



NSCA
COACHES
CONFERENCE 2022

JANUARY 6 – 8, 2022

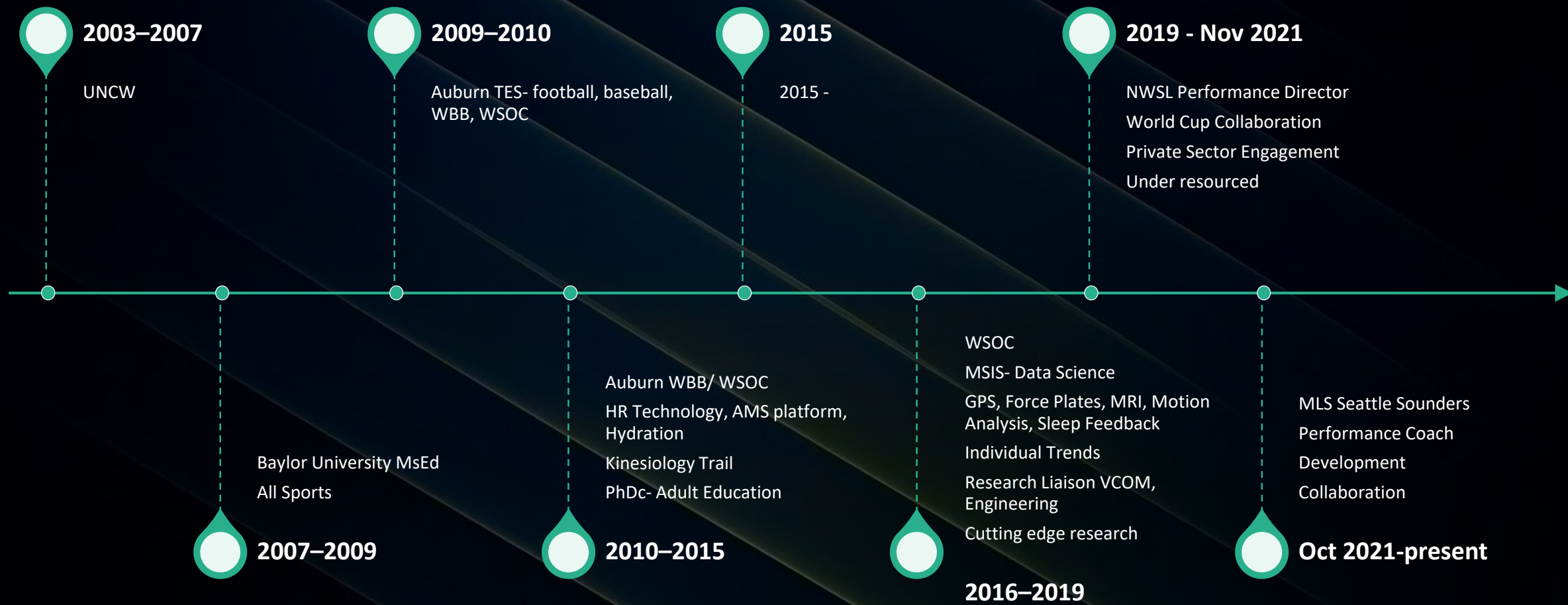
San Antonio, TX & Online | 2.0 CEUs

#NSCACoaches22

PLAN AND ADAPT: PERFORMANCE WITHIN SOCCER

- Collegiate and Professional
- Transition to Tech
- Reframing success as a coach
- Refinement of resources

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@COACH_MEGASTRONG



What's what?

Countable Athletically Related Activities (CARA)

“... includes any required activity with an athletics purpose, involving student-athletes and at the direction of, or supervised by, any member of an institution’s coaching staff (including strength and conditioning coaches) and must be counted within the weekly and daily limitations.”

NCAA 20 Hour Rule Document

<https://www.ncaa.org/sites/default/files/20-Hour-Rule-Document.pdf>

Countable Athletically Related Activities (CARA)

What Counts

- Practices (no more than 4 hours/day)
- Athletics meetings (coach initiated or required by a coach)
- Competition (and associated activities, regardless of duration count as 3 hours)
- Field, floor, or on-court activity
- On-court or on-field activities called by any member of the team and confined primarily to members of that team
- Required weight training and conditioning activities
- Required participation in camps/clinics
- Participation outside the regular season in individual skill-related instructional activities with a member of the coaching staff
- Discussion or review of game film

What Does Not Count

- Compliance meetings
- Meetings with the coach initiated by the student-athlete (as long as no countable activities occur)
- Drug/alcohol educational meetings
- Study hall, tutoring, or academic meetings
- Voluntary weight training not conducted by a coach/staff member
- Voluntary sport-related activities (initiated by student-athlete, no coach present)
- Traveling to/from the site of competition (as long as no countable activities occur)
- Training room and rehabilitation activities
- Recruiting activities
- Training table meals
- Fundraising activities

In-Season



CARA may occur not more than 20 hours per week (maximum of 4 hours per day)



All competitions and associated athletically related activities count as 3 hours, regardless of duration



No participation in any countable athletically related activities on one day per week



Student-athletes may not miss class to attend practice except when a team is travelling from an away-from-home contest



During the nonchampionship segment: student-athletes may engage in countable athletically related activities only during 24 designated days



No class time shall be missed for competition during the nonchampionship season

Out of Season (during the academic year)

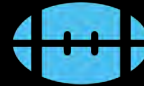


Student-athletes may not participate more than 8 hours of countable athletically related activities for more than 8 hours per week



Required weight training and conditioning activities supervised by an athletics department staff member

No equipment related to the sport may be used during conditioning activities



In sports other than football, participation in up to 2 hours per week of skill-related instruction (voluntary or required)



No participation in any countable athletically related activities on two days per week

Collegiate Annual Schedule

Preseason
Formal Preseason
Playing Season
Post Season
Offseason
Out of Season Training
Out of Season Competitive

JANUARY						
Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

MARCH						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

MAY						
Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

FEBRUARY						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
1	2	3	4	5	6	7
8	9	10	11	12	13	14

APRIL						
Mo	Tu	We	Th	Fr	Sa	Su
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

JUNE						
Mo	Tu	We	Th	Fr	Sa	Su
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

JULY						
Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
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SEPTEMBER						
Mo	Tu	We	Th	Fr	Sa	Su
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
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NOVEMBER						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

AUGUST						
Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

OCTOBER						
Mo	Tu	We	Th	Fr	Sa	Su
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

DECEMBER						
Mo	Tu	We	Th	Fr	Sa	Su
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Collegiate Soccer Game Schedule

2019	OCTOBER					
CALENDAR YEAR	CALENDAR MONTH					
			SUNDAY			
			FIRST DAY OF WEEK			
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		01	02	03 HOME GAME	04	05
06 HOME GAME	07	08	09	10 AWAY GAME	11	12
13 AWAY GAME	14	15	16	17	18	19 HOME GAME
20	21	22	23	24 AWAY GAME	25	26
27 AWAY GAME	28	29	30	31 HOME GAME		
HOME GAME						

Date	Time	At	Opponent	Location
August 11, 2019 (Sunday)	12:00 PM PT	Home	Missouri at Stanford	Stanford, CA
August 23, 2019 (Friday)	4:00 PM PT	Away	Penn State	State College, PA
August 25, 2019 (Sunday)	9:00 AM PT	Neutral	West Virginia	State College, PA
August 30, 2019 (Friday)	7:00 PM PT	Home	Pennsylvania	Stanford, CA
September 1, 2019 (Sunday)	6:00 PM PT	Home	San Jose State	Stanford, CA
September 8, 2019 (Sunday)	5:00 PM PT	Away	San Francisco	San Francisco, CA
September 13, 2019 (Friday)	3:00 PM PT	Away	Pepperdine	Malibu, CA
September 15, 2019 (Sunday)	1:00 PM PT	Away	UC Santa Barbara	Santa Barbara, CA
September 22, 2019 (Sunday)	7:00 PM PT	Away	Santa Clara	Santa Clara, CA
September 28, 2019 (Saturday)	1:00 PM PT	Away	USC	Los Angeles, CA
October 3, 2019 (Thursday)	8:00 PM PT	Home	Washington State	Stanford, CA
October 6, 2019 (Sunday)	3:15 PM PT	Home	Washington	Stanford, CA
October 10, 2019 (Thursday)	7:00 PM PT	Away	Oregon State	Corvallis, OR
October 13, 2019 (Sunday)	12:00 PM PT	Away	Oregon	Eugene, OR
October 19, 2019 (Saturday)	7:00 PM PT	Home	UCLA	Stanford, CA
October 24, 2019 (Thursday)	2:00 PM PT	Away	Colorado	Boulder, CO
October 27, 2019 (Sunday)	1:30 PM PT	Away	Utah	Salt Lake City, UT
October 31, 2019 (Thursday)	5:00 PM PT	Home	Arizona State	Stanford, CA
November 3, 2019 (Sunday)	12:00 PM PT	Home	Arizona	Stanford, CA
November 8, 2019 (Friday)	7:00 PM PT	Home	California	Stanford, CA
November 15, 2019 (Friday)	7:00 PM PT	Home	Prairie View A&M	Stanford, CA
November 22, 2019 (Friday)	7:00 PM PT	Home	Hofstra	Stanford, CA
November 24, 2019 (Sunday)	1:00 PM PT	Home	Penn State	Stanford, CA
November 29, 2019 (Friday)	3:00 PM PT	Home	BYU	Stanford, CA
December 6, 2019 (Friday)	6:30 PM PT		UCLA	San Jose, CA
December 8, 2019 (Sunday)	5:30 PM PT		North Carolina	San Jose, CA

Division I Five-Year Clock



Division I Five-Year Clock:
student athletes have five calendar years in which to play four seasons of competition



Average age of NCAA athletes:
18-22 years of age
There is no set age limit for any athletes



Division I athletes are required to enroll in school one year after high school graduation



Athletes then have five years to complete a typical four-year degree

Age Comparison

NCAA

- Most student-athletes are 18-22
- Typical age range: 4 years

Pro

- NWSL average age (2017): ~25.7
- Chicago Red Stars
 - Youngest player: 23 years old
 - Oldest player: 33 years old
 - Age range: 10 years

Pro Season Game Schedule (excluding Postseason)



Challenge Cup game schedule for April:

- HOUSTON DASH** APRIL 9 @ CBS SPORTS NETWORK
- PORTLAND THORNS** APRIL 15 (Paramount+)
- KANSAS CITY** APRIL 20 (Paramount+)
- OL REIGN** APRIL 27 (Paramount+)

Challenge Cup



Regular Season game schedule for May:

- SUNDAY, 5/16** 6PM CT PROVIDENCE PARK AT **PORTLAND THORNS**
- SATURDAY, 5/22** 7PM CT SEATGEEK STADIUM VS **NY**
- WEDNESDAY, 5/26** 7PM CT LEGENDS FIELD AT **KC**
- SATURDAY, 5/29** 7:30PM CT BBVA STADIUM AT **HOUSTON DASH**

*KICKOFF TIMES SUBJECT TO CHANGE

Regular Season



Regular Season game schedule for June:

- SATURDAY, 6/5** 2PM CT SEATGEEK STADIUM VS **NFC COURAGE**
- SATURDAY, 6/19** 7PM CT SEATGEEK STADIUM VS **WASHINGTON SPIRIT**
- TUESDAY, 6/22** 9PM CT CHENEY STADIUM AT **OL REIGN**
- SATURDAY, 6/26** 1PM CT SEATGEEK STADIUM VS **RACING LOUISVILLE FOOTBALL CLUB**

*KICKOFF TIMES SUBJECT TO CHANGE

Regular Season



Regular Season game schedule for July:

- FRIDAY, 7/2** 6PM CT SEGRA AT **WASHINGTON SPIRIT**
- SUNDAY, 7/11** 5PM CT SEATGEEK STADIUM VS **HOUSTON DASH**
- SUNDAY, 7/18** 5PM CT SEATGEEK STADIUM VS **OL REIGN**
- SUNDAY, 7/25** 4PM CT RED BULL ARENA AT **NY**

*KICKOFF TIMES SUBJECT TO CHANGE

Regular Season

Pro Season Game Schedule (excluding Postseason)

AUGUST

SUNDAY, 8/1
5PM CT
SEATGEEK STADIUM

VS 

SUNDAY, 8/8
5PM CT
SEATGEEK STADIUM

VS 

SUNDAY, 8/15
5PM CT
SAHLEN'S STADIUM
AT WAKEMED SOCCER PARK

AT 

WEDNESDAY, 8/18
6:30PM CT
LYNN FAMILY STADIUM

AT 

SATURDAY, 8/28
7PM CT
SEATGEEK STADIUM

VS 

*KICKOFF TIMES SUBJECT TO CHANGE

SEPTEMBER

SATURDAY, 9/4
6PM CT
RED BULL ARENA

AT 

FRIDAY, 9/10
7:30PM CT
BBVA STADIUM

AT 

SATURDAY, 9/25
7PM CT
SEATGEEK STADIUM

VS 

*KICKOFF TIMES SUBJECT TO CHANGE

OCTOBER

SATURDAY, 10/2
7PM CT
SEATGEEK STADIUM

VS 

SUNDAY, 10/10
6PM CT
CHENEY STADIUM

AT 

SATURDAY, 10/16
7PM CT
SEATGEEK STADIUM

VS 

FRIDAY, 10/29
6PM CT
EXPLORIA STADIUM

AT 

*KICKOFF TIMES SUBJECT TO CHANGE

Regular Season

2021	AUGUST					
CALENDAR YEAR	CALENDAR MONTH					
			SUNDAY			
			FIRST DAY OF WEEK			
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
01 HOME GAME	02	03	04	05	06	07
08 HOME GAME	09	10	11	12	13	14
15 AWAY GAME	16	17	18 AWAY GAME	19	20	21
22	23	24	25	26	27	28 HOME GAME
29	30	31				04 AWAY GAME
05	06	07	08	09	10	11

Challenge Cup		
Date	Location	Opponent
April 9, 2021	Houston, TX	Houston Dash
April 15, 2021	Chicago, IL	Portland Thorns
April 20, 2021	Chicago, IL	Kansas City
April 27, 2021	Tacoma, WA	OL Reign
Regular Season		
Date	Location	Opponent
May 16, 2021	Portland, OR	Portland Thorns
May 22, 2021	Chicago, IL	Gotham FC
May 26, 2021	Kansas City, KS	Kansas City
May 29, 2021	Houston, TX	Houston Dash
June 5, 2021	Chicago, IL	NC Courage
June 19, 2021	Chicago, IL	Washington Spirit
June 22, 2021	Tacoma, WA	OL Reign
June 26, 2021	Chicago, IL	Racing Louisville
July 2, 2021	Leesburg, Virginia	Washington Spirit
July 11, 2021	Chicago, IL	Houston Dash
July 18, 2021	Chicago, IL	OL Reign
July 26, 2021	Harrison, NJ	Gotham FC
August 1, 2021	Chicago, IL	Washington Spirit
August 8, 2021	Chicago, IL	Orlando Pride
August 15, 2021	Cary, NC	NC Courage
August 18, 2021	Louisville, KY	Racing Louisville
August 28, 2021	Chicago, IL	Kansas City
September 4, 2021	Harrison, NJ	Gotham FC
September 10, 2021	Houston, TX	Houston Dash
September 25, 2021	Chicago, IL	Portland Thorns
October 2, 2021	Chicago, IL	Orlando Pride
October 10, 2021	Tacoma, WA	OL Reign
October 16, 2021	Chicago, IL	Kansas City
October 29, 2021	Orlando, FL	Orlando Pride

Consistently Different

Distance Total (m)	Average of Distance Per Min	High Speed Running (Abs) (m)	Average of HSR Per Minute (Absolute) (m)	Sprints	Sprint Distance Z6 (Abs) (m)	Entries Z6 (Rel)	Accels Per Min	Decels Per Min	Max of Max Speed (km.hr)	Time In HR Z6 (Min)
10.472	99	533	5.1	7	103	0	0.43	0.99	28.0	65
11.039	109	553	5.5	12	143	0	0.64	1.33	28.1	77
11.081	104	352	3.2	4	46	0	0.50	0.98	26.8	24
6.080	118	366	7.1	6	103	1	0.52	1.37	28.5	46
9.814	110	425	4.9	3	45	0	0.69	1.51	26.8	60
9.817	106	445	4.8	6	65	0	0.97	1.32	25.4	61
5.427	110	326	6.6	6	49	0	0.76	1.22	26.2	0
3.495	94	140	3.8	3	20	0	0.67	1.36	25.9	0
10.704	106	540	5.4	8	97	0	0.67	1.16	27.1	89
11.682	106	430	3.9	6	78	0	0.57	0.76	26.6	25
11.140	107	425	4.1	4	55	0	0.61	1.00	26.2	0
11.995	109	475	4.3	6	75	0	0.73	0.93	26.3	35
11.650	106	417	3.8	5	70	0	0.57	0.88	25.2	58
10.412	101	242	2.3	1	6	0	0.48	0.68	23.9	0
10.850	100	322	3.0	7	51	0	0.47	0.87	25.3	37
10.494	100	312	3.0	5	83	0	0.59	1.06	27.5	24
10.510	89	468	4.0	4	49	0	0.42	0.74	25.4	23
10.781	100	376	3.4	5	65	0	0.53	0.91	25.6	36
8.815	100	247	2.6	4	60	0	0.39	0.78	27.1	0
9.019	80	233	2.1	3	45	5	0.37	0.69	25.5	49
10.669	92	342	3.0	6	77	7	0.53	0.93	25.3	44
9.160	110	360	4.2	4	51	6	0.65	1.19	25.6	52
11.145	107	331	3.2	4	44	8	0.58	1.09	25.5	60
6.384	100	347	4.4	7	61	11	0.68	1.04	26.0	26

Distance Total (m)	Average of Distance Per Min	High Speed Running (Abs) (m)	Average of HSR Per Minute (Absolute) (m)	Sprints	Sprint Distance Z6 (Abs) (m)	Entries Z6 (Rel)	Accels Per Min	Decels Per Min	Max of Max Speed (km.hr)	Time In HR Z6 (Min)
9.774	99	799	8.1	23	367	0	0.68	0.75	30.3	0
10.754	102	867	8.3	21	328	0	0.56	0.66	29.7	0
10.615	105	931	9.2	22	378	1	0.80	0.83	30.8	0
9.842	93	664	6.2	22	291	0	0.55	0.70	30.7	0
10.733	106	822	8.1	22	318	0	0.93	0.96	29.1	0
10.195	98	494	4.7	15	135	0	0.81	0.79	28.8	0
4.875	99	319	6.5	7	138	0	0.59	0.76	29.2	0
4.753	86	332	6.0	8	167	0	0.60	0.74	29.1	0
8.999	89	455	4.5	17	193	0	0.47	0.54	29.9	0
9.274	84	597	5.4	20	225	1	0.65	0.57	30.7	0
9.514	92	642	6.2	21	273	0	0.80	0.67	28.3	0
9.931	90	496	4.5	20	228	0	0.51	0.72	28.9	0
8.668	84	749	7.3	22	359	2	0.54	0.70	30.9	0
9.649	88	343	3.1	9	121	1	0.40	0.60	32.5	0
9.089	87	539	5.1	18	256	1	0.51	0.56	30.4	0
9.329	79	455	3.8	12	166	0	0.40	0.47	27.9	0
9.984	92	847	7.9	23	293	1	0.42	0.45	30.9	0
9.098	86	711	6.7	19	393	3	0.37	0.37	31.1	0
10.231	94	854	7.9	22	329	0	0.43	0.62	29.4	0
10.616	91	641	5.4	15	237	0	0.41	0.67	29.7	0
10.350	103	704	7.0	18	258	0	0.77	0.84	30.5	0
10.195	98	710	5.8	21	270	0	0.55	0.67	28.2	0
11.097	107	845	8.1	19	355	0	0.47	0.74	29.3	0
10.654	93	808	7.5	25	284	1	0.56	0.84	31.6	0

JULY						
Mo	Tu	We	Th	Fr	Sa	Su
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

AUGUST						
Mo	Tu	We	Th	Fr	Sa	Su
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

SEPTEMBER						
Mo	Tu	We	Th	Fr	Sa	Su
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

OCTOBER						
Mo	Tu	We	Th	Fr	Sa	Su
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
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NOVEMBER						
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1	2	3	4	5	6	7
8	9	10	11	12	13	14
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DECEMBER						
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29	30	1	2	3	4	5
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JANUARY						
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29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

FEBRUARY						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
1	2	3	4	5	6	7
8	9	10	11	12	13	14

MARCH						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
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APRIL						
Mo	Tu	We	Th	Fr	Sa	Su
30	1	2	3	4	5	6
7	8	9	10	11	12	13
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MAY						
Mo	Tu	We	Th	Fr	Sa	Su
31	1	2	3	4	5	6
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14	15	16	17	18	19	20
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28	29	30	31	1	2	3
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JUNE						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

Preseason
Competitive Preseason
Regular Season
Post Season
Offseason

Pro Annual Schedule

3 - Consider Additional Load

1 - Full Go

1 Day

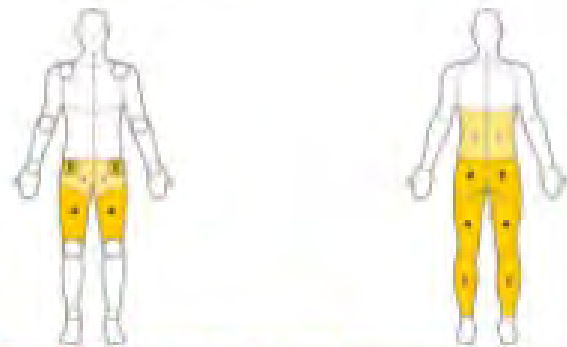
TSB - Total Distance

Wellness vs. 7 Day Average

Sleep Quality
Sleep Quantity
Stress
Fatigue
Mood
Quantitative Symptom Assessment
BPS - Practice
BPS - Real Practice
BPS LR



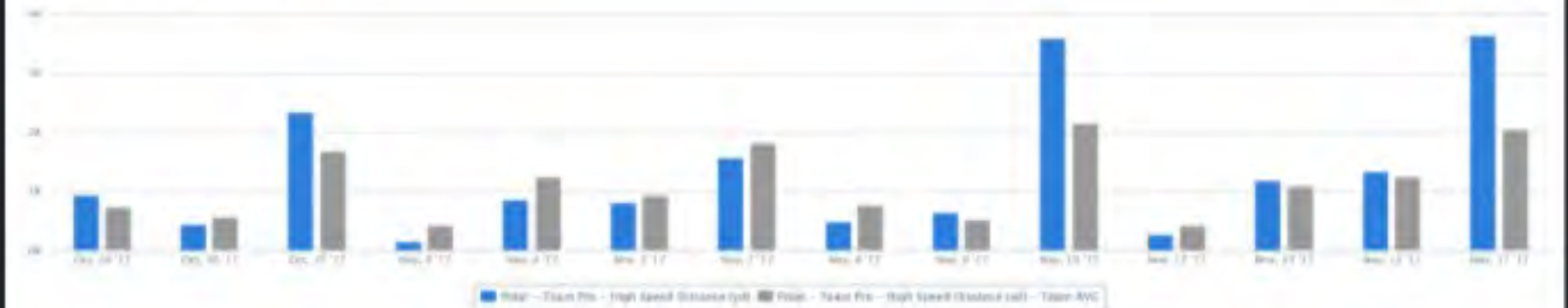
Body vs Past 30 Days



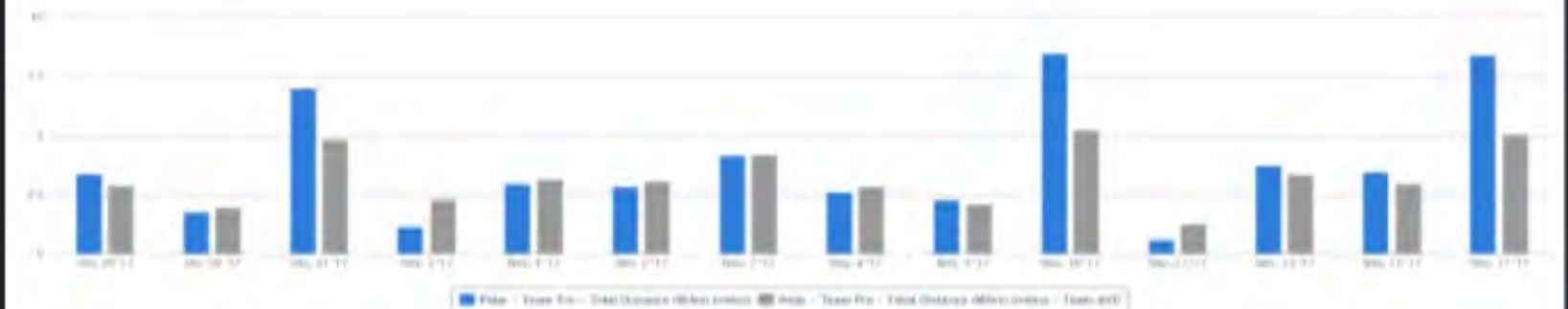
TSB - Total Distance



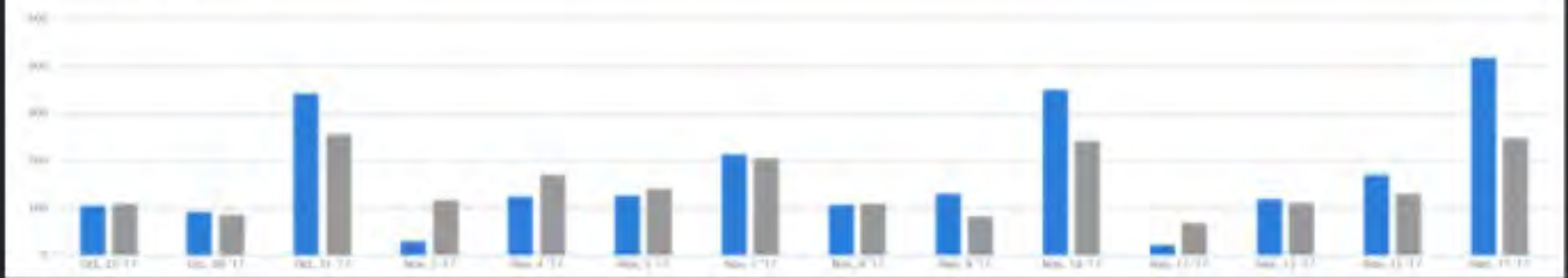
High Speed Running - Last 10 Days



Total Distance - Last 10 Days



Training Load - Last 10 Days



					954	438	295	1621	180	20	49	43	14	126
					882	491	248	1621	180	20	49	43	14	126
					954	438	295	1687	195	27	62	53	8	150
0:07:12	2244	1.28	14	4	197	83	3	263	59	0	18	22	3	43
0:07:48	2141	1.22	14	6	173	49	13	235	67	1	13	24	3	41
0:02:10	2114	1.20	14	1	180	34	0	214	43	1	14	16	0	31

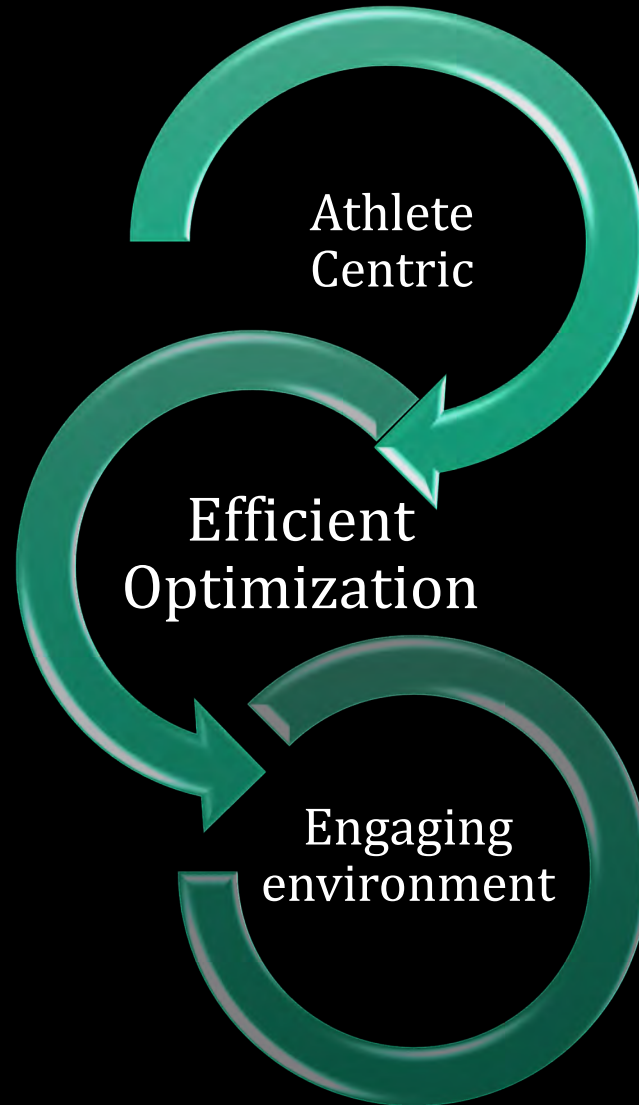
More than Input v Outputs

System Development v Goal Attainment

James Clear Atomic Habits

- ❖ Detailed Prior knowledge is less important than a way of thinking....Applying conceptual knowledge across domains, we do not have the luxury of time to experience things before deciding on solutions. - Range David Epstein
- ❖ Business mindset- opportunity versus risk, can you make a decision on 80% information.
- ❖ What life system allows me to have the best opportunity of gaining context outside monitoring?

Athletes = Assets



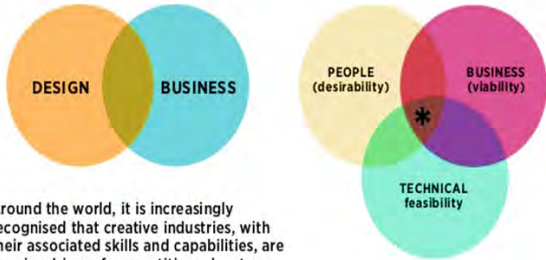
- Maximize performance
- Data-INFLUENCED decisions
- Context-Driven Processes
- Consistent Deliverables Communicated
- Systematic Technology Implementation
- Proximity of Training Locations

- Researched Methods
- Individual Awareness Development
- Team Periodization
- Needs-analysis of Technology

- Cultivate Positive Performance-Lifestyle Habits
- Address Individual Biometric and Neural Differences “create buy-in” to process
- Enhancement of athletic traits “known purpose
- Education to Coaches of Individual Responses to Team

Connection- Driven Approach

DESIGN THINKING



Around the world, it is increasingly recognised that creative industries, with their associated skills and capabilities, are a major driver of competitive advantage in global markets and supply chains.

Roy Green and Lisa Colley, *The Conversation*
<http://bit.ly/VwSqUR>

'Design skills and business skills are converging'
 Roger Martin, Rotman School of Management,
 University of Toronto

Above left - Creative Confidence. By Tom and David Kelley

1. Discovery

Choose an affirmative, strategic topic. Gather data. Understand & empathize with unmet needs.

2. (Re)Frame opportunity

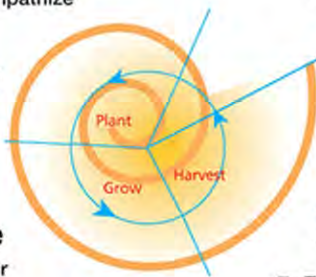
Look for patterns & insights. Question assumptions. Frame your POV. Define your scope.

3. Incubate

Switch gears. Feed your brain with diverse stimuli. Meditate. Sleep on it.

4. Ideate/illuminate

Experiment. Explore possibilities. Envision a desired future. Co-create in diverse team. Make your ideas visible.



8. Iterate & Scale

Evaluate. Learn. Create. Innovate.

7. Deliver

Final testing, approval and launch.

6. Rapid Prototype /test

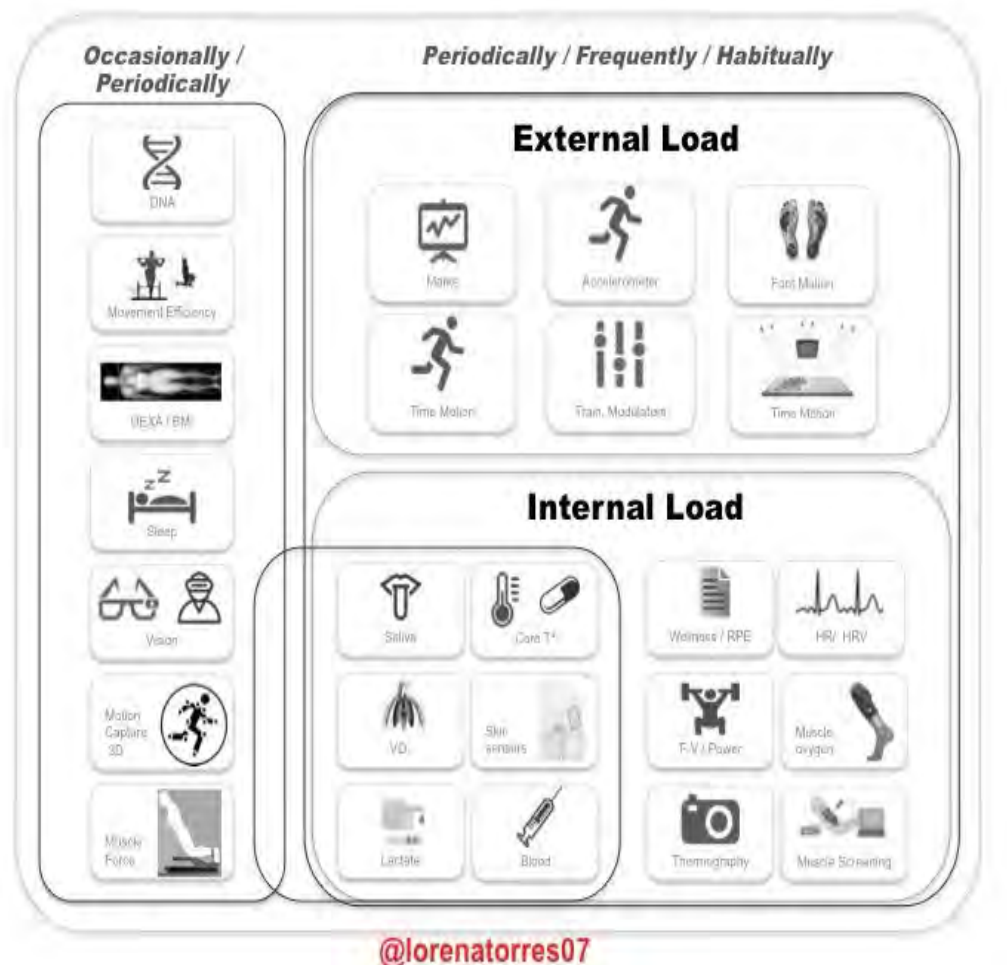
Think big, act small, fail fast; learn from end-users and refine.

5. Evaluate/Refine ideas

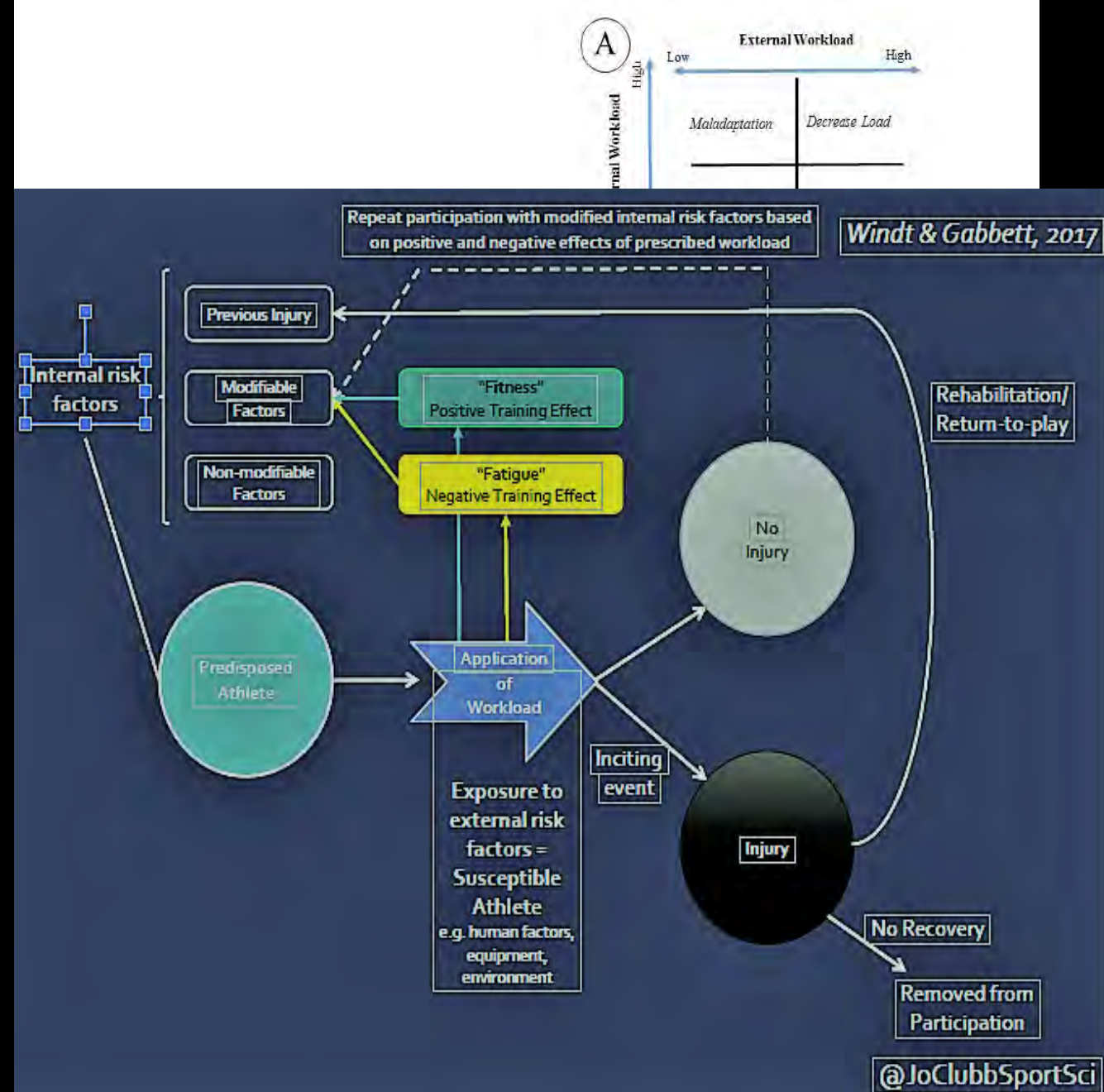
What is desirable, feasible, viable about your ideas? What are the constraints?

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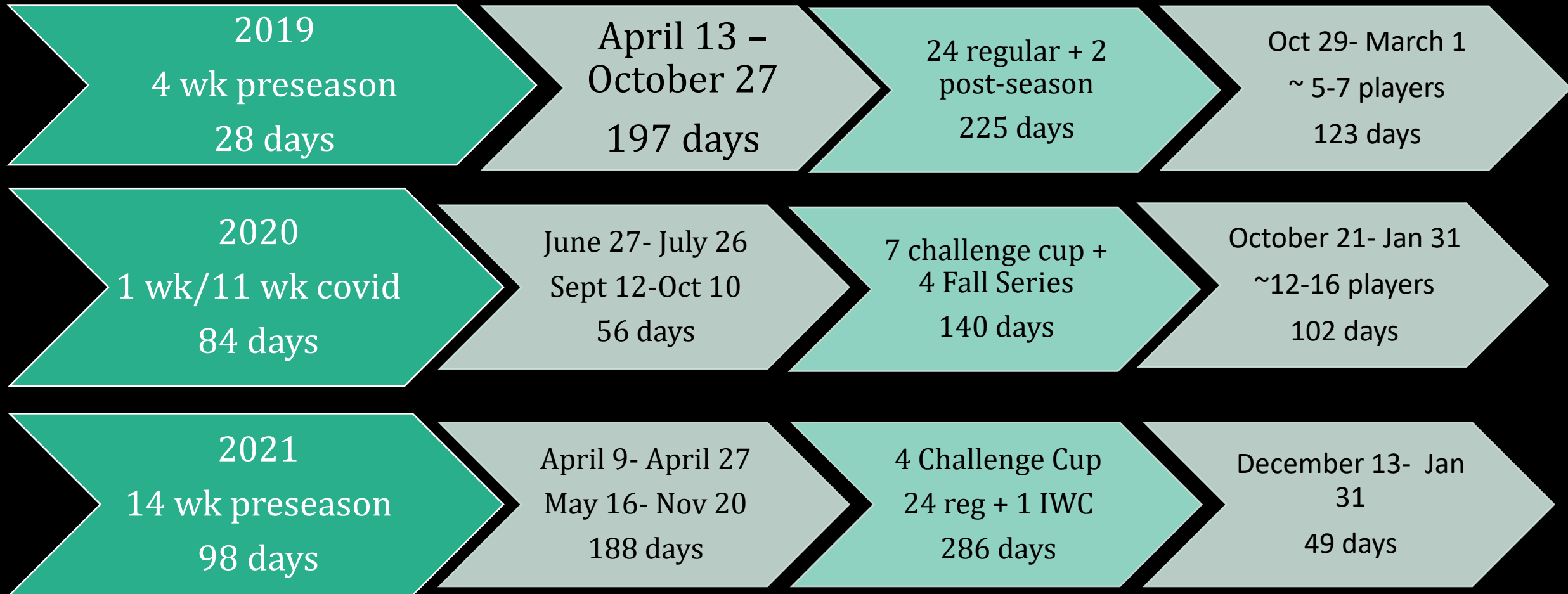




Framework needed
which allows for
applied performance



NWSL Three years, Three Views





**“CONNECTION to
TRANSFORMATIONAL CHANGE, is
an everyday process that you can
only truly reflect back upon to
realize the growth formed through
daily consistency.”**



Parallel Between System Design and Sport

System Design

- Waterfall models
- Agile Methods
- Design Thinking

Sport

- Annual Periodization
- Weekly Monitoring
- Adaptable Practice Models /Agile Periodization

So you want my job?

	MD-4	MD – 3	MD -2	MD-1	MD	MD+1	MD+2
# hours commute	2	2	2	2	1	1.5	1.5
# hours of prep/ meetings	4	4	4	4	5	3	4
# hour of training on pitch	1-3	1-3	1-2	1-2	3-4	1-2	1-3
# of data cleaning, analysis, reporting	2-4	2-4	2-4	1-3	3-5	3-5	2-4
# coaching in weight room	2.5	1	1.5	1	.5	2	2
Total	13- 15	10-14	10.5- 13.5	9-12	13.5-15.5	10.5-13.5	10.5-14.5

2021 – 2022 TRANSITION COACH

OFFSEASON NOVEMBER 24TH-JAN 12TH
50 DAYS TO PREPARE FOR 2022



20 22

SEATTLE SOUNDERS FC SCHEDULE

2/27	VS NSH 5:00 PM	5/07	AT DAL 5:30 PM	7/09	VS POR 1:30 PM	8/26	AT POR 7:00 PM
3/05	AT RSL 3:00 PM	5/15	VS MIN 1:00 PM	7/13	AT NSH 5:30 PM	8/31	AT ORL 4:30 PM
3/12	VS LA 12:30 PM	5/18	AT HOU 5:30 PM	7/16	AT CHI 5:00 PM	9/04	VS HOU 5:00 PM
3/20	AT ATX 1:30 PM	5/22	AT COL 5:00 PM	7/23	VS COL 7:00 PM	9/10	VS ATX 5:00 PM
4/02	AT MIN 5:00 PM	5/29	VS CLT 6:30 PM	7/29	AT LAFc 8:00 PM	9/17	AT VAN 7:00 PM
4/09	VS CIN 7:00 PM	6/18	VS LAFc 12:00 PM	8/02	VS DAL 7:00 PM	10/02	AT SKC 2:00 PM
4/16	VS MIA 7:00 PM	6/25	VS SKC 12:00 PM	8/06	AT ATL 12:00 PM	10/09	VS SJ 2:00 PM
4/23	AT SJ 7:30 PM	6/29	VS MTL 7:00 PM	8/14	VS RSL 7:00 PM		
4/30	VS VAN 7:00 PM	7/02	AT TOR 4:30 PM	8/19	AT LA 7:00 PM		

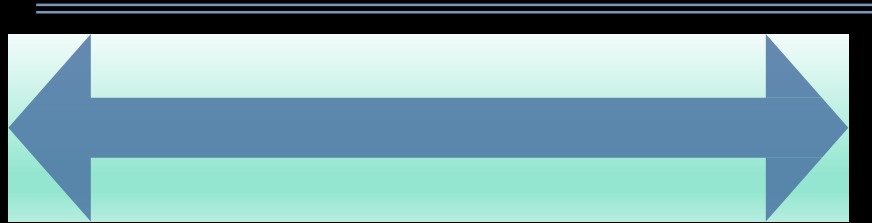
■ HOME
■ AWAY

Date	Opponent	H/A	May 18	Houston Dynamo	A	Wednesday	5:30 PM	Sept. 4	Houston Dynamo	H	Sunday	6 PM
February 17	Motagua	A	May 22	Colorado Rapids	A	Sunday	5 PM	Sept. 10	Austin FC	H	Saturday	5 PM
February 24	Mogagua	H	May 29	Charlotte FC	H	Sunday	6:30 PM	Sept. 17	Vancouver Whitecaps	A	Saturday	7 PM
February 27	Nashville	H	June 18	LAFC	H	Saturday	12 PM	Oct. 2	Sporting KC	A	Sunday	2 PM
March 5	Real Salt Lake	A	June 25	Sporting KC	H	Saturday	12 PM	Oct. 9	San Jose Earthquakes	H	Sunday	2 PM
March 12	LA Galaxy	H	June 29	CF Montreal	H	Wednesday	7 PM	***DOES NOT INCLUDE ADDITIONAL CONCAF CHAMPIONS LEAGUE MATCHES, INTERNATIONAL DUTY FOR WORLD CUP QUALIFICATION OR MLS PLAYOFFS				
March 20	Austin FC	A	July 2	Toronto FC	A	Saturday	4:30 PM					
April 2	Minnesota United	A	July 9	Portland Timbers	H	Saturday	1:30 PM					
April 9	FC Cincinnati	H	July 13	Nashville SC	A	Wednesday	5:30 PM					
April 16	Inter Miami	H	July 16	Chicago Fire	A	Saturday	5 PM					
April 23	San Jose Earthquakes	A	July 23	Colorado Rapids	H	Saturday	7 PM					
April 30	Vancouver Whitecaps	H	July 29	LAFC	A	Friday	8 PM					
May 7	FC Dallas	A	Aug. 3	FC Dallas	H	Wednesday	7 PM					
May 15	Minnesota United	H	Aug. 6	Atlanta United	A	Saturday	12 PM					
May 18	Houston Dynamo	A	Aug. 14	Real Salt Lake	H	Sunday	7 PM					
May 22	Colorado Rapids	A	Aug. 19	LA Galaxy	A	Friday	7 PM					
May 29	Charlotte FC	H	Aug. 26	Portland Timbers	A	Friday	7 PM					
			Aug. 31	Orlando City	A	Wednesday	4:30 PM					

WHAT IS SUCCESS FOR YOU AS A TBTT

OBJECTIVE MARKERS

Trilogy of Spectrums



Physical



Data Driven



Connection



“The most important motivation in human beings is the need for connection.” - Dr. Sue Johnson

“What we do in life, echoes in eternity.”

—Tenui Nec Dimitam