



NSCA
COACHES
CONFERENCE 2022

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San Antonio, TX & Online | 2.0 CEUs

#NSCAsCoaches22

Igniting Change & Finding Your Coaching Voice

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CONFLICT OF INTEREST STATEMENT

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



April 4





April 5



**Good for you! Way
to go out on top!**

**Are you okay? What
happened?**

**You're crazy for leaving a
place like Stanford!**

**Why'd you leave
coaching? You were
just getting started!**

**I didn't leave coaching, I just
changed the way I defined it.**

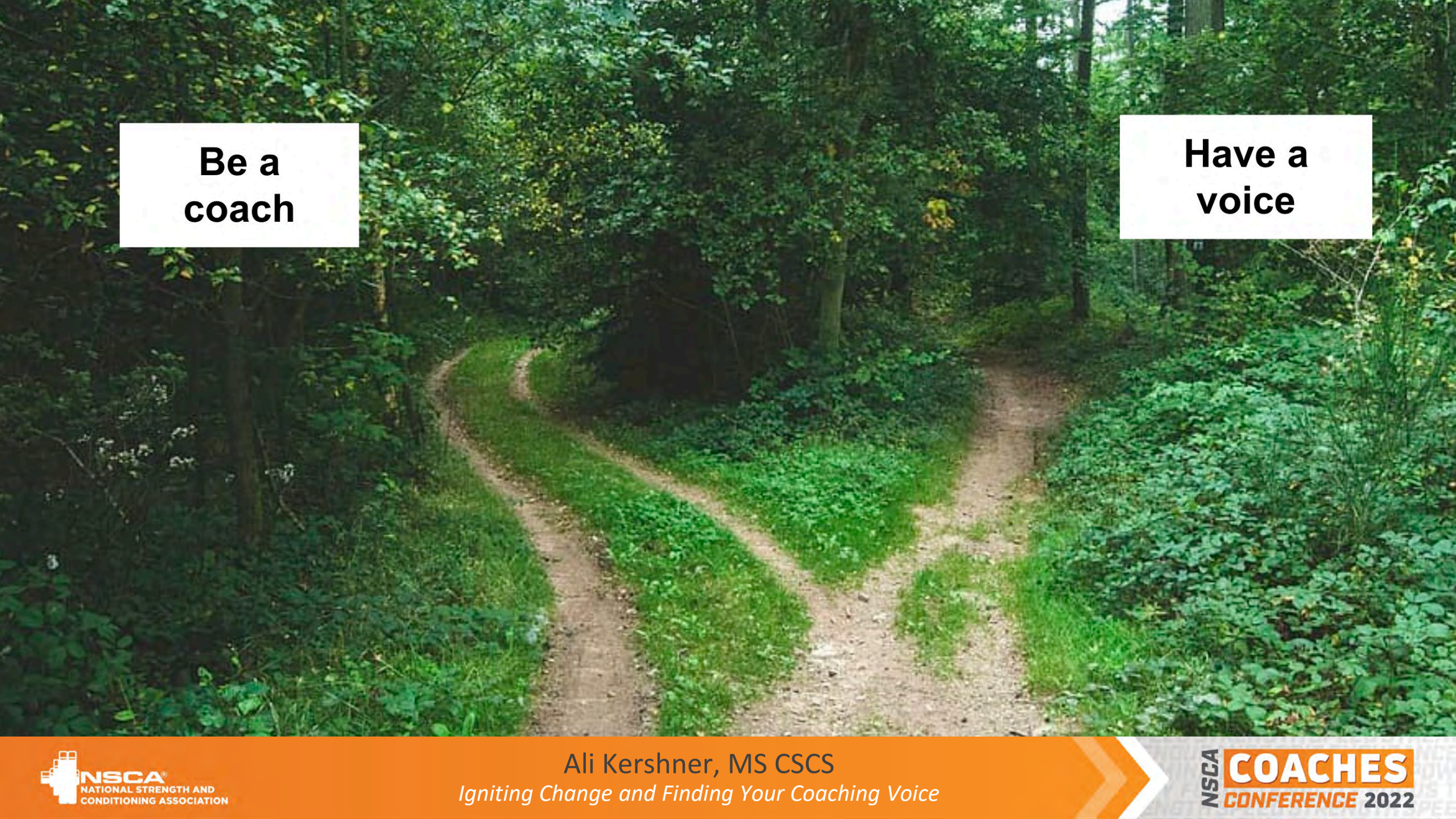
“It is not the strongest of
the species that survives,
nor the most intelligent. *It is
the one most adaptable to
change.*”

- Charles Darwin

An aerial photograph of New York City at sunset. The sun is low on the horizon, casting a warm orange glow over the city. The Chrysler Building is prominent in the center. The text "It's not enough to just ADAPT..." is overlaid in large white letters at the top.

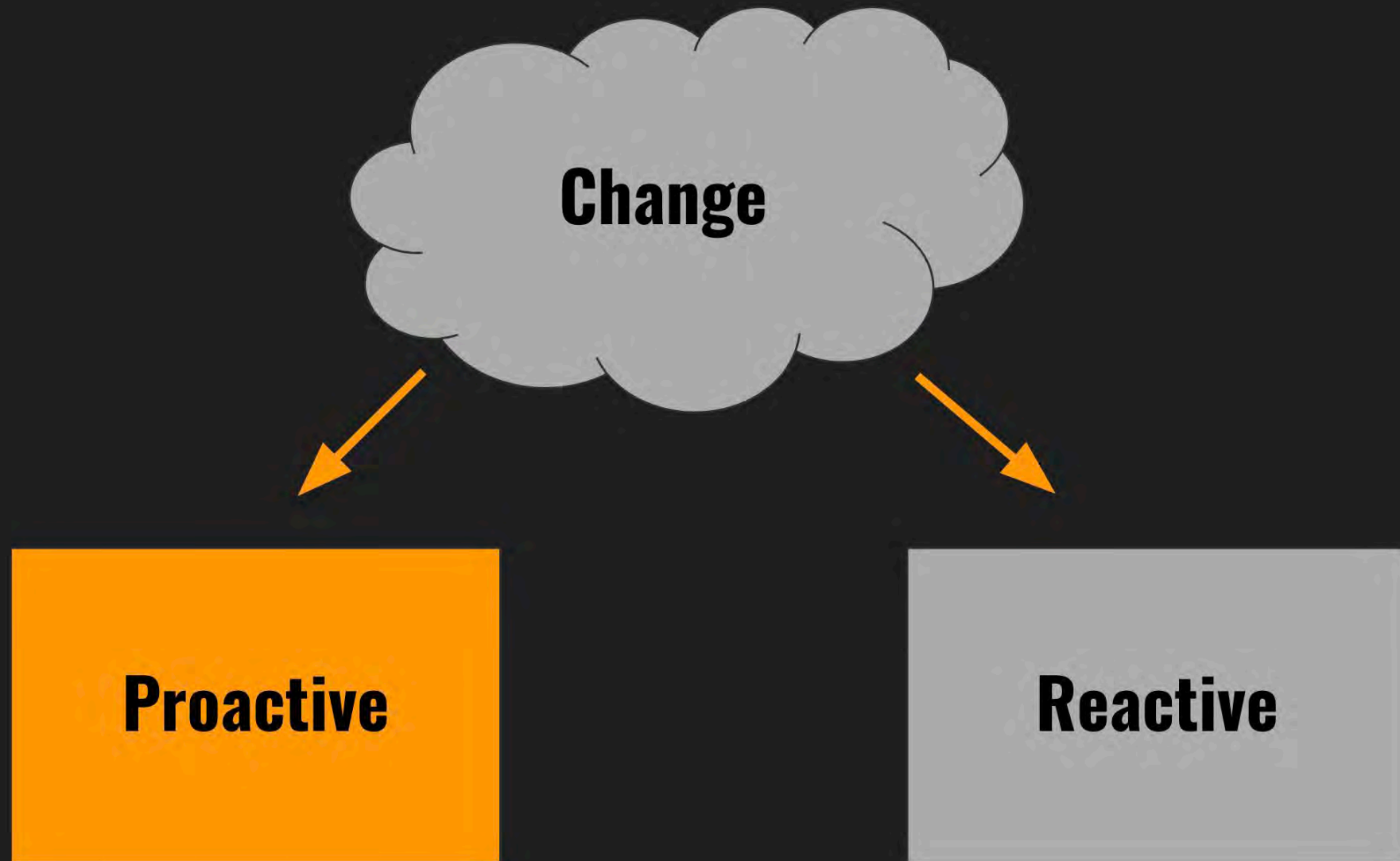
It's not enough to just ADAPT...

We have to **SPEAK UP.** We have to **INNOVATE.**



**Be a
coach**

**Have a
voice**



PERCEIVED VS.

ACTUAL VALUE



If We Want:
More **respect**,
More **money**,
More **impact**,
More **time**,
More **balance**.

Change how we define our role:

- to *ourselves*
- to *other coaches*
- to *the outside world*





Strategies to:
***recognize, ignite & take
advantage of change.***

& Find your (coaching) voice
along the way.



Leaving collegiate S&C

(the day after winning a Nat'l Championship...)

Desired skill sets
Future aspirations
Quality of life
Inciting incident
Redefined role
Narrowed focus



THE PHASES OF CHANGE

- 1. UNFREEZING*
- 2. CHANGING**
- 3. REFREEZING (?)*

Kurt Lewin, 1951 (Art of Coaching, 2019)

UNFREEZING

Accepting that change is needed.



Kurt Lewin, 1951 (Art of Coaching, 2019)





CHANGE IS HARD.

REASONS WE **DON'T CHANGE**

- ❖ Fear of _____
- ❖ Intertwined identity
- ❖ Imposter phenomenon
- ❖ Commitment
- ❖ & many more...

