

NSCA

COACHES

CONFERENCE 2023

JANUARY 4 – 6, 2023

Charlotte, NC & Online | 2.0 CEUs

#NSCACoaches23

CONFLICT OF INTEREST STATEMENT

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

THANKFUL

Grateful for
the chance

My supportive
parents

Terry for being
adventurous

Coaches that
believed in me

Assistants that
kept us going

Athletes that
made it all
worthwhile

COACHING PROGRESSION



Division III

Division II

Division IAA

Division I

NFL (Willie Roaf)

High School

STRENGTH

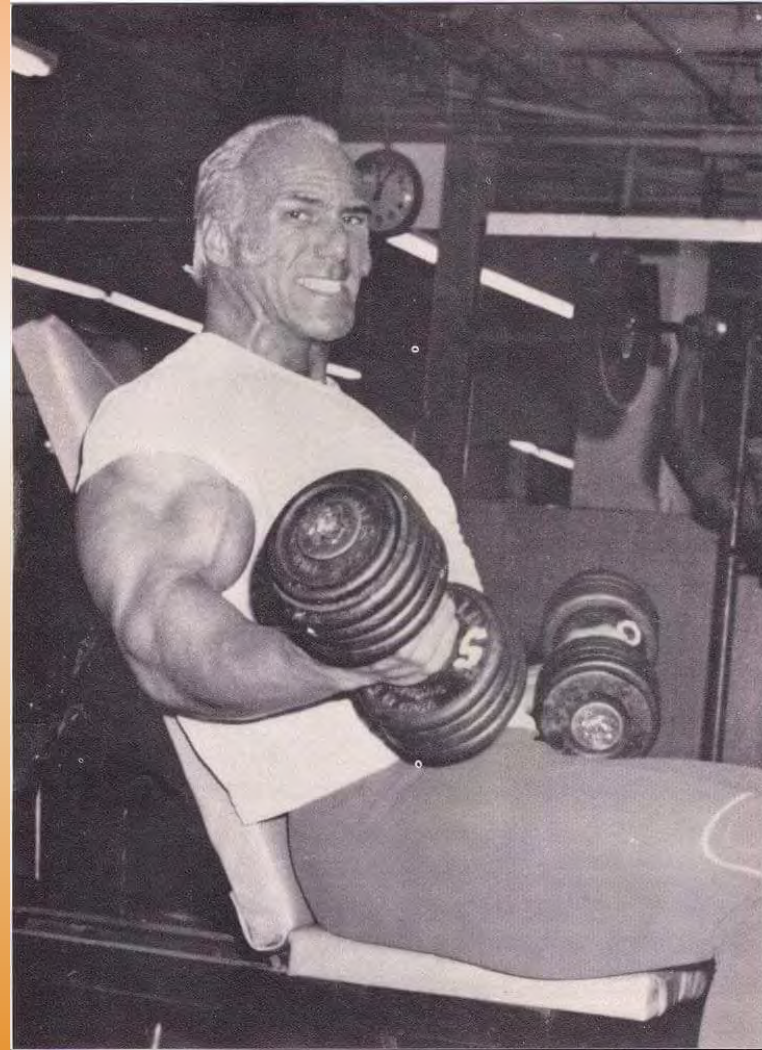
- **The basis for all athletic movement**
- **The essence of good health**
- **A goal for all age groups**

My enthusiasm was ignited by the people I met at a young age:

Paul Anderson



Super Star Billy Graham



Rock Gullickson

Plans: Some worked, some didn't: A 50 year perspective

Ray Nitschke



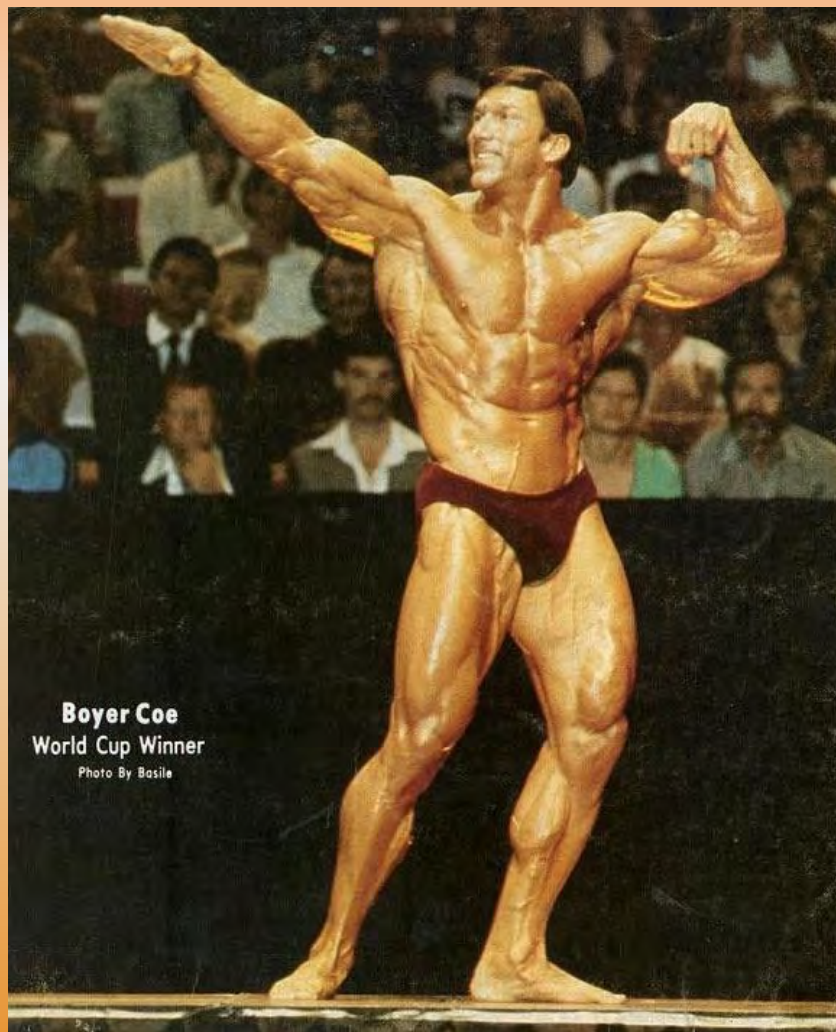
Mike McDonald



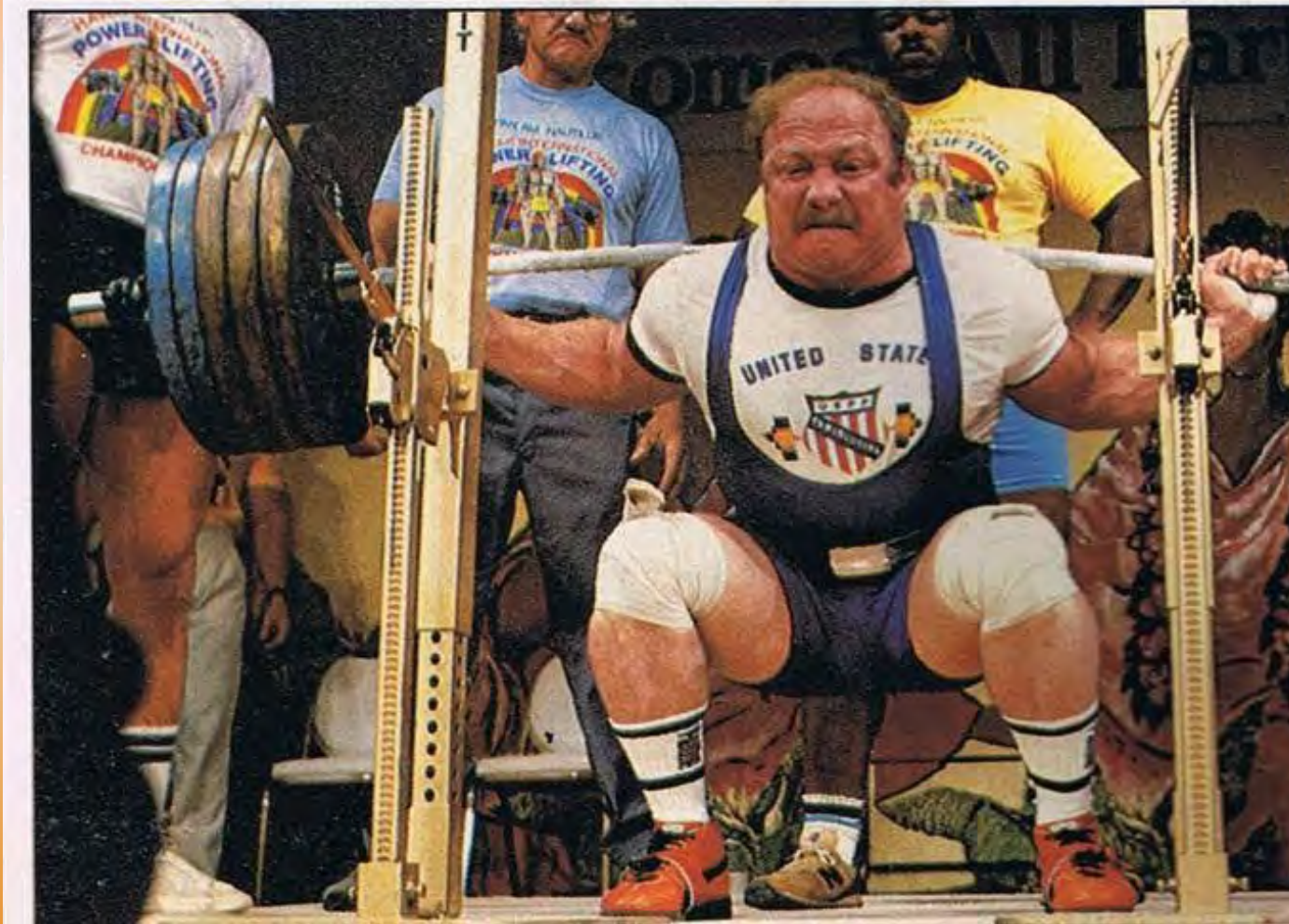
Rock Gullickson

Plans: Some worked, some didn't: A 50 year perspective

Boyer Coe



Dr. Fred Hatfield



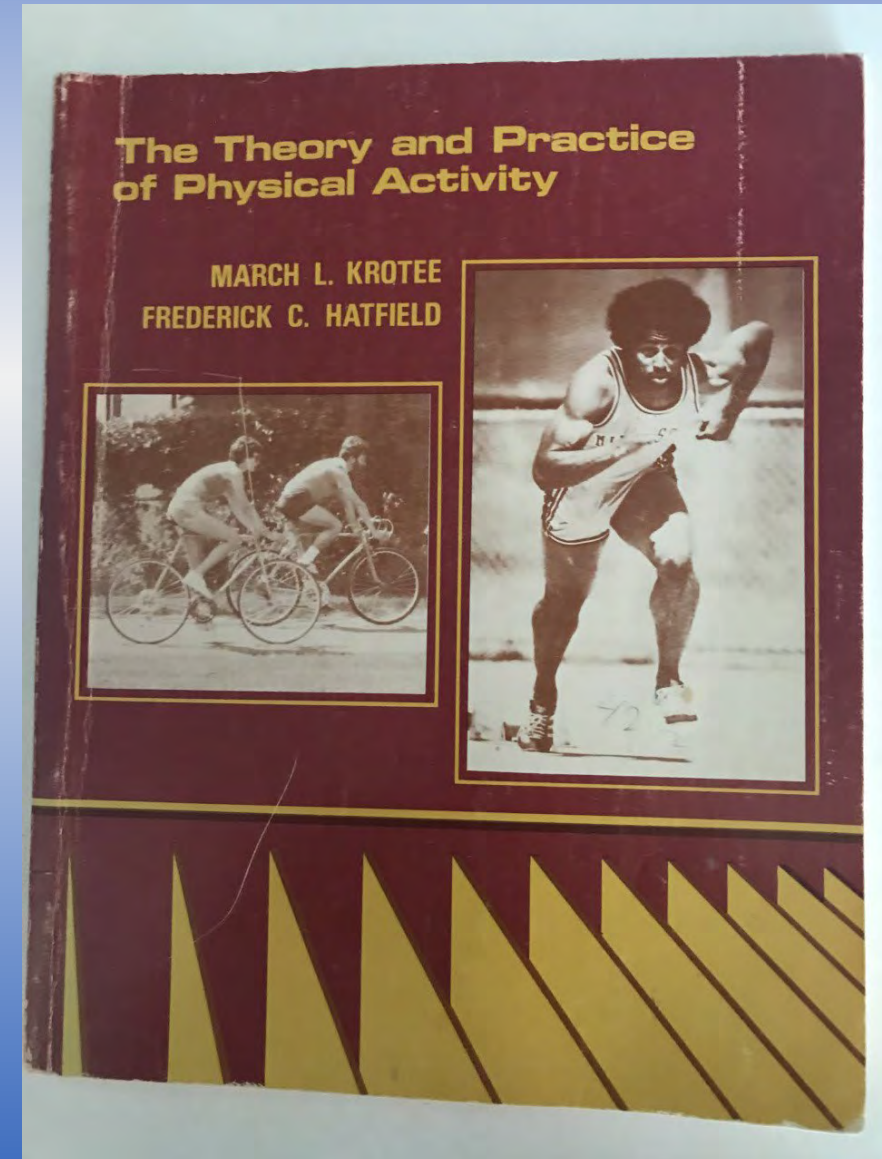
Rock Gullickson

Plans: Some worked, some didn't: A 50 year perspective

“GO TO” BOOK OF THE 80s

SPOKE TO ME

**MY PHILOSOPHY HAS
REMAINED TRUE OVER THE
YEARS!**



TERRY TODD/MARK HENRY



Workout Requirements

*Be Teachable

Technique
Awareness

Be
Coachable

Be open to
Teaching
moments

Use all your
senses to
learn

*Bring Energy

- **Enthusiastic**
- **Focused**
- **Intensity**
- **Driven to Excel**
- **Work Ethic**
- **Motivated**

TEACH/TEACH/TEACH

IT'S NOT WHAT YOU KNOW, IT'S WHAT THEY LEARN!

Mentor- Get To know your athletes – Be consistent and reliable

Encourage/Affirm/Inclusive – Positive Reinforcement

Know your limitations - Some exercises I don't teach well. Find a solution!

Verbal & Non-Verbal Communication (SAY IT A DIFFERENT WAY!)

Listen- Building the bond

Care/Fair – Plan for a safe/positive experience

Tough – Some can be pushed, others require other methods

Goal – “Can't wait to train again”



Rock Gullickson

Plans: Some worked, some didn't: A 50 year perspective



Get them strong

Greatest ability is **availability!**

Aaron Donald



Primary movements: Squat,
Bench, Clean, Deadlift, Pull up,
Push Press



WITH STRENGTH COMES GREAT
SELF CONFIDENCE



Be sure coaching style bolsters
that response



Workout Plan

- **REPS**
 - What is the most important rep?
 - Breath, Brace and Perform
 - Primary Movements 2-6 reps
Total “Work Reps” = 20-25
{No missed reps}
 - Secondary Movements – Up to 12
 - Focus needs to stay sharp (10 seconds)

SETS

Multiple

2-4 sets

Ramping

Light to Heavy

PERCENTAGE CHARTS

* Technique “perfect” reps

- ❖ **Based on training max**
- ❖ **Guide to successful reps**
- ❖ **Inserts coach into workout**
- Recognize good & bad performance**
- ❖ **Opportunity to change training max**
- ❖ **Brings competition to workout**

Matt Mulligan



Stacking Success

Train with weights below the curve

Training Camp:

- **Reduce resistance by 20%**
- **Goal: Stay in touch with all primary movements**
- **Sell “activation” and maintenance**

In-Season:

- **Reduce resistance up to 10%**
- **Goal: Develop a system to determine the athlete’s readiness**
- **Develop a sliding scale based on game participation**

WORKOUT ORDER

La'Roi Glover

BIG TO SMALL

- **Due to energy level and focus**
- **Movement needing greatest improvement**

FAST TO SLOW

- **Perform movements that require speed and power before heavy/slower exercises**



WEIGHT TRAINING FACILITY

The room makes your philosophy clear at first glance

Safety first – allow for proper spacing and adequate room

Neat, Clean, Organized – “A place for everything and everything in place”

Line of sight – Can one coach see and supervise

Racks to line outside walls/Dumbbells & Jump boxes inside space

Belts and chalk available/ No straps

Auxiliary equipment at far end

THOUGHTS

NUTRITION {#1 IN PROMOTING RECOVERY}

ACCOMODATING RESISTANCE: BANDS-CHAINS (Assist/Resist) {#1 Variation}

BAR ACCELERATION VS UNLOADING {Speed!!!}

CIRCUIT TRAINING {Short on time or End of season}

SUPER SETS / STRIP SETS {Hypertrophy}

COMPLEX and COMBO SETS {#2 Variation}

PERIODIZATION {SAID Principle}

NOT WHAT YOU SAY, IT'S HOW YOU SAY IT!

THANK YOU

DR. MARTY JOHNSON –
AD MAYVILLE STATE
COLLEGE

JIM HASLETT –
NEW ORLEANS SAINTS
HEAD COACH

JEFF FISHER –
ST. LOUIS/LA RAMS
HEAD COACH

DOUG GRABER –
RUTGERS & MONTANA
STATE UNIVERSITY HEAD
COACH

DAVE ARNOLD –
MONTANA STATE HEAD
COACH

JOHN MACKOVIC-
TEXAS HEAD COACH

JOHN L SMITH –
LOUISVILLE HEAD
COACH

STEVE SPAGNUOLO –
HEAD COACH ST. LOUIS
RAMS

EVAN MARCUS –
ASSISTANT RUTGERS,
TEXAS, LOUISVILLE,
NEW ORLEANS SAINTS

RUSTY WHITT –
ASSISTANT TEXAS,
LOUISVILLE

JERRY PALMIERI –
ASSISTANT NEW
ORLEANS SAINTS

MARK SMITH –
ASSISTANT NEW
ORLEANS SAINTS

MONDRAY GEE –
ASSISTANT GREEN BAY
PACKERS

ADAM BAILEY –
ASSISTANT TEXAS,
LOUISVILLE, NEW
ORLEANS SAINTS, ST.
LOUIS RAMS

RYAN TEDFORD –
ASSISTANT
TEXAS

MIKE SZERSZEN –
ASSISTANT TENNESSEE

J AGGABAO –
ASSISTANT ST. LOUIS/LA
RAMS

BRAD ROLL –
ASSISTANT TENNESSEE

OSKAR JACCOBSEN –
ASSISTANT TEXAS

NATE MOE -
ASSISTANT TEXAS

MARK LOVAT –
ASSISTANT GREEN BAY
PACKERS

HJ ADAMS- ASSISTANT
NEW ORLEANS SAINTS



Rock Gullickson

Plans: Some worked, some didn't: A 50 year perspective



INFLUENCERS

- Russ Riederer
- Blair Prince
- Joe Juraszek
- Burt Hill
- Boyd Epley
- Dave Redding
- Johnny Parker
- Bill Kollar
- Rich Tuten
- Bob Ward
- Louie Simmons
- Dr. William J Kraemer
- Steve Watterson
- Buddy Morris
- Bruno Pauletto
- Jerry Simmons
- Chad Englehart
- Jeff Hurd
- John Lott
- Eric Ciano
- Angel Spassov
- Charlie Craven
- Dr. Jack Wilmore