

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.

Crowd Control:

Effectively Managing Large Teams at Small Institution

Matt Nein, MS, CSCS*D, RSCC*D

Salisbury University: Assistant Director of Athletics
Coordinator of Sports Performance

2018 NSCA College Strength & Conditioning Coach of the Year



Matt Nein, MS, CSCS,*D, RSCC*D

Crowd Control: Effectively Manage Large Teams at Small Universities



2300 Sq Ft
1 - 50/50 Position
3 Graduate Assistants
21 Teams
550+ Athletes

Where Do I Even Begin?



Matt Nein, MS, CSCS,*D, RSCC*D
Crowd Control: Effectively Manage Large Teams at Small Universities





Eric Cressey 

@EricCressey

Quality long-term athletic development is as much about creating a great culture and managing social factors as it is about designing a perfect program and having the right coaching cues.

1 THE SYSTEM



Matt Nein, MS, CSCS,*D, RSCC*D
Crowd Control: Effectively Manage Large Teams at Small Universities



What Is Optimal?

What Am I Capable Of?



THE SYSTEM

1. Vision
2. Mission
3. Values
4. Objectives

1. Vision

THE Influence Missions
SYSTEM

3 Values
Decisions Made

4. Objectives

VISION

- To **INSPIRE** our athletes to become **PASSIONATE** about their health to enhance their current athletic pursuits while developing a lifelong commitment to fitness.
- To **DEVELOP** coaches that can grow through practical and educational opportunities along their journey of becoming the best they can become in this field.
- To **FOSTER** leadership skills that can enable optimal development and success throughout all stages of life.

MISSION

- **DEVELOP** relationships with each athlete through coaching. **STIMULATE** a positive training environment that encourages growth. **EDUCATE** the athletes on the why's and how's as they pertain to the training.
- **ENCOURAGE** each coach to develop a growth mindset. Actively **ENGAGE** coaches with learning opportunities, both practically and educationally, daily.
- **EMBODY** leadership ideals. Read, Study, Learn and **IMPLEMENT** leadership tactics. **PROVIDE** opportunities for **ALL** to actively develop leadership skills.



VALUES

Great **A**TTITUDE
United **E**NTHUSIASM
Lavish **E**NERGY
Lasting **E**FFORT
= **S**UCCESS



OBJECTIVES & KEY RESULTS

Obj. 1: Impact, Influence, & Inspire Greatness

Obj. 2: Have Fun & Create a Dynamic Environment

Obj. 3: Develop Athletic Abilities

Obj. 4: Athletic Abilities = 90%+ In-Season

Obj. 5: Reduce Injuries / Improve Time Lost to Injury



**THE
SYSTEM**

Key Performance Areas



Matt Nein, MS, CSCS,*D, RSCC*D
Crowd Control: Effectively Manage Large Teams at Small Universities

NSCA **COACHES**
CONFERENCE 2023



**THE
SYSTEM
KPA's**

the
CULTURE
the
EXPERIENCE
the
ENVIRONMENT

PURSUIT *of* GREATNESS



Matt Nein, MS, CSCS,*D, RSCC*D
Crowd Control: Effectively Manage Large Teams at Small Universities





THE SYSTEM

KPA Values

1. Optimization
2. Effort/Work
3. Passion/Love
4. Quality
5. Connection



**THE
SYSTEM
KPA's**

the
CULTURE

1. Facility

3. Programming

2. Equipment

4. Staffing



THE
SYSTEM
KPA's

the
EXPERIENCE

1. Facility

3. Programming

2. Equipment

4. Staffing



Facility

How Do These Different
Dumbbells Impact your KPA's?





**THE
SYSTEM
KPA's**

the
ENVIRONMENT

1. Facility

3. Programming

2. Equipment

4. Staffing





Where/How Can I Make Things Easier?

THANK YOU!

manein @salisbury.edu