM

Coaching & Leadership	anything leadership, coaching presence, feedback, cuing, motivation, attention to detail, coaching eye, buy-in, core values, principles, analogies, dealing with people, building relationships
Nutrition & Supplementation	diet, nutrition, supplementation, research
Programming	training principles, periodization, progression schemes, program templates, exercise movements, testing, planning, needs analysis, individualization
Psychology	mental aspects to training, how the human psyche works, neuro topics, research
Personal & Career Growth	networking, resume, cover letter, references, interviews, etiquette, site visits, social media, blogging, organization, scheduling, to-do lists, professionalism, ownership, initiative, self help, motherhood/fatherhood, parenting, marriage, investing, saving, buying a home
Managerial & Business	financial, running a business, budgeting, departmental tasks, vision, mission, goals, objectives, negotiations, weight room design, fundraising
Human Body & Injury Risk Reduction	biomechanics, anatomy, physiology, bioenergetics, different bodily systems and how they work, screening, prehab, rehab, research, common problems; recovery and regeneration
Technology & Equipment	Excel, GPS, heart rate, force plates, HRV, testing devices, apps, video analysis, equipment, velocity units
Staff Bonding	who am I, staff development/bonding, staff trips, unplugged outings

INTRODUCTORY EDUCATION

Team Assignments

Needs-Analysis & Master Periodization; Brainstorm
Zip files from last year
Talk to last year's coach
Team responsibilities
Initial meetings with sport coaches and athletic trainers

Pre-Internship Educational Series

Concussion Awareness Video
NAIA Character-Driven Coaching Video Series
Audacity Music Editing Tutorial
Staff Orientation Video, Part 1 & 2
Brainstorming Challenge - Presentations, Discussions, Devotionals
Aptitude Quiz Upon Arrival

Movement Competencies

Dynamic Warm-up Essentials
Linear Speed & Acceleration
Plyos & Landing Mechanics
Lateral Speed & Acceleration
Change of Direction and Deceleration
Proficiency Check: Oly Lifting, Primaries
Proficiency Check: Posterior Chain, Upper, Lower, Core
Staff Lift - Block Zero Application
Staff Lift - Testing: Vert, Broad, Sq, Bn, DL, CL, SN, FS, Pull-Up, 300, 30-15

CHARACTER DEVELOPMENT

Art of Coaching

Part 1 - Raz 2015 Webber Clinic Presentation Video

Sport Coach - AT Relationships

Player Relationships

How to Handle Discipline

Professional Jabs & Anchor Points Assignment

*shift into Mindset Monday after covering these

*shift into 1hr/week live help/feedback

*training session video analysis

Raz GYMR Series

Perspective Quiz/Shifting

Mental Toughness

The Momentum Battle

Competition & The Will to Win

Focus, Concentration, Optimal Arousal

Positive Self-Talk, Confidence

Failing Forward

Excuses & Complaining

Trust The System

Act Like Men

Character, Core Values

Your One Word

Start With Why

CHARACTER DEVELOPMENT (CONTINUED)

Mindset Monday

Mindset video montage (pre-internship)

Youtube Motivation Video (Raz)

Impact Theory - David Goggins

TED Talk - Ray Lewis

Ayers compilation

Fortify your why + 30min version of "300" (Raz)

Winkleman - Analogies

TED talks

The Most Important Lens

Brian Cain Peak Performance Series

Weekly Staff Perspective Points from Raz

Core Values

No Fear; No Pride

Relentless Growth

Grow together as a unit

Be a professional; mindset of the next promotional level

Using time off to your advantage (hurricane time off)

Step up into the challenges of work

Threats vs. Opportunities (within a problem)

Satisfied vs. Complacent

Ghost of Christmas Past

Honor the Past; Celebrate the Present; Plan for the Future

INJURY MANAGEMENT

Injury Management Strategies

Part 1 - Overview

Part 2 - Stages of Tissue Healing

Injury Management Screening & Assessments [HIGH NEEDS]

Part 1 - Intro & Exposure to Methodology

Part 2 - Defining the Webber Screening & Assessment Process

Part 3 - Implementation & Data Collection (hands-on)

Part 4 - Data Analysis & Application

Part 5 - Individualization & Corrective Strategies (1-on-1 meetings)

Joint-By-Joint Series [Raz & Dr. Raz, live or video]

Part 1a - Shoulder Intro

Part 1b - Shoulder Pathology, Functional Anatomy, Plan of Attack

Part 1c - Application of Info - Shoulder (1-on-1 meetings)

Part 2a - Lumbo-Pelvic-Hip Intro

Part 2b - LPH Pathology, Functional Anatomy, Plan of Attack

Part 2c - Application of Info - LPH (1-on-1 meetings)

Part 3a - Knee, Ankle, Foot Intro

Part 3b - Lower Leg Pathology, Functional Anatomy, Plan of Attack

Part 3c - Application of Info - Lower Leg (1-on-1 meetings)

Part 4a - Head, Neck, C & T-Spine Intro

Part 4b - Head/Neck/Spine Patho, Functional Anatomy, Plan of Attack

Part 4c - Application of Info - Head/Neck/Spine (1-on-1 meetings)

Part 5a - Elbow, Wrist, Hand Intro

Part 5b - Arm Pathology, Functional Anatomy, Plan of Attack

Part 5c - Application of Info - Arm (1-on-1 meetings)

PERFORMANCE ENHANCEMENT

Programming Filters with Teams

Mini Hot-Seat 1

Mini Hot Seat 2

Full Hot Seat

Follow-Up Meeting w/ Supervising Coach

1-on-1 Strategy & Progress Meetings with Raz

Art of Programming

Part 1 - Intro and Overview

Part 2 - Training Principles & Responses to Training

Part 3 - Perscription, Planning & Periodization

Part 4 - Programming & Progression Templates

Part 5 - Connecting The Dots (flow chart) GPP

Part 6 - Flow Chart Block 2 & 3

Part 7 - Flow Chart Wrapping Up Fall & Winter Workouts

Energy System Development

Part 1 - Jameison 5-part Video Series

Part 2 - Jason Derking CSCCa Presentation

Part 3 - Implementation Plan with Teams (Hot Seats/1-on-1)

PERFORMANCE ENHANCEMENT (CONTINUED)

Velocity Based Training

Part 1 - Velocity Based Training

Part 2 - VBT Measuring Devices

Part 3 - Accommodating Resistance

Part 4 - Velocity Profiling

Performance Screening & Assessments [WEAK LINK]

Part 1 - Intro & Exposure to Methodology

Part 2 - Implementation & Data Collection (hands-on)

Part 3 - Data Analysis & Application

Part 4 - Individualization & Performance Strategies

STAFF IN-SERVICES

Staff In-Services

Connor - Mental Toughness

Kim - College Sports Nutrition Overview

Taylor - Accomodating Resistance

Josh - Training Hamstrings

Beau - Energy System Develpoment - Aerobic Power

Ryan - Westside Conjugate

Steve - Valsalva in Team Settings

Katie - Bloodflow Restriction Training; Nutrition Packet

Staff In-Services From The Past

Statistics

Training Female Athletes

Middle-Out Leadership

LTAD

Functional Medicine

Book Reviews

Battling Butt Wink

Beyond Valgus

Prehab Pearls

Myofascial Release Tactics

To Stretch or Not To Stretch

STAFF BONDING EVALUATION FEEDBACK

Feedback and Evaluations

Daily/weekly informal feedback

Monthly 1-on-1 semi-formal feedback

Trimester 4-on-1 formal feedback eval

Assistant Mentorship Assignments/Roles (daily/weekly/monthly/trimesterly)

Staff Bonding

Who Am I

Strengths & Weaknesses

Goals

Cookout at Raz's House

Staff Lifting

Staff Sport

Lake Days/Boat/Jet Ski

Staff Outings (Paintball, Comedy Club, Top Golf)

CAREER DEVELOPMENT

Life Skills

Finance Basics

Get Rich Quick

Major Decision Making

Purchasing a Home

Dealing with Debt

Parenting as a Coach

The Challenges of Marriage

Savings, Investments, Retirement

Do You Need a 'Plan B'?

Platform Development

Professional Etiquette

Website & Content Release

Social Media Strategies

Writing & Blogging

Public Speaking

Networking 101

Site Visits

Marketing 101

Career Advancement

Interview Survival Guide

Mock Interview 1

Mock Interview 2

Live Aptitude Quizzes (1-on-1 & group)

Resume Development

Cover Letter Basics

Reference Basics

Blast From The Past (replay analysis)

Portfolio Development

Body Language

Developing Your System

StrengthFinder 2.0 Test

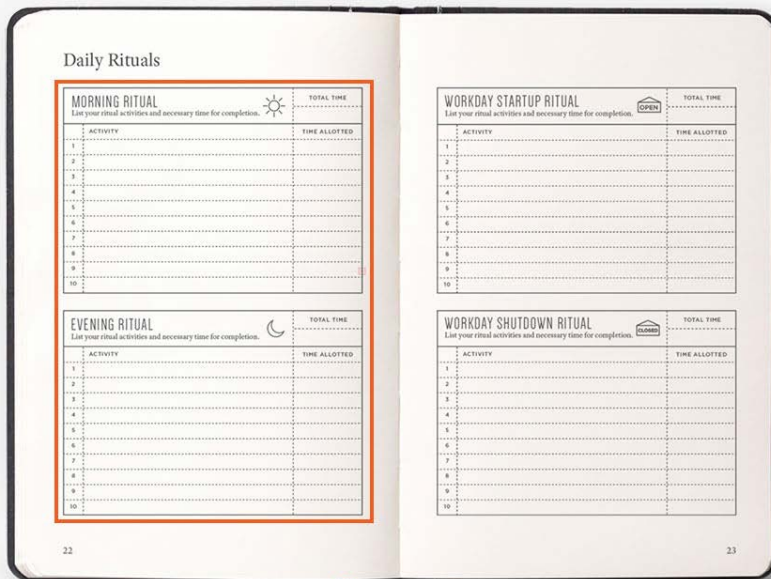
Personality Tests

OTHER EDUCATIONAL AREAS

	Nutrition & Supplementation	
Building/In-Progress	Introduction & Overview (Essentials Text)	
Block Zero Concepts	Nutrition Packet For Teams	
Advanced Training Concepts	Top Nutrition Rules For College Athletes	
Transfer of Training	Precision Nutrition Overview & Resources	
High-Low Sequencing	Food Logs & Lifestyle Considerations	
CSCS Exam Prep Series	Supplement Basics	
SCCC Exam Prep Series	How Clean is Clean Eating?	
Webber S&C Coaches Clinic Advancement	Staff Structuring	
Staff Site Visits	Job Postings	
Staff Skype Lectures/Interviews	Interview Processes	
Individualizing Recovery	Staff Mentorship Structuring	

ACTION ITEM #3

LIST THE **END RESULT** AND **VISION** OF ALL PARTIES; LAYOUT THE STRUCTURE & CURRICULUM PLAN TO GET EVERYONE THERE



STAFF EVALUATIONS

FEEDBACK LOOPS ARE A VITAL PIECE OF THE PUZZLE IN
TERMS OF GROWTH. BOTH FORMAL AND INFORMAL
EVALS/FEEDBACK HAVE THEIR PLACE

UTILIZE THEM ALL!

DAILY INFORMAL FEEDBACK

1-ON-1 TIME EVERY 2 WEEKS

OPTIONAL EXTRA TIME SLOT OPPORTUNITIES EVERY WEEK

TRIMESTER FORMAL EVALUATIONS

STAFF EVALUATIONS





WEBBER INTERNATIONAL UNIVERSITY
STRENGTH & CONDITIONING DEPARTMENT
PROFESSIONAL EVALUATION

This Professional Evaluation is used to evaluate the professionalism, performance, knowledge, and skills of the staff members in the Webber International Strength & Conditioning Department. The system is intended to quantify the evaluations of these different areas to more effectively provide feedback and encourage growth, and to track/show progress throughout the length of employment. When used along with feedback meetings and other feedback surveys, this evaluation will create a platform on which to set goals and implement a strategic plan for improvement as a professional.

Staff Member Name: _____

Dates: T₁ _____ T₂ _____ T₃ _____

Key: Self = ○
Staff = ✕

Use the following for ratings:

- 1 (Extremely Below Expectations) – Novice/beginner performance (*Undergrad/Contemplation Level*)
- 2 (Below Expectations) – Skills observed are much less than standard of practice (*Intern Level*)
- 3 (Meets Expectations) – Coach demonstrates skills consistent with expectations (*IA/GA Level*)
- 4 (Above Expectations) – Demonstrates quality skills of entry level professional (*CA/Assistant Level*)
- 5 (Exceeds Expectations) – Demonstrates high quality skills of director/upper leadership (*Head Level*)
- I – Incomplete/accurate evaluation cannot be determined at this time

OUR FORMAL EVALUATION

- 1) PROFESSIONALISM: PERSONAL QUALITIES
- 2) PROFESSIONALISM: PERSONAL IMPACT SPECIFIC TO WEBBER
- 3) PROFESSIONALISM: GROWTH GAUGE
- 4) SKILL: KNOWLEDGE & APPLICATION WITHIN YOUR PROGRAM
- 5) SKILL: THE ART OF COACHING
- 6) PERFORMANCE
- 7) OPEN-ENDED REPORT EVALUATIONS



STRATEGICALLY PLAN FOR SEGMENTAL EVALUATIONS BASED ON THE NATURAL TIME FRAMES OF YOUR PROGRAM/STRUCTURE; PLAN TIME TO STAFF EVALUATE, SELF EVALUATE, AND OPENLY DISCUSS



ACTION ITEM #5

TRACK WHAT YOU DO & MAKE PLANS TO FACE LIFE THINGS
EACH YEAR; **CREATE** YOUR SYSTEM & **MOLD** IT THROUGH
EXPERIENCE



ACTION PLAN RECAP

- 1)ALIGN & FORTIFY YOURSELF
- 2)DEFINE YOUR CULTURE & HIRING PROCESS
- 3)MESH GOALS & CREATE YOUR STRUCTURE AND CURRICULUM
- 4)SET YOUR FEEDBACK LOOPS IN PLACE
- 5)FACE-LIFT THE ENTIRE SYSTEM EACH YEAR & SHARE IT!

REACH OUT!

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