



And now let's talk about...

BEING A PROFESSIONAL

TAKE CARE OF YOU SO YOU CAN
TAKE CARE OF THEM

Tanna Burge

Assistant Athletic Director-Sports Performance
Texas A&M University

FIRST

Why is this important?

SECOND

How does this apply to you?

- Personal
- Professional



Practical Application:

Simple tips to take with you and apply in your day-to-day or as you prepare for your future.

HABITS

Personal Growth:

- Be proactive
- Self-awareness
- Get you sh!\$ together
- Self care
- Standards/Expectations
- Discipline

PERSONAL-PROACTIVE

- Write down your personal mission statement
- Write down 3-5 personal goals for this year, 5 years, 10 years, lifetime
- Get to know yourself
 - Personality test
 - Strengths Finder



Practical Application:

- Write down personal goals
- Ask 2-3 people to give their honest assessment of you

PERSONAL-SELF AWARENESS

- How do you present yourself outside of work?
- What do you spend the most time thinking about?
- How do your friends impact you?



Practical Application:

- What's your hobby? Get one!
- Take a look at your typical week...how much time do you spend planning/taking care of yourself and your future? Invest time in yourself/family/friends!

PERSONAL-GET YOUR SH!# TOGETHER

- Family
- Finances
- Hygiene
- Time Management
- Stress Management
- Invest in some decent clothes



PERSONAL-SELF CARE

- Go to the doctor!
- Take a vacation!!
- Mental health checks
- Keep training
- Take advantage of resources available (barter if necessary)
 - Massage
 - Chiropractor
 - Medical



PERSONAL- STANDARDS/EXPECTATIONS

- Understand your self-worth
- What would you attempt to do if you knew you could not fail?
- You can't hold your athletes to a standard you don't keep yourself

PERSONAL-DISCIPLINE

- Nutrition
- Sleep
- Hydration
- Recovery



PRACTICE WHAT YOU PREACH!!

HABITS

Professional Growth:

- Be proactive
- Self-awareness
- Communication
- Continue learning
- Earn respect

Practical Application:

- Ask supervisor to share his/her vision for you/your position and to give 2-3 areas of growth potential

PROFESSIONAL-BE PROACTIVE

- What's your why?
- Avoid burnout (Remember...TAKE A VACATION!)
- Write your professional mission statement
- Annual planning
- Take initiative to organize brainstorming meetings
- Get yourself certified (invest in your future)
- Get organized



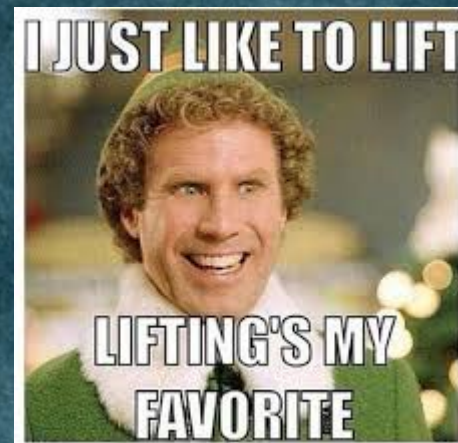
PROFESSIONAL-SELF AWARENESS

- How are you perceived? (See next slide)
 - By athletes, coaches, administrators
- Would you hire you?
- Big picture...it's not about you...
- Take a mountaintop view



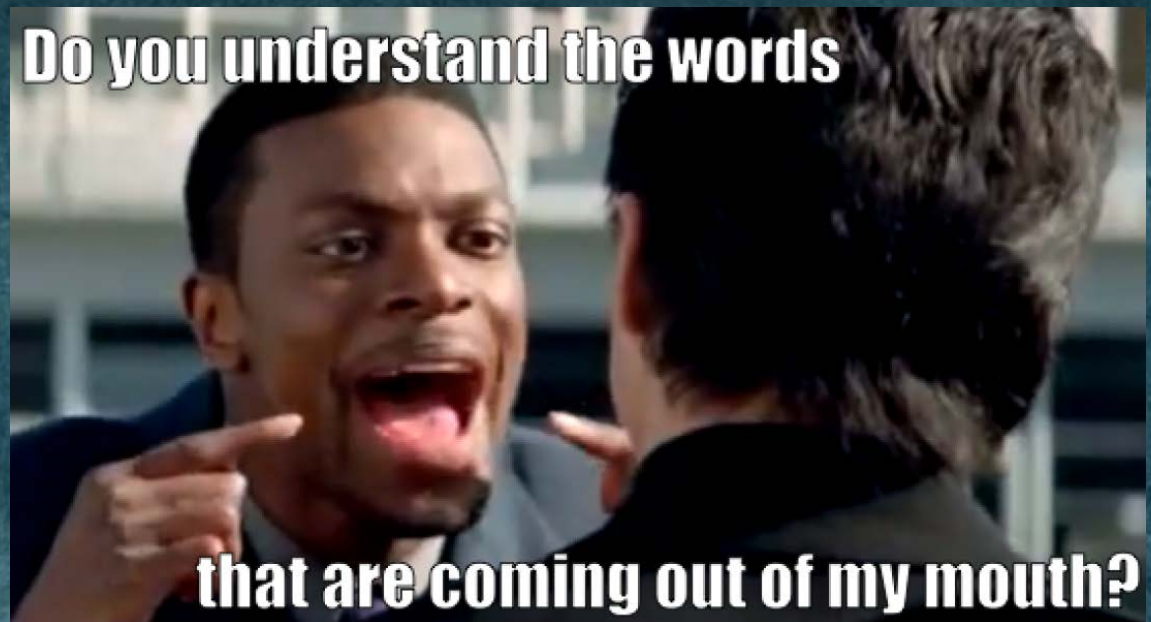
STEREOTYPES

- Meatheads
- Weight room attendees
- Dumb jocks that don't do science
- Juice/Hype guy/girl
- Bodybuilders
- Internet coach
- Social media coach
- 1 trick pony



PROFESSIONAL-COMMUNICATION

- Complex topic!!
- Verbal
- Written
- Non-Verbal
- Vision
- Presentations



VERBAL

UNDERSTAND WHAT AND WHO
YOU'RE REPRESENTING

Student-athletes
Coaches
Athletic Trainers
Nutrition Staff
Sports Psychology Staff
Sports Science/Analytics Staff
Academics Staff
Facilities Staff
Janitorial Staff
Training Table Staff

Administrators
Donors
Recruits/Parents
Business Office
Department Heads/Professors
Media



- Emails – two way street
- Texts
- Proposals
- Justifications
- Documentation
- CV (Resume, Cover Letter, References, Portfolio)
- Social media!!!

A rolled-up scroll of paper is shown against a dark blue background. The scroll is partially unrolled, revealing a white surface. The word "WRITTEN" is printed in bold, black, uppercase letters on the white surface of the scroll.

WRITTEN

NON-VERBAL

- Body language
- Facial expressions
- Gait
- Urgency
- Positioning
- Awareness
- Attendance
- Initiative



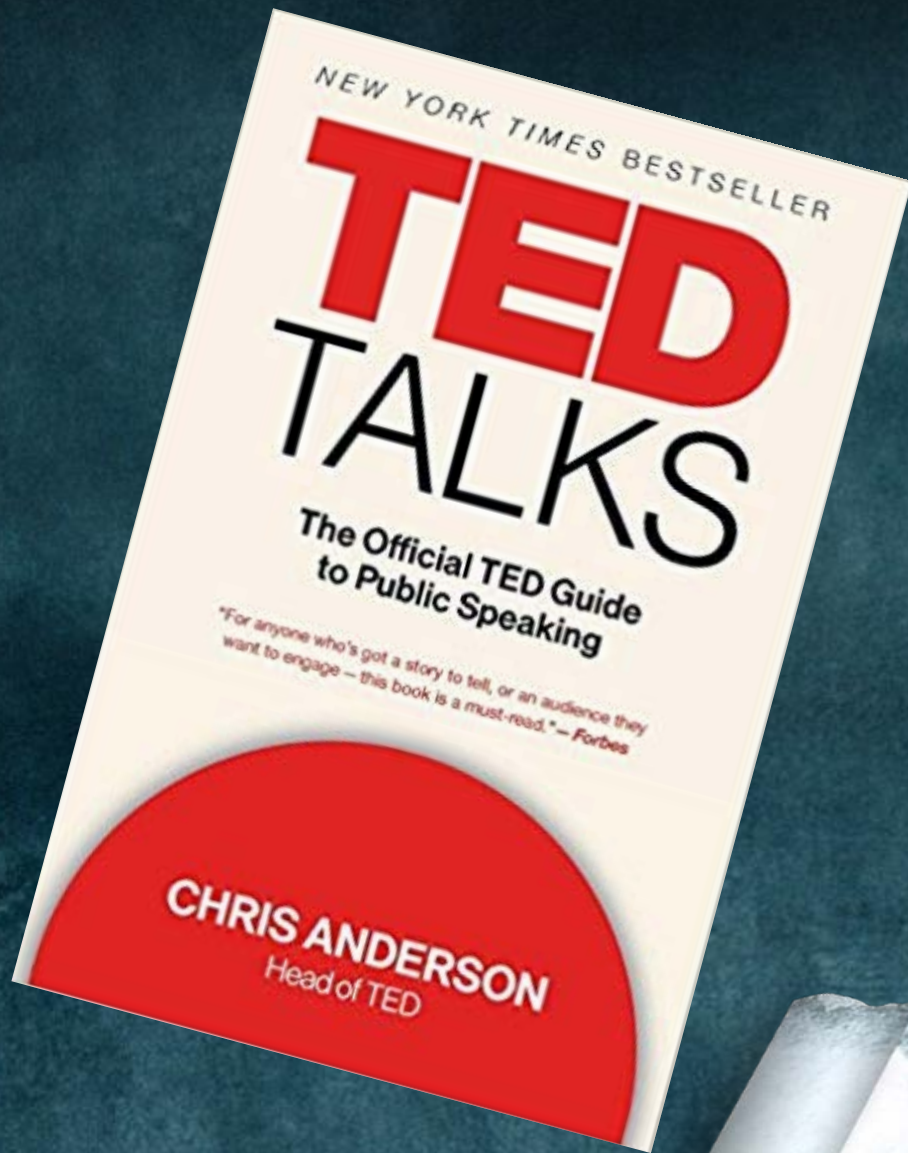
CLEAR

VISION

CONCISE

EXCITEMENT

INSPIRING



- Tie everything together
- TED Talks book
- Be engaging
- Be prepared

PRESENTATIONS

PROFESSIONAL-CONTINUE LEARNING

- Stay humble, stay hungry
- Staff meetings – share knowledge
- Collaborate with other staffs
- Read, listen, ask (and then listen)
- Network
 - Conferences
 - Team Travel
 - Email professionals with good questions



Practical Application:

- Read a book or article for 5-10 minutes each morning
- Write down 5 questions to ask other professionals...practice asking those questions!

PROFESSIONAL-EARN RESPECT

- “Act as if...”
- Show respect to your own profession
- Lose the ego already
- Share information/collaborate
 - All-Staff Wellness Program
 - Performance Groups
 - Mentor

ADJUST THE ANTENNA

- Perspective shift
- Find solutions (don't just complain)
- Give people a clearer picture
 - What we do
 - What you stand for
 - Your WHY



COMMENTS FROM THE FIELD...

- “Too many in our profession are fine with just putting weight on the bar”
- “Lots of media exposure recently (which is good) but also shows lots of chinks in the armor”
- “Appearance/dress sets the tone on our presence and impression with people”
- “With other support staff, act as a teammate, not an enemy”
- “Communication – verbal, written, and non-verbal...consistently and timely in different forms with different groups reveals what level of professionalism we have”
- “The work till you die model is a recipe for disaster if you’re trying to retire in this field”

TAKEAWAYS

- Stay humble
- Take care of yourself
- Communication, communication, communication
- Self-awareness and reflection
- We have to be intentional to change perspective
- Leave the profession better than you found it

RESOURCES

BOOKS

- Legacy
- Start With Why
- CEO Strength Coach
- 3D Coach
- Crucial Conversations
- 7 Habits of Highly Effective People
- Extreme Ownership

PODCASTS

- Pacey Performance Podcast
- Physical Preparation Podcast
- CVASPS Podcast
- Tribe of Mentors
- Finding Mastery



THANK YOU!!

tburge@athletics.tamu.edu

Social media: @tburge or
@tannaburge

Texas A&M Social Media:
@aggiesportsperf