

NSCA

COACHES

CONFERENCE 2023

JANUARY 4 – 6, 2023

Charlotte, NC & Online | 2.0 CEUs

#NSCACoaches23

How To Coach For A Winning Culture



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My 2019 Prophecy



2020-2021



The Most Important Vaccine For Your Career...

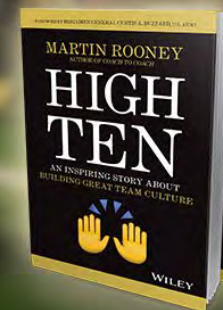


IF YOU HAVE A GREAT CULTURE,
YOU CAN OVERCOME GREAT

CHALLENGES

IF YOU DON'T, YOU WILL ONLY HAVE

MORE OF THEM!

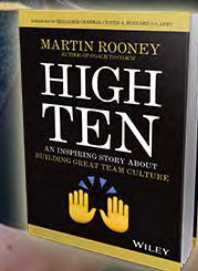


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CASH AND CONTENT CAN STEP ASIDE...

CULTURE
IS THE NEW
KING

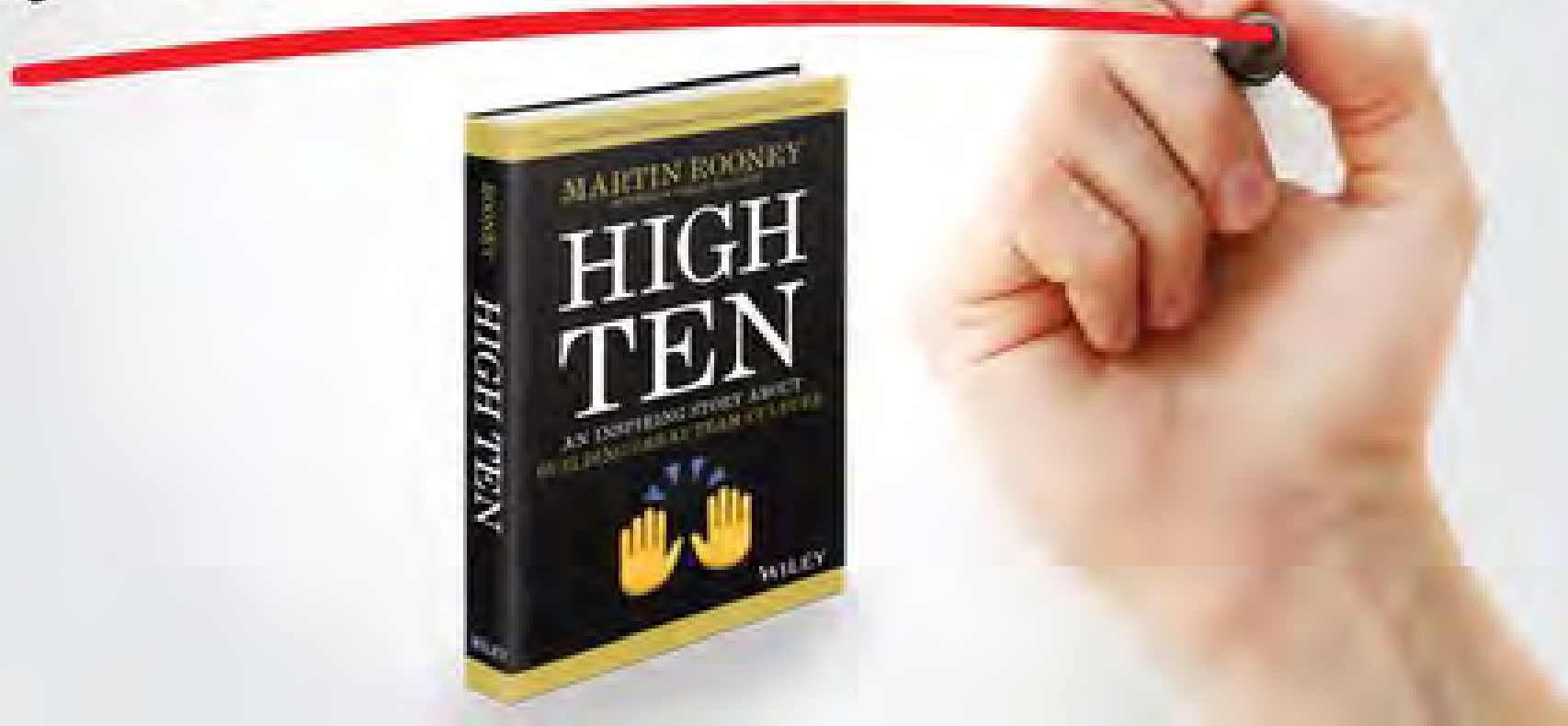


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LESSONS LEARNED





IN THE WAR FOR PEOPLE'S

ATTENTION

YOUR CULTURE WILL BE
YOUR BIGGEST COMPETITIVE

ADVANTAGE

BE DIFFERENT





What is Culture?

CULTURE IS...

A SPIRIT

A FEELING

A CHEMISTRY

A BOND

AN ENVIRONMENT

AN IDENTITY

AN ETHOS

AN EXPERIENCE

AN ADVANTAGE



BACH

BRAHMS

BEETHOVEN

The 3 B's



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YOUR
PEOPLE
ARE THE CENTER
OF YOUR
CULTURE



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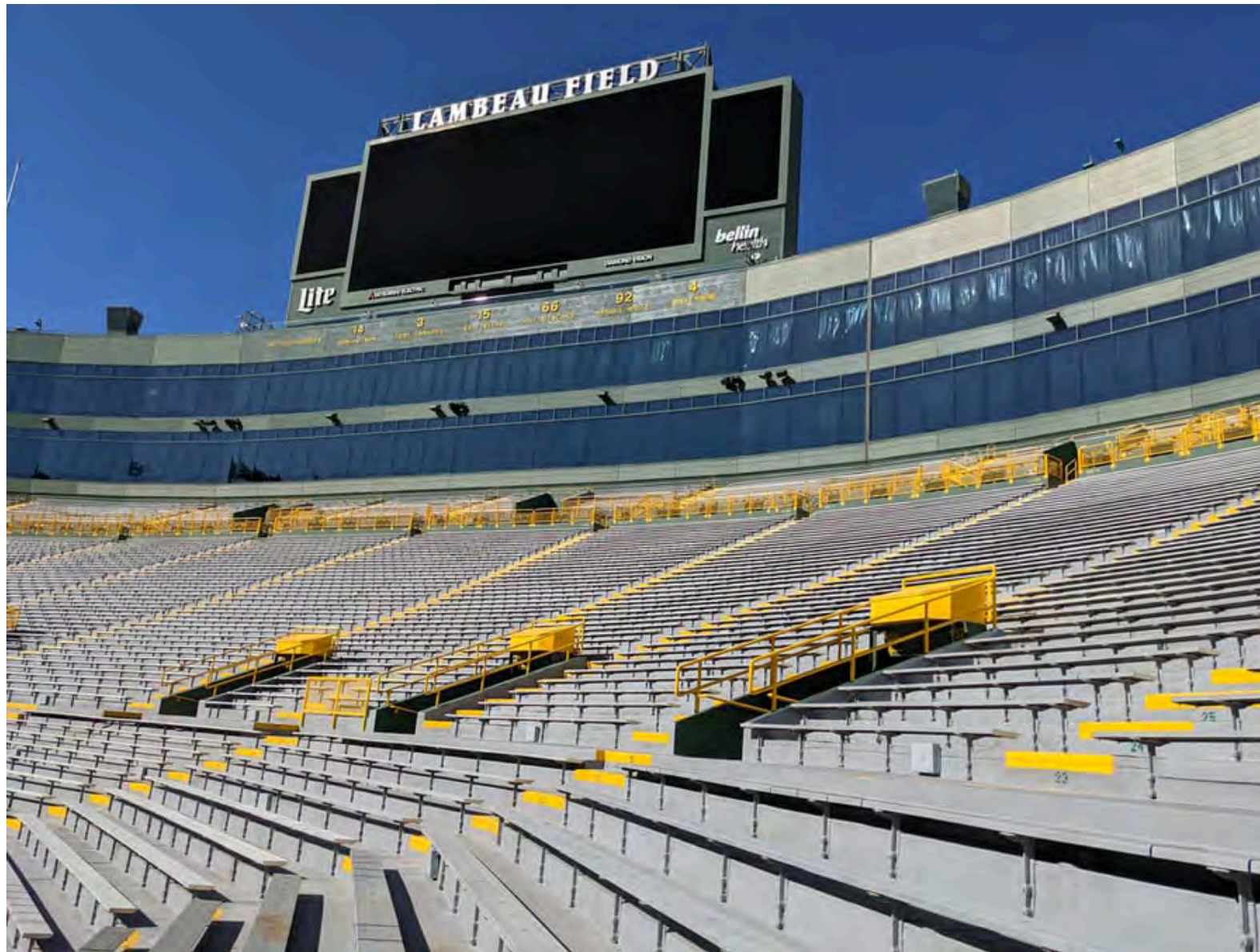
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—
COACH
THEM UP
OR
COACH
THEM OUT
—



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SOMETIMES THE MOST IMPORTANT
CULTURAL MATH OPERATION IS

ADDITION
BY SUBTRACTION



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The Crusader Is The “True North”



Don't forget there's only one boss.

Your Client/Athlete!

***They can fire everyone in the company
from the CEO on down by simply
spending his or her money or time
someplace else.***



BEFORE YOU BEGIN WITH YOUR BUSINESS
REMEMBER
CULTURE STARTS AT HOME



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MISSION = EVERY DAY

VISION = SOME DAY

CORE VALUES







**THIS IS HOW
WE DO IT**



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CULTURE
LIKE WORLD CHAMPIONSHIPS,
DOESN'T HAPPEN BY ACCIDENT
IT HAPPENS THROUGH
REPETITION &
CONSISTENCY



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Culture Stimulators



R&R



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Culture Killers

5 Hidden Signs You Have A Vitamin Deficiency



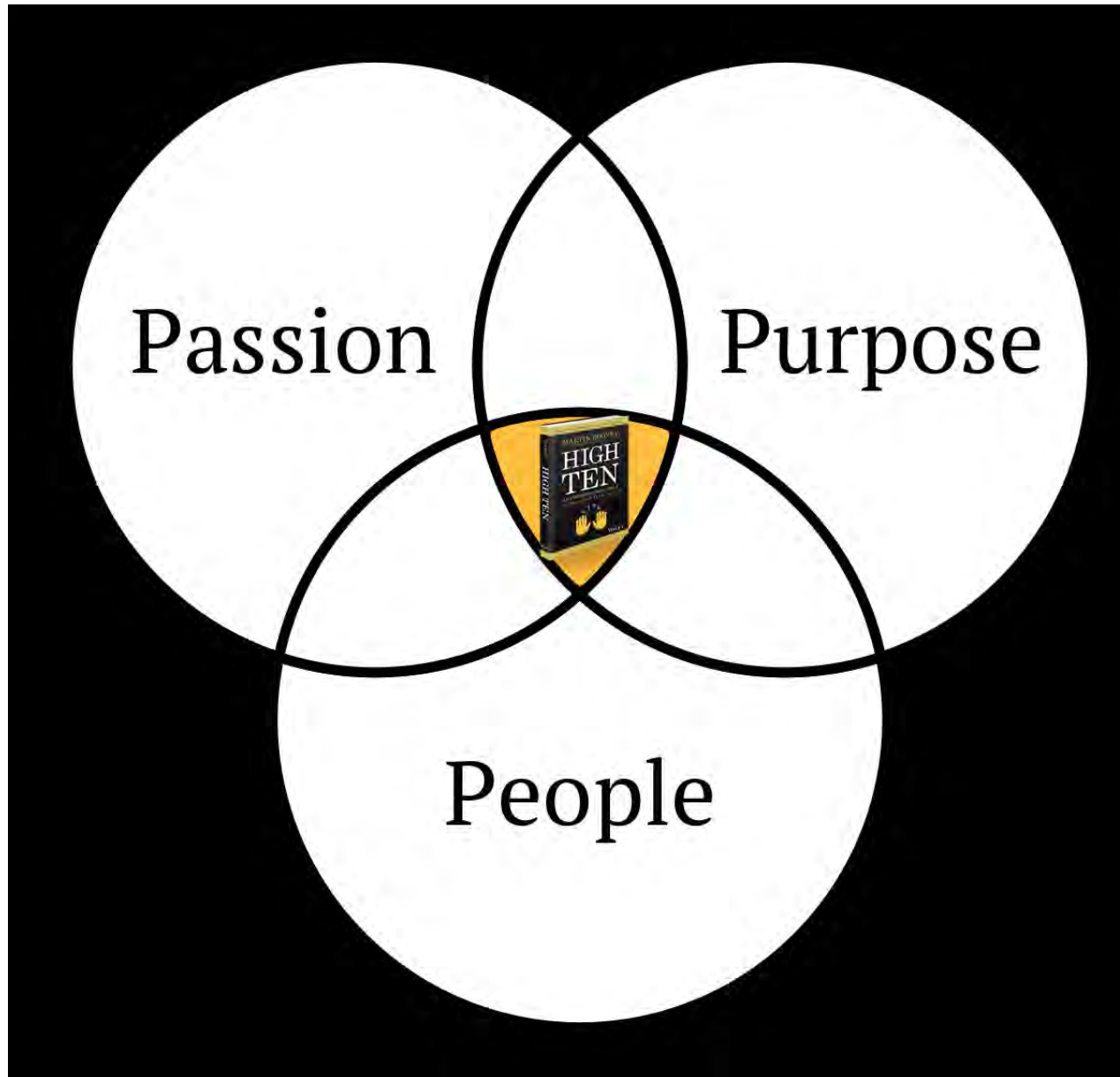






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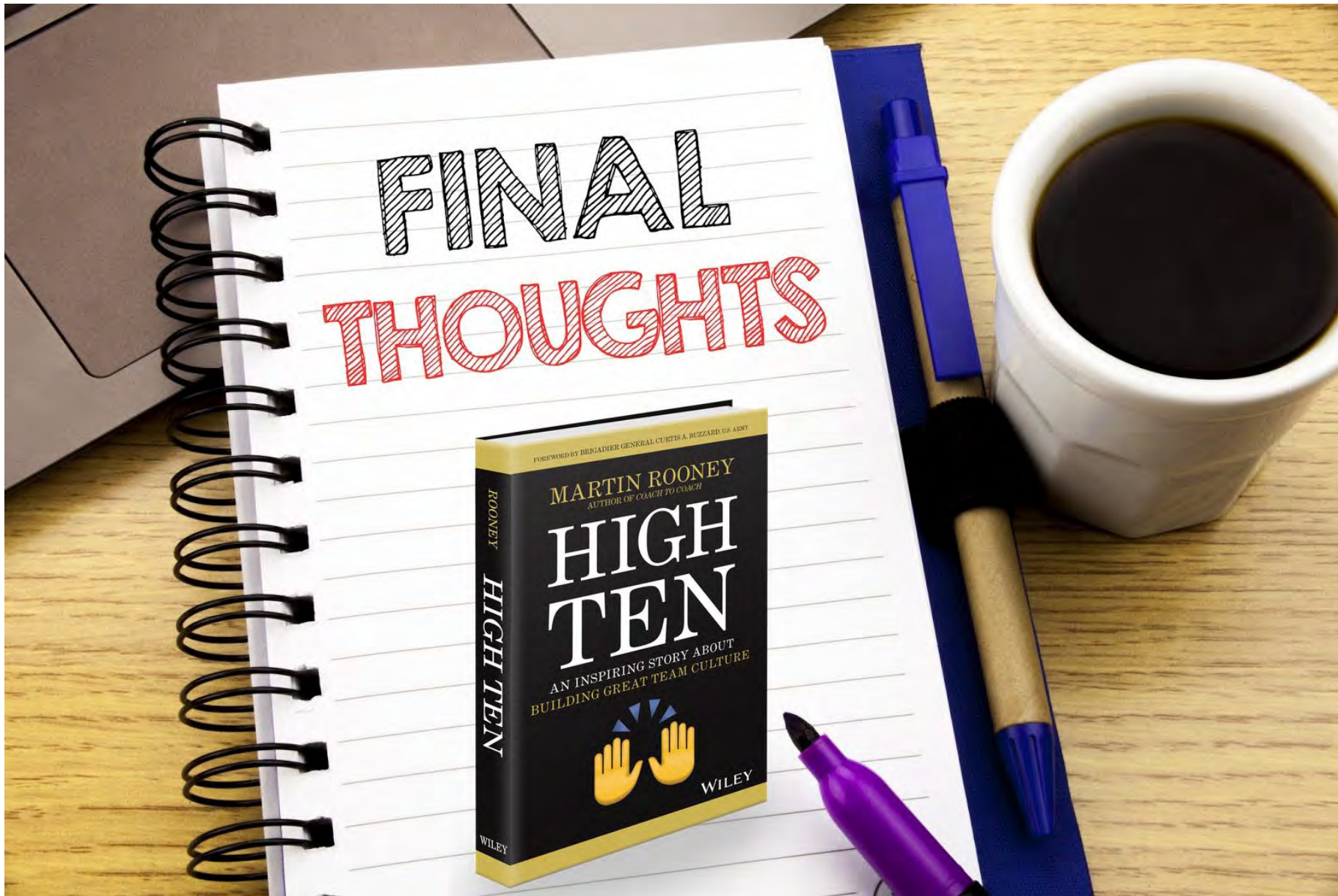




THE MOST EFFECTIVE WAY TO COMMUNICATE
IS TO MAKE SURE EVERYONE SPEAKS
THE SAME **LANGUAGE**







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A photograph of two men in a gym setting, high-fiving each other. The man on the left is wearing a black t-shirt with a yellow logo and glasses, and has a wide, enthusiastic smile. The man on the right is wearing a black tank top and glasses. In the background, other gym equipment and a woman are visible, though out of focus. The overall atmosphere is energetic and positive.

CULTURE IS NOT ABOUT SELLING

MEMBERSHIPS

CULTURE IS ABOUT CREATING

RELATIONSHIPS



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