



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.

Relationships, Conflicts & Winning

- Family first
- Hire great assistant coaches
- Be a great communicator
- Avoid confrontations, when you can...
- Execution is critical
- Be positive- whatever you feed grows

Developing Strength that will last a Lifetime

- Calculate an attitude
- There must be standards
- Your worst day must be better than everyone else
- The 3 types of athletes
- Build trust
- Great athletes want to be challenged
- Be positive

Planning and Organization of Training

- Jack Williamson, Gayle Hatch, Johnny Parker, Al Miller & John Stucky
- Free weight, ground based, multi-joint exercises
- Consistency- Stick to what you know
- 3 or 4 days lifting, 3-4 days running
- Build trust
- Great athletes want to be challenged
- Be positive

Administration

- Be professional Timing is everything
- Separate your wants from your needs
- Always be prepared for anything when going into a meeting with administration
- Make sure that you always have an ally in the room
- Know where the sharks are
- Never stop advocating for your department, staff and athletes
- Be positive

Technology and Analytics

- The latest and greatest pass before us daily
- The S in **LSU** must have looked like a \$ to many
- We looked at everything and insisted on getting a sample
- Do your own analysis
- Only purchase what you will use, do your own analysis and try not to intimidate your coaches
- Do your own analysis and try not to intimidate your coaches
- Don't spook your coaches

Questions?

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