



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.

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- Founder/President, Katherine Roberts' Human Performance for Sports™
- Founder/President, Katherine Roberts' Yoga for Golfers®
- GIFT Fellow (Gray Institute for Functional Transformation), Applied Functional Science & Chain Reaction Biomechanics
- Certified in FAFS (Fellow of Applied Functional Science®), Gray Institute
- Certified in FMR (Functional Manual Reaction®), Gray Institute
- Nike® Swoosh Elite Athlete & Advisory Staff Member
- Yoga For Golfers® Certified Instructors in 24 countries on 5 continents

18 years in MLB

INCLUDING:



OBJECTIVES

- Crafting and cultivating your personal brand
- Understanding the needs of the economic buyer
- Create your point of differentiation
- Exploring the unique challenges of female coaches

ASKING YOURSELF THE HARD QUESTIONS

YOUR MOTIVATION FOR ADVANCEMENT

- \$\$\$
- Personal challenge
- Passionate about a specific population
- Passionate about a specific sport
- Aligns with your long-term goals

STRATEGIC & TACTICAL STRATEGIES

WHAT TO KNOW BEFORE YOUR INTERVIEW

GETTING TO KNOW THE OBJECTIVES OF YOUR ECONOMIC BUYER

- His or her objectives - How can you specifically make their job easier?
- Organizations culture - Is there a global organizational value?
- Cultures values - What does their culture value?

WHAT DO YOU BRING TO THE TABLE?

- Biomechanics of the sport
- General demands of the sport / season
- Biomechanics / demands of specific positions
- Periodization requirements / rotation schedule
- Understanding data (GRF, Norbord, etc.)
- Have a general understanding of various departments
- Is there a common nomenclature in the organization?

CRAFTING & CULTIVATION YOUR PERSONAL BRAND

KNOWLEDGE

RELEVANCE

DIFFERENTIATION

ESTEEM

UNIQUE CHALLENGES FACING FEMALE COACHES

- Tendency to undervalue
- Emotions
- Capability to connect with male athletes
- Step into your “greatness”

STAY CURIOUS AND OVER-DELIVER

- Commit to ongoing education
- Report tangible results
- Be willing to do anything needed
- BE THE MOST IMPORTANT SPOKE IN THE WHEEL OF PEAK PERFORMANCE

CRAFTING & CULTIVATION YOUR PERSONAL BRAND

“A Master in the Art of Living draws no sharp distinction between his work and his play; his labor and leisure; his mind and body; his education and recreation. He hardly knows which is which. He simply pursues his vision of excellence through whatever he is doing and leaves others to determine whether his is working or playing. To himself, he always appears to be doing both.”

~ Chateaubriand

THANK YOU!

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