



NSCA
COACHES
CONFERENCE 2022

JANUARY 6 – 8, 2022

San Antonio, TX & Online | 2.0 CEUs

#NSCAsCoaches22

CONFLICT OF INTEREST STATEMENT

I currently have, or I have had in the past 2 years, an affiliation or financial interest with Gatorade Performance Partner and Balance The Bar around this presentation, including:

- Consulting

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Jesse Wright, Balance The Bar

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CLOSING THE GAP

COACHING AND CONNECTING WITH ATHLETES

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THE WHAT

INFORMATION THAT WE WILL COVER TODAY

- Literature - review details of the DMIS and discuss the six stages
- Support - provide reference points from the NBA to add real-world flavor
- Application – Employing practical strategies and borrowing from Van Mechelen to improve our coaching and overall presence as a high performance professional
- Questions and audience thoughts

THE HOW

HOW THIS PRESENTATION WILL HELP TO ADD TO YOUR PROFESSIONAL DEVELOPMENT

- Lay foundation for a greater understanding of the athletes you train, how they receive your coaching and direction, and how you may consider refining your approach based on the individual and their current views
- As part of a high-performance staff, provide a framework for improved dialogue and conversation when there is a difference of opinion
- Add to your global skillset, both professionally and personally, to empower and enhance your ability to deliver results and **“GSD”**

FIRST, SOME "GENERAL PREP"

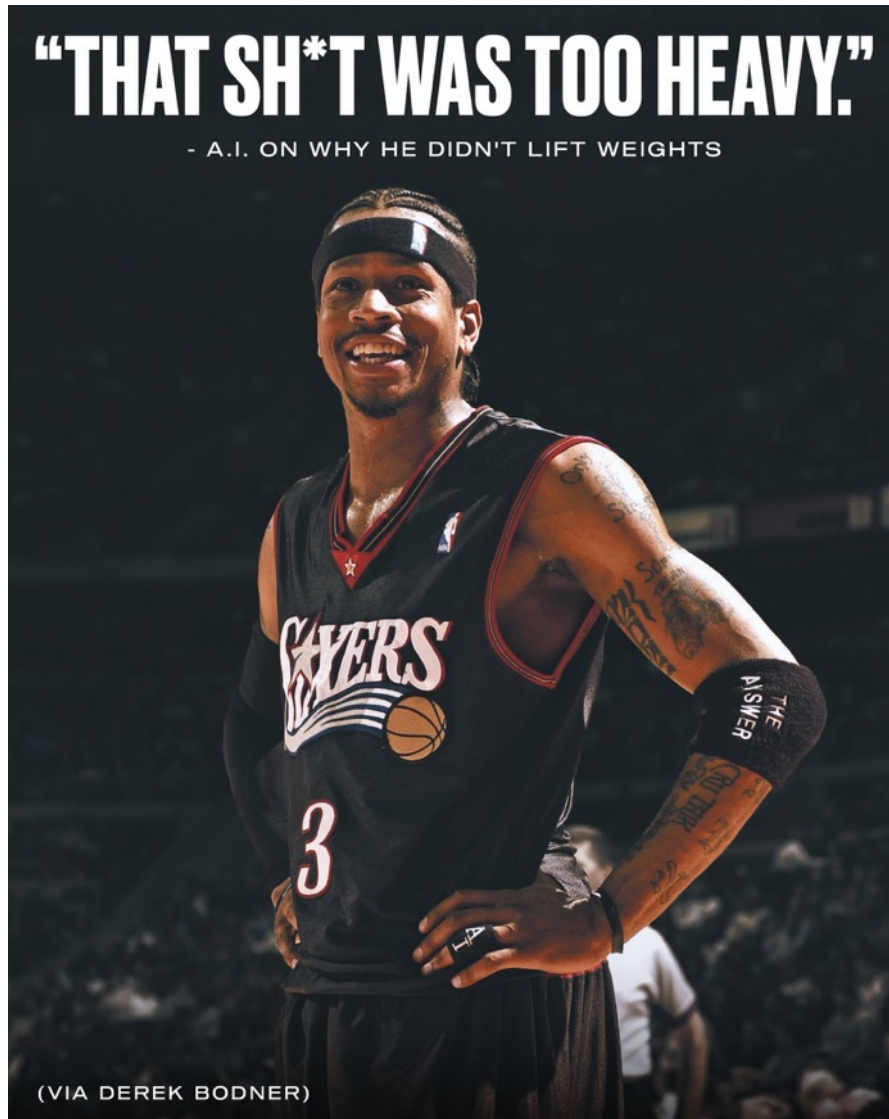
FOUNDATION FOR A GREAT SESSION

- Lateral thinking. Venture outside. Let's borrow from others. In this case, sociology
- Our personal views are not necessarily the world's views
- Final solutions and positive outcomes are not muscle contractions
- Think of two things:
 1. One recent interaction in which you received an immediate stiff-arm. You presented and immediately got denied
 2. Another interaction in which you turned someone. Initially, there was resistance, but you both managed to see through to agreement. Maybe they even became an advocate
- Adopt and embrace well-rounded skill development. Let's hold ourselves to the same standard in which we hold the athletes we train



“You can’t discuss the ocean with a well frog – he’s limited by the space he lives in. You can’t discuss ice with a summer insect - he’s bound to a single season.”

Zhuang Zhou
-Chinese philosopher



MY
INTRODUCTION
TO THE NBA

IF YOU HAVEN'T YET, YOU WILL...

SCENARIOS YOU WILL INEVITABLY FACE AS A S&C COACH

- Sport coaches that do not subscribe to your ideas on training athletes
- Athletes that question your movements, treatments, or workouts altogether, and either completely disregard them or attempt to do their own
- Disagreements with team members or colleagues on protocol or best approach

ENTER



DMIS

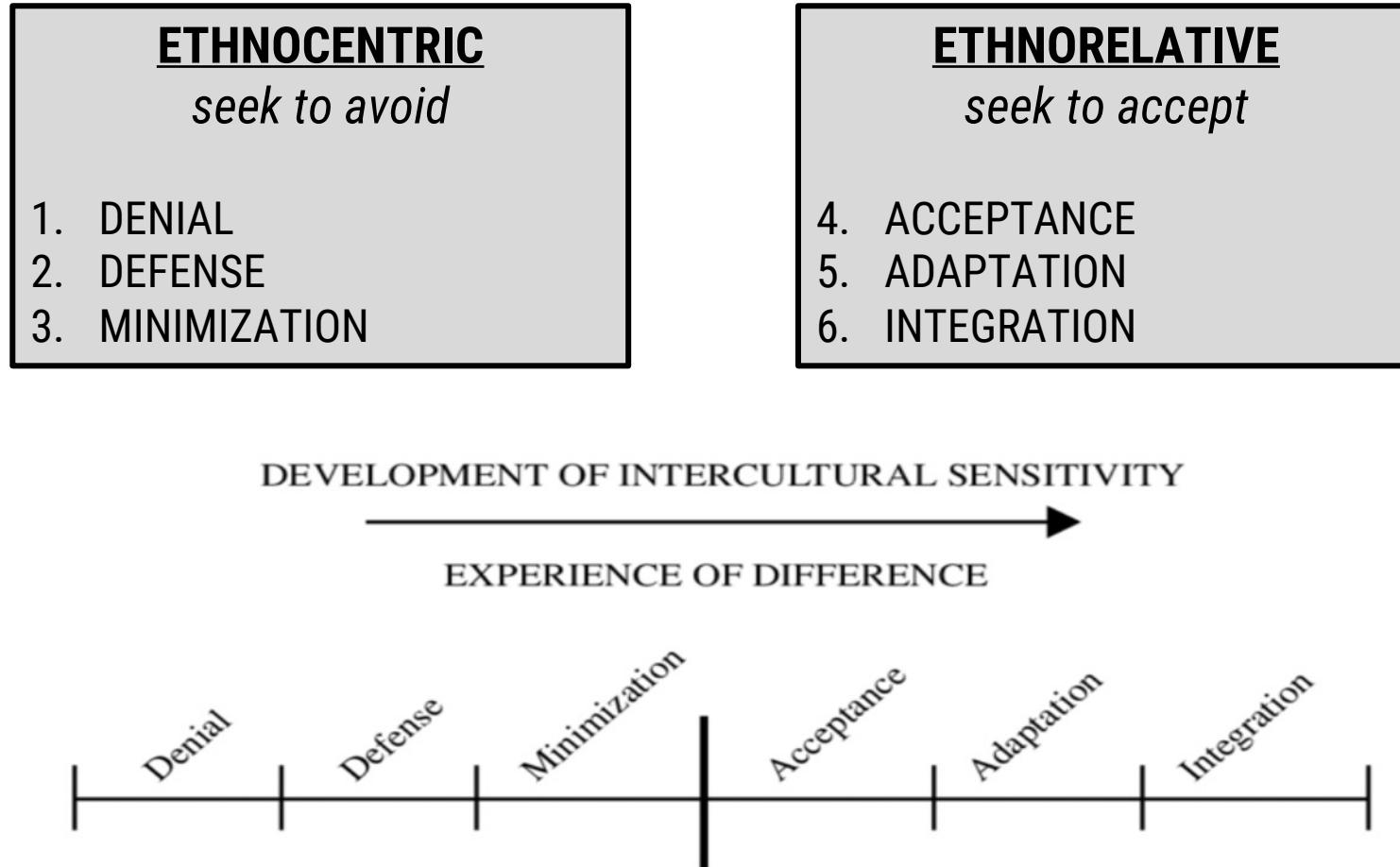
DEVELOPMENTAL MODEL OF INTERCULTURAL SENSITIVITY

DMIS

- Born out of primarily observational research, it is a sociological model that describes how people perceive, interpret, and potentially accept cultural variance
- Formal application - politics, government relations, international business, foreign language acquisition and education
- Informal application - any time in life something new or unfamiliar is introduced to you
- By recognizing how difference is being experienced, strategies can be adjusted to improve progression along a continuum

DEVELOPMENTAL MODEL OF INTERCULTURAL SENSITIVITY

DMIS CONTINUUM



DEVELOPMENTAL MODEL OF INTERCULTURAL SENSITIVITY

DMIS RESEARCH

- Bennett MJ (1986) Developmental approach to training for inter-cultural sensitivity. *International Journal of Intercultural Relations* 10(2); 179-196
- Bennett MJ (2004) *Becoming Interculturally Competent. Toward multiculturalism: A reader in multicultural education.* Newton: Intercultural Resource Corporation
- Bennett MJ 2017) Developmental Model of Inter-cultural Sensitivity. *The International Encyclopedia of Intercultural Communication*: 1-10

STAGE 1 - DENIAL

THE DMIS MODEL

- Desire to remain the same, strongest interpretation of the word “stability”
- Turn of the head to outside ideas, eyes closed to the fact that other concepts even exist
- Not always out of stubbornness, sometimes just a lack of awareness or blind spots
- Dug in so deep in their own, there is either a failure to see difference or consider differences to be irrelevant
- NBA Reference Point – Wearable technology



STAGE 2 - DEFENSE

THE DMIS MODEL



- Pop culture: Hater
- Acknowledgment of idea or concept, but position it as clearly inferior to what is currently done
- An “us vs. them” mentality. Self-superiority, coupled with disapproval of newly presented idea
- Will continually seek out ways and reasons to preserve their own views as dominant and central
- Differences appear threatening, negative stereotyping occurs
- NBA Reference Point – Players and their own medical and performance resources

STAGE 3 - MINIMIZATION

THE DMIS MODEL

- First subtle movement towards agreement, but slow your roll
- Minimize differences by assuming others share their views
- Last ditch effort to preserve the centrality of one's own worldview
- Let's share viewpoints, provided yours agree with mine
- NBA Reference Point – The timed mile



STAGE 4 - ACCEPTANCE

THE DMIS MODEL



- Desire to try and understand the new idea, but still remains at “maybe” status
- Still shy of agreement, but there is a curiosity and consideration toward adapting
- Acknowledgement that there may be merit in differences and begin to be curious
- First stage in which competition is removed from their thoughts
- NBA Reference Point – Lane Agility & Lane Shuttle

STAGE 5 - ADAPTATION

THE DMIS MODEL

- Movement past “maybe” to say “I’m in”
- Acceptance and desire to embrace the new
- Genuine feeling that evolution is ok
- Empathy is big for the recipient here, in demonstrating the ability to see and envision themselves with the new concept
- NBA Reference Point – Macgyver Vertimax



STAGE 6 - INTEGRATION

THE DMIS MODEL



- All of adaptation, but now “signing a long-term deal”
- No longer a distinction between old and new
- Now become advocates
- Not only taking on the new idea themselves, but will try to persuade others
- NBA Reference Point – Al coming full circle when he came back

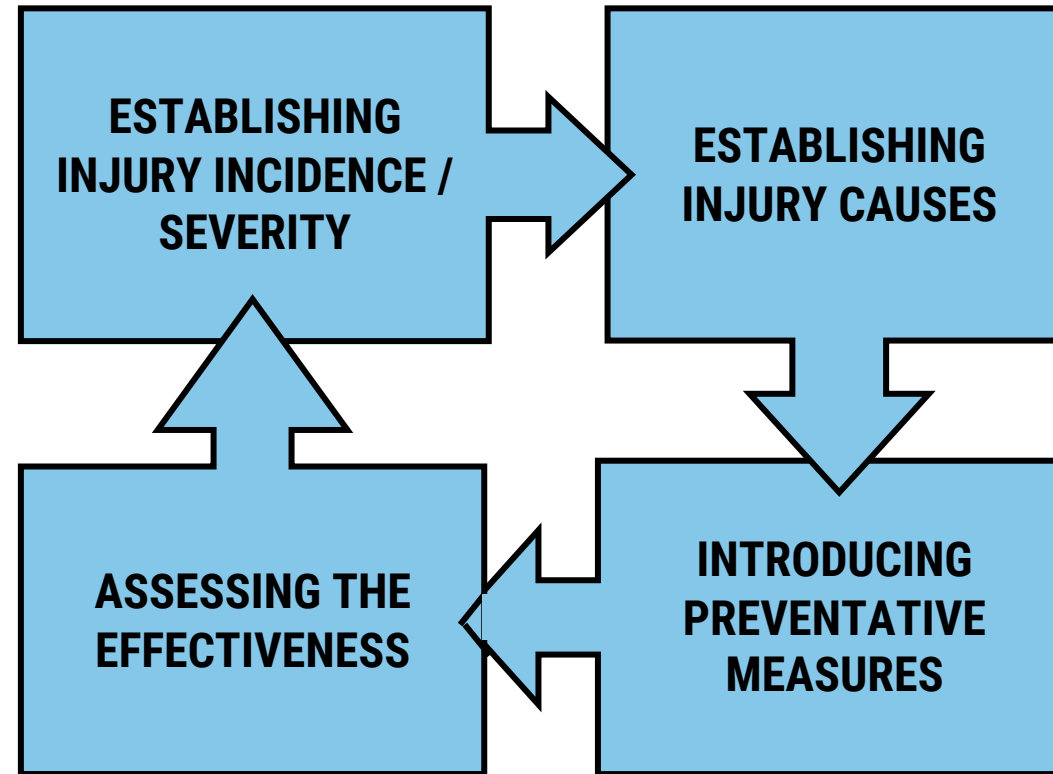
SO NOW WHAT?

8 PRACTICAL STRATEGIES TO WORK THE MODEL INTO OUR COACHING AND PRACTICE

1. Recall from early slide regarding our own views relative to the world
2. "Seek to understand before you seek to be understood."
3. Approach others and all situations with empathy
4. Select early, easy wins... then build on momentum piece by piece
5. Look for opportunities to pounce
6. Trust is the foundation. Do your work early, often, and separate from the item at hand
7. Lean on #6 to get them to "try"
8. Play the long game. Things take time. Have patience, and don't lose sight of 1-7

BRINGING IT ALL TOGETHER, CLOSING THE GAP

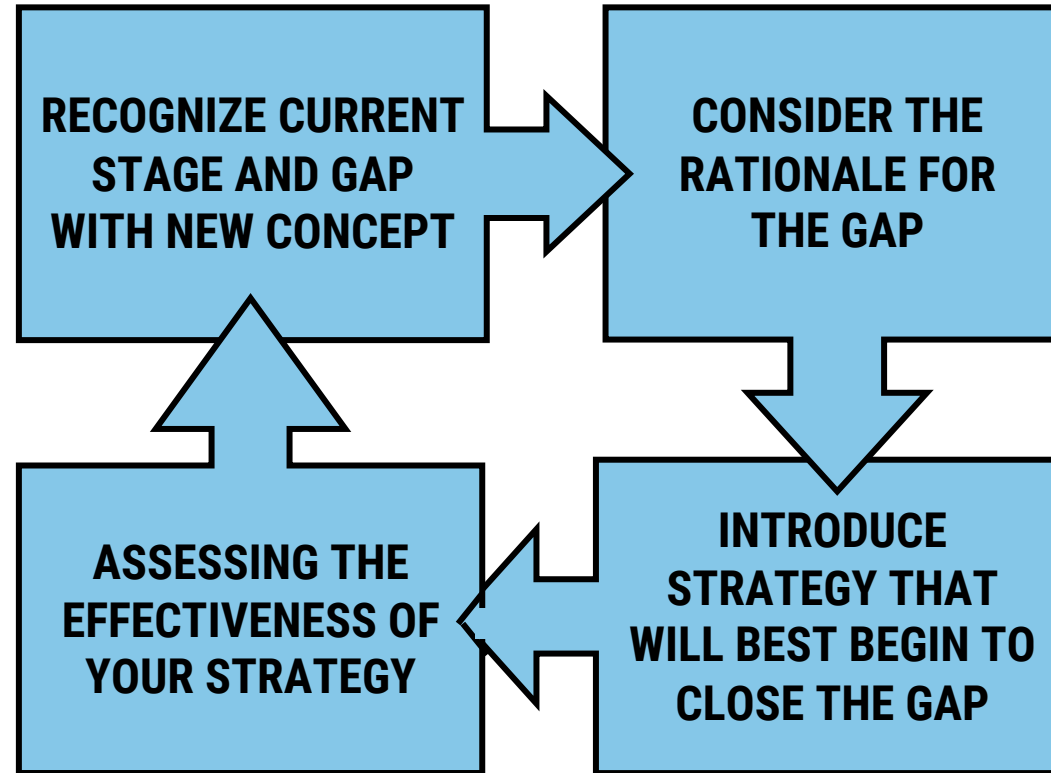
BORROWING FROM VAN MECHELEN



van Mechelen W, Hlobil H, Kemper H. Incidence, severity, aetiology and prevention of sports injuries. Sports Med 1992;14:82–99

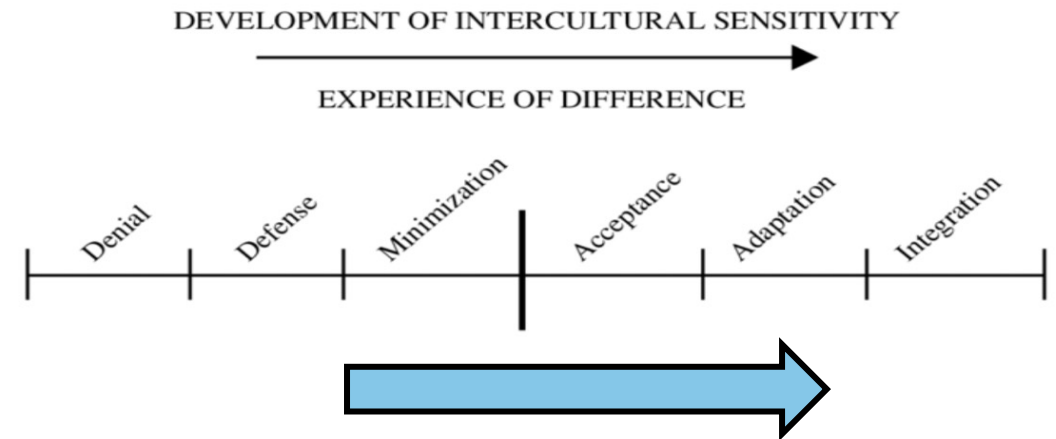
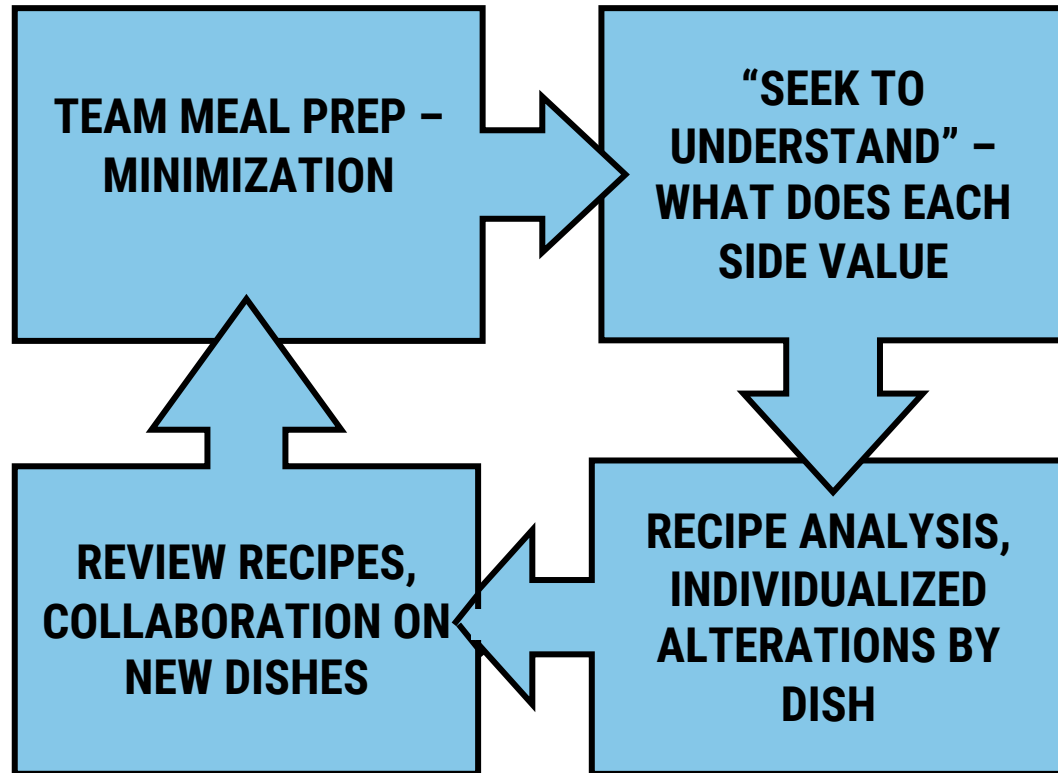
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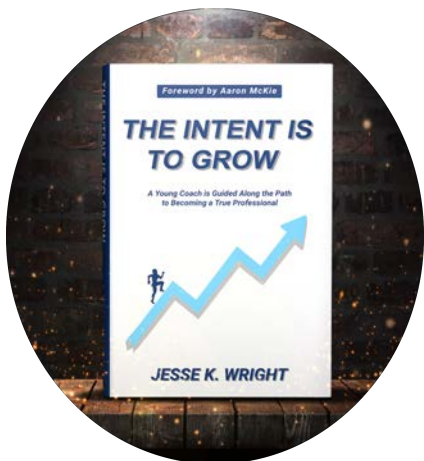


FINAL THOUGHTS

- Mental rehearsal. Review recent interactions
- Like loading progressions, implement DMIS in a measured manner. Expect missteps and non-linearity
- Shorter gaps lead to positive career outcomes

Q & A TIME

THANK YOU!



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