



2022 NSCA *NATIONAL* CONFERENCE

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

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

BUSINESS MINDSET: COLLEGIATE ATHLETICS & BEYOND

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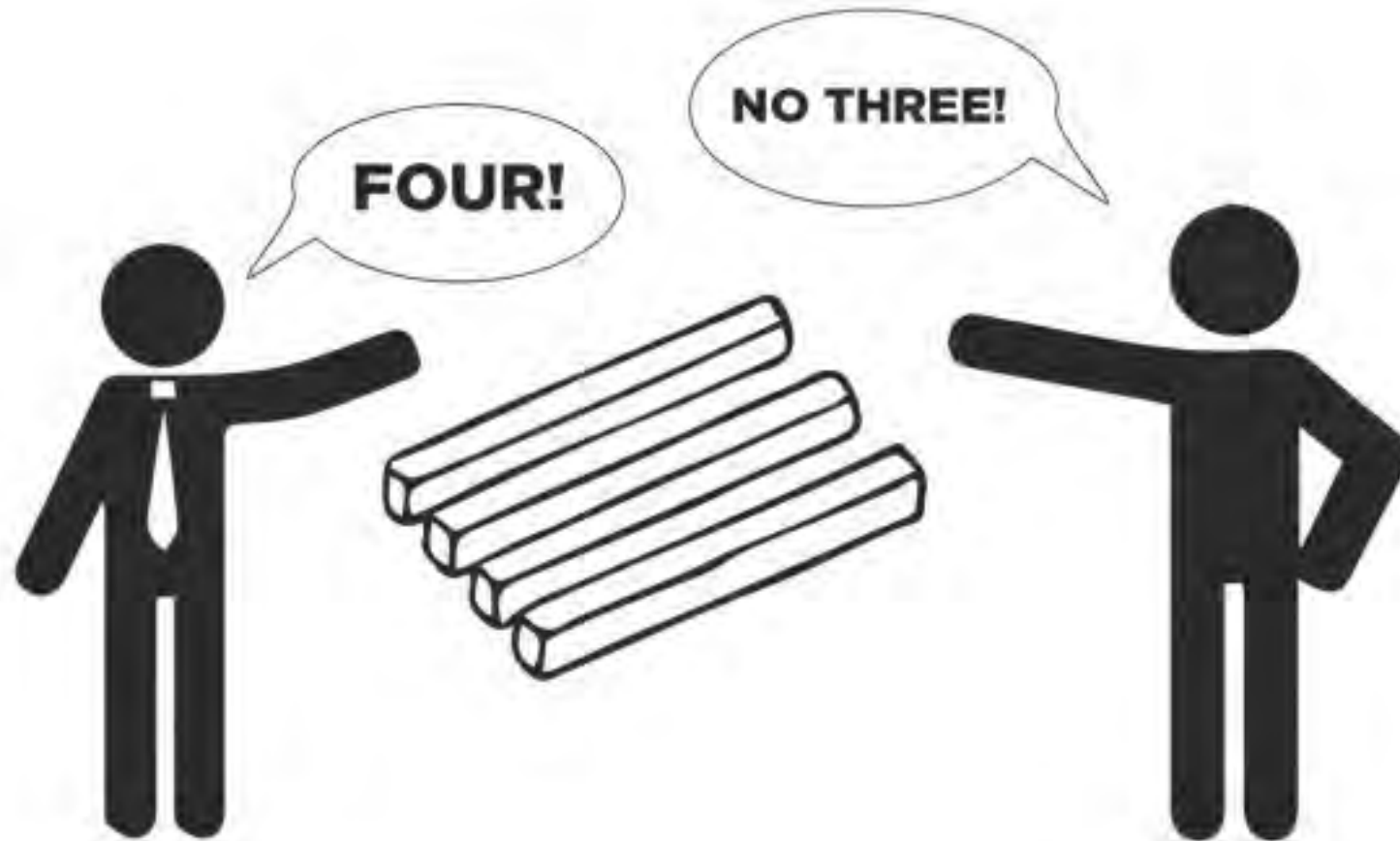
Women's Soccer Sports Performance



RESEARCH v. EXPERIENCE



BUSINESS MINDSET



3 CATEGORIES

INTERNAL: Ethics, Morals, Values



EXTENERAL: Networking/ Social Media

THE NEXT STEP: Job Searching/Applying/
Interviewing/ Negotiating



INTERNAL: Ethics, Morals, Values

1. GSD Mentality: the good and the bad
2. You will never change what you tolerate
3. The GOLDEN RULE
4. Authenticity
5. Knowing when enough is enough



EXTERNAL: NETWORKING

1. External: Starting from the beginning
2. Internal: Within your staff, department
3. Cultivating relationships with vendors
4. Appreciate IT vs. Appreciate YOU
5. Getting along with others
6. Reaching out to other coaches- what NOT to do.



The logo for Rogue, consisting of the word "ROGUE" in a bold, sans-serif font, set against a solid black rectangular background.

The logo for Woodway, consisting of the word "WOODWAY" in a bold, sans-serif font.

EXTERNAL: SOCIAL MEDIA



1. Creating your brand
2. Content Provider v. Content Creator
3. Creativity
4. The GOLDEN RULE
5. How to uplift and associate yourself



THE NEXT STEP: JOB SEARCHING/ APPLYING/ INTERVIEWING/ NEGOTIATING



1. Don't settle
2. Play the game
3. Weekly journal
4. Do your homework
5. The things that are not on your resume
6. APPLY TO THE JOB
7. What is in your control
8. Gratitude
9. Exit Prep

“It’s better to bleed in time of peace than in time of war.”

Tommy Moffitt

FINAL REMARKS

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thank
you