



2022 NSCA *NATIONAL* CONFERENCE

July 6-9, 2022 | New Orleans & Online
#NSCACon22

› *KNOWLEDGE*
› *ADVANCEMENT*
› *COMMUNITY*

CONFLICT OF INTEREST STATEMENT

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

34 Years in the Strength and Conditioning Field

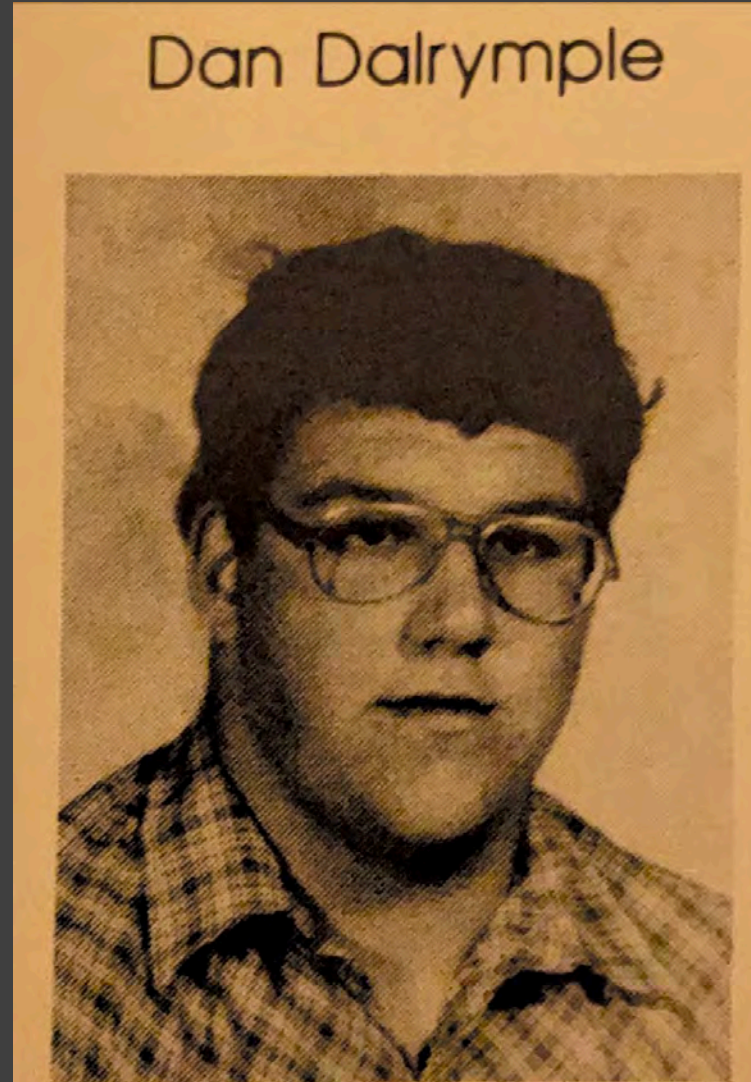
32 as a Head Strength and Conditioning Coach

Career Timeline

- 1987 (after failing in Seattle Seahawks training camp) began coaching career at Miami University as a Student Coach- Offensive Line and Weight Room.
- 1988: Football Graduate Assistant Miami University- Offense- Offensive Line/ Weight Room
- July 1989: Assistant Offensive Line Coach/ Football Strength Coach Miami University
- October 1989 staff let go with three games left in season.
- December 1989 hired as Miami University Athletics 1st Full Time Strength and Conditioning Coordinator
- May 2003 elevated to Assistant Athletic Director/ Director of Athletic Conditioning Miami University
- February 2006- February 2022 Head Strength and Conditioning Coach New Orleans Saints

*But before we move
forward... lets go back
to where it all
started.....*

*Circa 1980.....
15 years old*



A Life-Time of Strength and Conditioning

The Weight Room has literally given me my life:

- The first thing that I found that I really excelled at.
- Self confidence (changed my mind and body)
- My athletic career
- Led to the ability to be the first of my family to attend and graduate from college (athletic scholarship)
- My entire career
- And along the way..... my friends, my wife and my children

This journey has taught me a multitude of lessons.....

DO's and DON'TS for Success in the Strength and Conditioning Field

DO.....have Passion!

- *For the profession*
- *For the people you work with.*

Don't do it for the money, fame, prestige etc.

DON'T..... Think *(that its going to be easy)*

People go into this profession with unrealistic expectations

- “I like to work out/ I should own a gym/ work as a trainer/ be a strength coach.”*
- “That job is so cool... you get to work out all day.”*
- Only the “bad” coaches/ trainers, lazy/ dumb people etc. - fail.*

The Coaching/ Strength and Conditioning Profession is HARD!

Coaching (especially in the NFL) is NOT for well adjusted people!

“If you can imagine yourself being happy/ fulfilled doing ANYTHING else.. do that. If not- welcome to the machine.”

DO.....*be Professional!*

- *The Bushido Path: when what you do is undistinguishable from who you are*
- *Every day is an interview*
- *You are who you are when (you think) no one is watching*

DON'T..... Confuse

*“Good” or “Productive”
with
“Popular” or “Trendy”*

DO..... Understand

The fact that most of us will be evaluated, hired and fired by people who have NO idea what we do- or how to assess it.

DON'T..... Allow

- *Yourself to become a caricature.*
- *Or the image of someone else's stereotype*

The phenomenon of

“The Fake Juice Guy”

(thanks Coach “Big House” Joe Kenn)

“If they can’t wow you with there work-
they will baffle you with their bull sh....”

DO..... Be Authentic!

- *Be Yourself.*
- *Don't try to copy a mentor or popular coach.*

DON'T..... Let “Next” > “Now”

- *Too obsessed with what you are going to do next to value what you are doing now.*
- *“I can’t wait until ____ syndrome”*
- *“Youth is a gift wasted on people who are too immature to appreciate it!”*

DO..... *Value*

-the job you have!

- *Never underestimate the value of being surrounded by good people in a good place.*
- *Problems exist everywhere- you just trade them for new ones.*

DON'T..... *Think* *(that any task is beneath you)*

Many people fire themselves

- *If you think too many tasks aren't in your job description- soon you may not be.*
- *The true test of a person's character is how they treat people who can't help them or who they feel that they outrank.*
- *Under promise/ over deliver.*

DO..... *“Mind your Thoughts”*

At the end of every day:

- *Reflect on and count the number of positive thoughts vs negative thoughts/ words you had about your job. If you find that the negative out- weighs the positive for too long, either change your attitude or your job.*
- *“Who owns the problem?”*
- *“Attitude = Altitude”*
- *We become what we hold in our mind.*

DON'T..... *Be TOO Rigid*

- *“Almost everything works, but nothing works forever!”*
- *Often you must give the coaches/athletes/ clients what they want in order to be given the freedom/ autonomy to give them what they need.*

When it comes to “Science” and “Research”

Do..... *Seek Knowledge*

-not just justifications for your opinions

- *“Religion” supported past Kings and Empires. “Science” supports modern Power Structures.*
- *There are no short cuts.*
- *Experience and “Coaches Eye” should be as relied upon equally with Research.*
- *The “Art” and “Science” of training.*
- *The research always lags behind the practitioner.*
- *Studies often contradict each other. Also understand the relevance and validity of findings to your population.*

When it comes to “Science” and “Research” continued:

“Data Driven”

Who’s “Data” is it?

- *Yours (in your situation) = Good.*
- *Others= ??????*

DO..... Remember

The “Golden Rule”

*“Do unto others as you would
have done upon yourself”*

Lastly....

DO..... or Do Not....

There is no try.

-Yoda