

**NSCA**

# COACHES

**CONFERENCE 2023**

**JANUARY 4 – 6, 2023**

Charlotte, NC & Online | 2.0 CEUs

#NSCACoaches23

# *Coach to Coach: 20 Lessons from 20 Years*



Martin Rooney MHS, PT, CSCS  
*Coach to Coach: 15 Lessons*





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# Coaching: The Most Important Job In The World



Name one  
person who  
has changed  
your life.



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# A Coach:

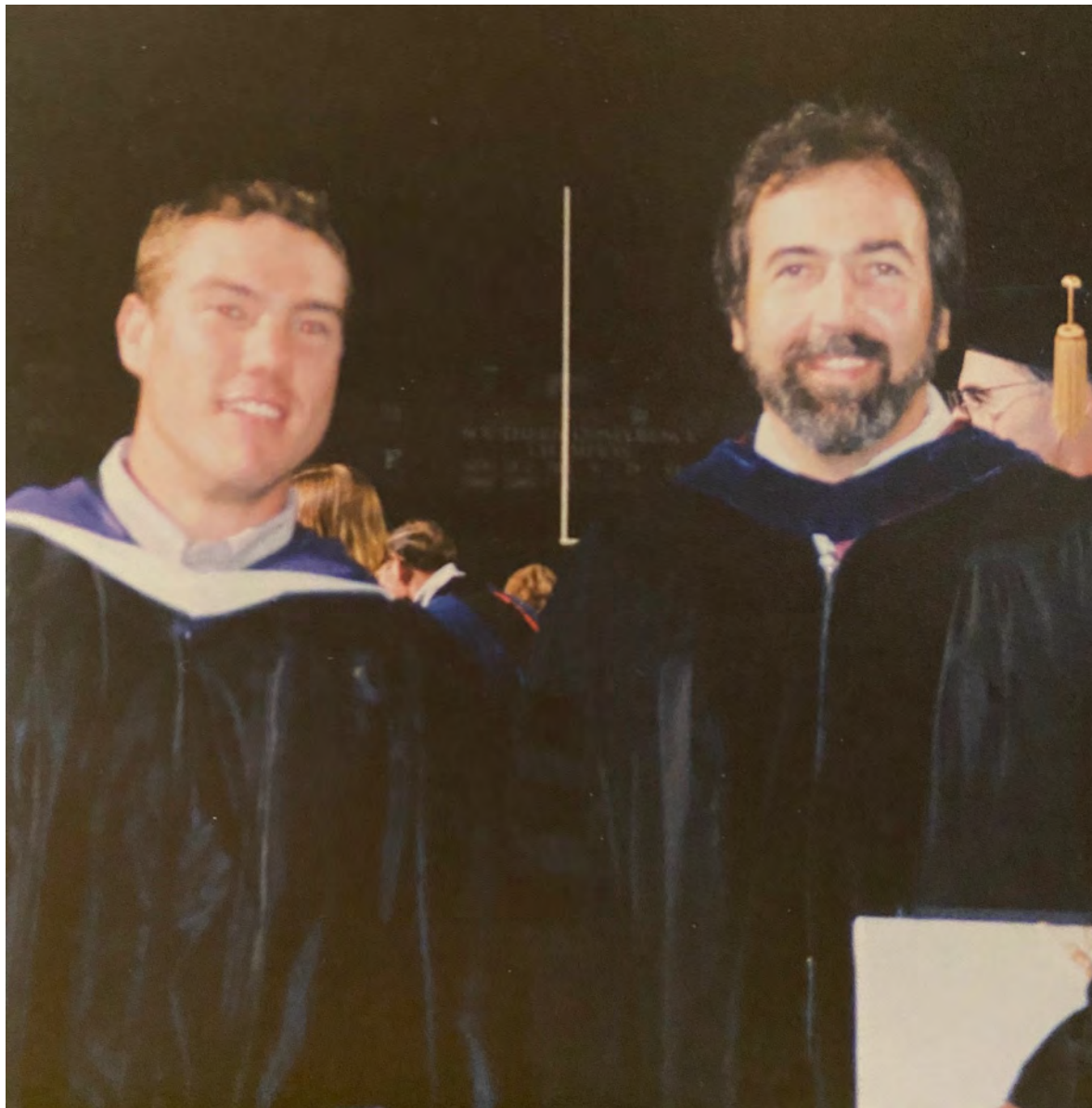
**Becomes richer by  
enriching the lives of  
others**





**Coaches** don't  
light fires **UNDER**  
people. The light  
fires **INSIDE** them





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# Training Is Not Coaching!





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# A Coach:

**Doesn't stretch legs. A  
coach stretches limits**





**Coach:**

**The title is from  
above, but the honor  
is from below**





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I'M NOT WHO I WAS BEFORE.



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# 15 for 15



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# Coaches Aren't Born, Coaches Are Made





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**"WHEN THE SUCCESS OF YOUR ATHLETE  
BECOMES MORE IMPORTANT THAN YOUR OWN,  
YOU HAVE OFFICIALLY MOVED FROM  
ATHLETE TO COACH."**



# A Coach: Creates His Or Her Meaning In Someone Else's



# A Coach:

**Has to first create  
TRUST before he or she  
can create ACTION**





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# A Coach:

**Looks for the key to  
unlock greatness in  
others**



# A Coach:

**Doesn't give power  
with workouts. Power  
is given with purpose**





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**A Coach:** Knows  
motivation is one of  
his or her main  
responsibilities.





# A Coach Knows:

# Motivation Is Energy, Not Exercises







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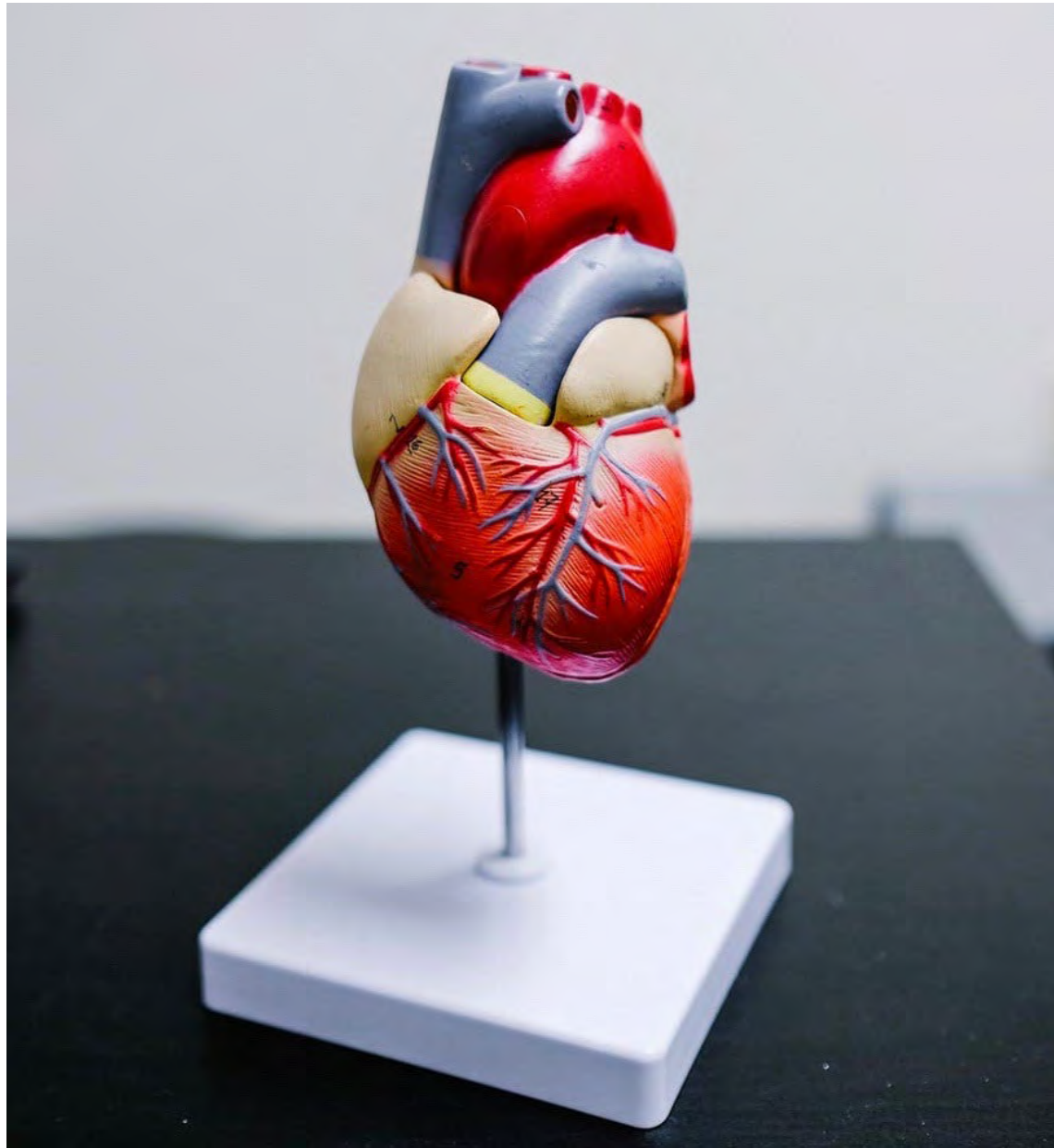
The goal of  
**COACHING** is to  
move someone  
to action.



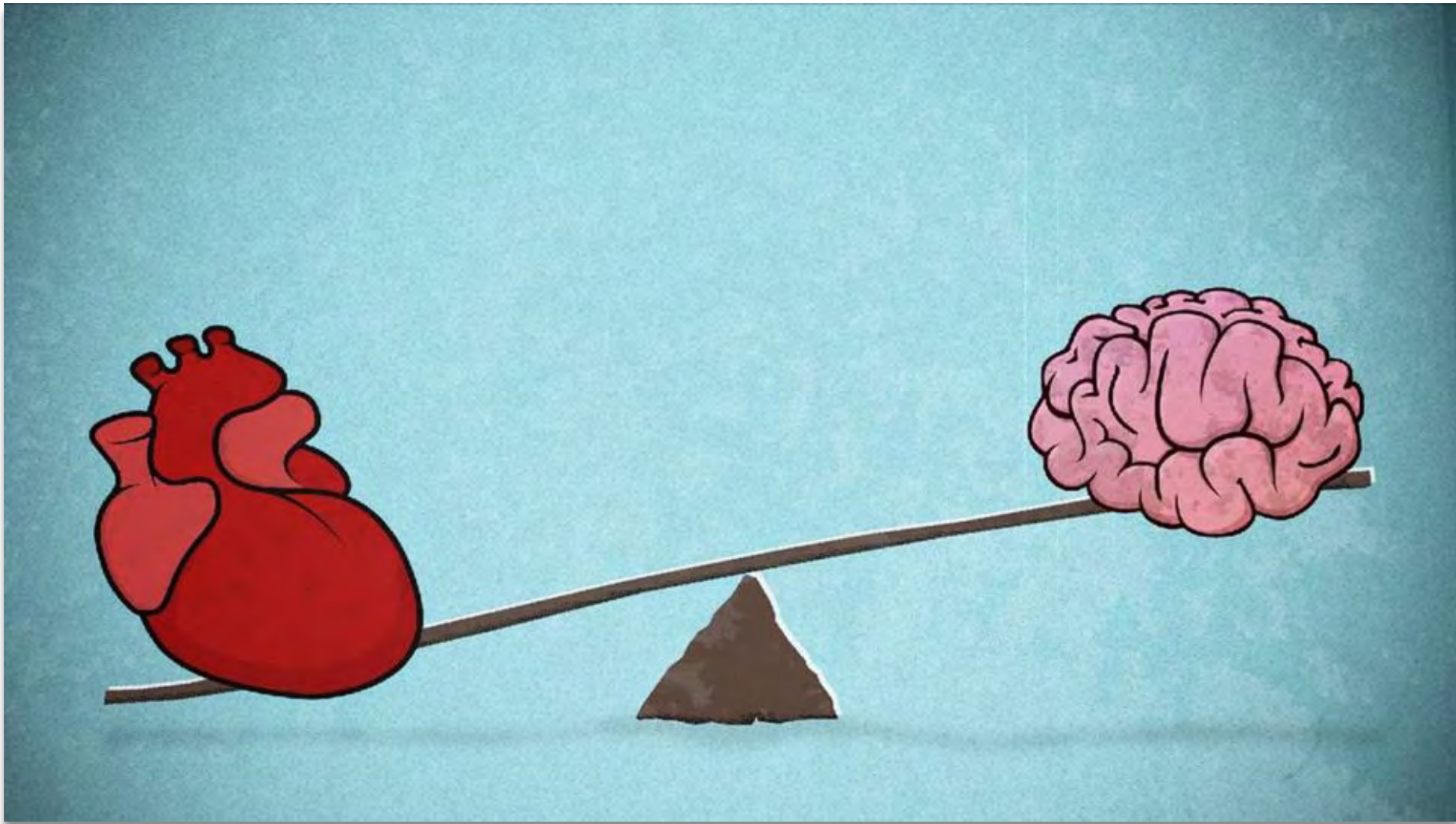


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# A Coach:

**Knows expectation is  
the key to unlock  
greatness in others**





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**A Coach:** Knows the  
greatest gift he can  
give a person is to  
believe in them





# A Coach: Narrows The Distance Between **NOW** and **THEN**





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# A Coach:

Doesn't seek  
**TIRED**, but seeks  
**BETTER** instead





**A Coach** grows  
people in order to  
grow him/herself





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# A Coach:

**Is not measured by  
what he GOT, but  
by what he GAVE**





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**Coaching:**

**Something you do  
WITH someone,  
not TO someone**





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# A Coach:

Is there to make  
someone's life

**EASIER not HARDER**





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# ALL-TIME WINNERS

Most victories in UFC history

**24**

**Jim Miller**

*def. Donald Cerrone at UFC 276*

**23**

Andre Arlovski  
Donald Cerrone

**22**

Demian Maia

**21**

Charles Oliveira



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# A Coach: Gets Them Excited About Them Again



**"TO COACH, YOU NEED THE  
ABILITY TO GET MORE  
EXCITED ABOUT SOMEONE  
ELSE THAN YOU ARE ABOUT  
YOURSELF."**





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**A Coach:** Isn't There  
To "Kill" The Dream -  
The Job Is To Instill  
The Dream





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# Good Coaches:

**Say the right  
thing at the right  
time to the right  
person.**





# A Coach:

**Can see people as  
they cannot yet  
see themselves**





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# Coach Question:

**"How can I add value to this person's life?"**



# Coach Question: "What can I contribute?"





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