

2021 NSCA PERSONAL TRAINERS VIRTUAL CONFERENCE

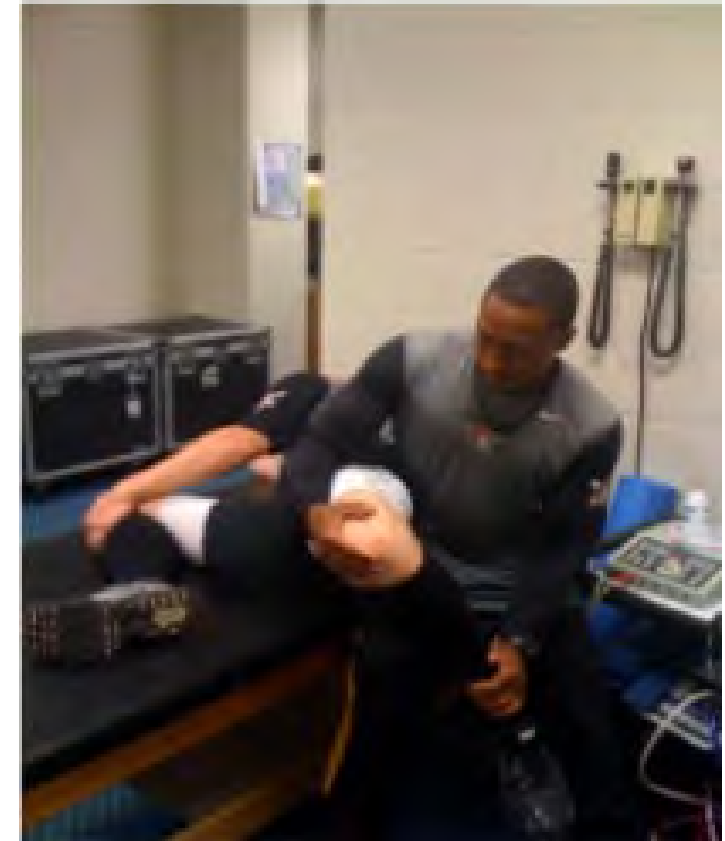
#NSCAPT21

CONFLICT OF INTEREST STATEMENT

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

Background

- Pittsburgh Pirates – Strength & Conditioning Coach
- Exos – Performance Coach
- New York Knicks – Director of Performance
- Barcode – CEO/Founder



Heart

“Athletes don’t care how much you know, until they know how much you care.”.

- Find the person in your athletes
- Understanding and knowing limiting factors outside of the sport

Trust

- Be open with your athletes
- Display Loyalty
- Educate
- Be Consistent
- Reliable



Communication

- Teaching
- Listening
- Positive Reinforcement
- Align with Values & Goals

Leadership

- Belief Fuels PASSION
- Resonant vs. Dissonant
- Emotional Intelligence
- Be Comfortable Being Uncomfortable

Work Ethic

- Professionalism
- Effort
- Timeliness
- “Demonstrate how much you care by how much you prepare.”



Versatility

- Ability to wear multiple hats
 - Performance Coach
 - Nutritionist
 - Sport Scientist
 - Psychologist
 - Mentor
- Add value

Commitment

Buy-In

Develop Individual Plans

Include their goals within programming

Accountability

Thank You!

Mubarak Malik, CSCS
Founder/CEO of Barcode