



2022 NSCA *NATIONAL* CONFERENCE

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#NSCACon22

› *KNOWLEDGE*
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Playing with Fire:

Creating a Career Coaching on the Thin Red Line

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CONFLICT OF INTEREST STATEMENT

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

My opinions are my own and do not represent those of my employer or any agency with which I contract.

BLUF (WHY?)

- UNDERSERVED BUT VERY TOUGH CROWD
- DISEASE AND DEATH IN THE FIRE SERVICE
- YOU CAN MAKE A DIFFERENCE (BUT SEE BULLET 1)

“

The fire service will change you if you let it. It will steal your health, your joy, your relationships, and possibly even your life.

Don't make that your story. Write a better version of events.

Annette Zapp

OBJECTIVES:

- MASTERMIND A SOLUTION AND CREATE A PROPOSAL
- RUN QUIETLY IN THE BACKGROUND PROVIDING HEALTH AND WELLNESS SOLUTIONS
- BUILD RELATIONSHIPS AND ENHANCE VALUE

Cultural Competence









Photo:courtesy LPD



PROVIDING A PROPOSAL

- CREATE A RELATIONSHIP
- GATHER INTEL
- CONDUCT A NEEDS ANALYSIS
- DESIGN A SOLUTION
- ASSIGN A COST
- DELIVER THE PROPOSAL
- WAIT PATIENTLY

KEY TRIP HAZARDS

- OSFA
- OVERPROMISING
- DESPERATION
- ATTEMPTING TO OFFER “ACCOUNTABILITY” AND “MOTIVATION”
- USING THE TERM: INJURY PREVENTION
- OFFERING SUPER-HUMAN AVAILABILITY
- UNDER-BIDDING TO GET YOUR FOOT IN THE DOOR
 - TRADING TIME FOR MONEY
- NOT HAVING SYSTEMS IN PLACE

THE OPERATING SYSTEM (YOUR SOPS)

- COMMUNICATION SYSTEM
- PERIODIC AND PREDICTABLE IN-PERSON AVAILABILITY
- TOUCH POINTS
- DELIVERABLES
- METRICS OF SUCCESS

JUSTIFICATION

- BUILDING TRUE RELATIONSHIPS
- PROVIDING VALUE-ADDED
- BECOMING INDISPENSABLE

SUMMARY:

- THIS PROCESS IS A *PROCESS*
- THE FIRE SERVICE DOESN'T KNOW WHAT THEY NEED
- THE FIRE SERVICE NEEDS YOU

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