



2022 NSCA PERSONAL TRAINERS VIRTUAL CONFERENCE

October 25 - 28, 2022 | ONLINE | 2.0 CEUs



CONFLICT OF INTEREST STATEMENT

I currently have, or I have had in the past 2 years an affiliation or financial interest with Good Athlete Project around this presentation, including:

- Director of the foundation

CONFLICT OF INTEREST STATEMENT

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

Psychology of Success in the Private Sector

Research and Strategies to Win in a Long-term, Ethical Way



Jim Davis

Ed.M., MA, RSCC*D

Jim Davis, MEd, MA, CSCS, RSCC*D
Psychology of Success in the Private Sector



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Step One: Define Success

For the practitioner:

- financial and business success
- career satisfaction

For the client:

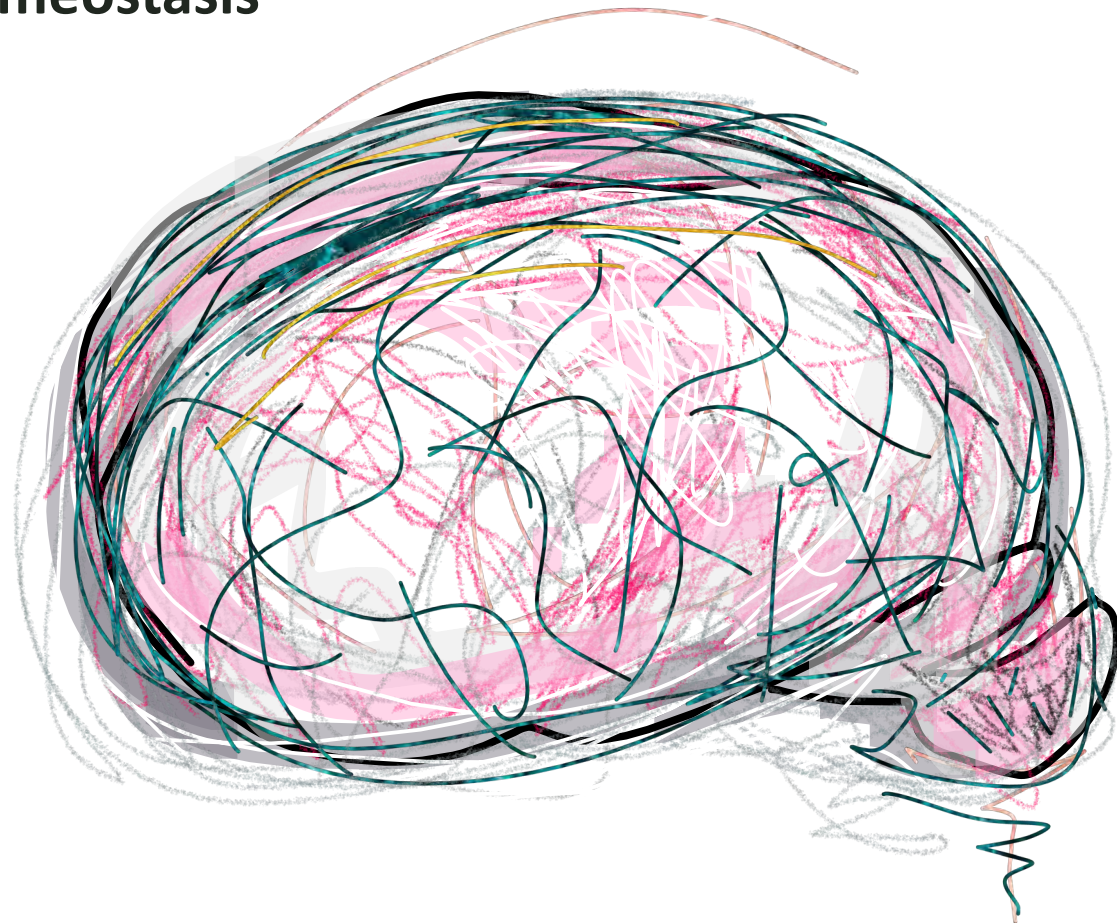
- physical and mental enhancement

Maybe:

by following your passion and working as hard
as you can, you will be successful



Homeostasis



Chase the work you're willing to do



Leading Well Depends on the Wellness of the Leader

4/27/22 by James Davis, Ed.M., MA

Leadership depends on the wellness of the leader. Prioritizing wellness is not always easy, but it will always be worth it.

- <https://www.sesp.northwestern.edu/teacher-leadership/teacher-leadership-magazine/articles/teacher-leadership-blog-page.html>

Maybe:

by following your passion and working as hard as you can, you will be successful

Truth:

by clearly articulating your mission and values, then mapping your behaviors onto those goals, you will improve your likelihood of success



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**DOES YOUR BEHAVIOR
MATCH YOUR GOAL?**



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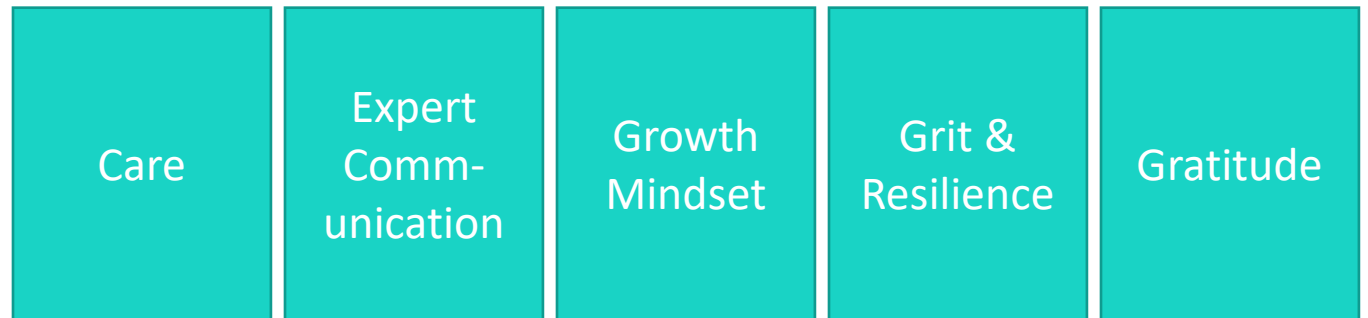
Mission:

Our mission is to use Strength & Conditioning for overall human development, which includes creating an environment that capitalizes on one's desire to be a *good athlete* in order to ensure they become a *good person* by intentionally folding life lessons into our culture and daily practice.

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Values:



Ripples in the ecosystem



**Does your behavior
Match your goal?**



Priorities:

Anchor Concepts

1. **SAFETY** (*both Physical and Psychological*)
2. **CHARACTER** (*as needed and supported by Experience and Research*)
3. **COMMUNITY** (*Connection to a higher Purpose*)
4. **LEADERSHIP** (*Know the way, Go the way, Show the way*)
5. **PERFORMANCE** (*Start Fast, Stay Focused, Finish Strong*)



Move

- Move well

Challenge

- Resistance, tempo, balance

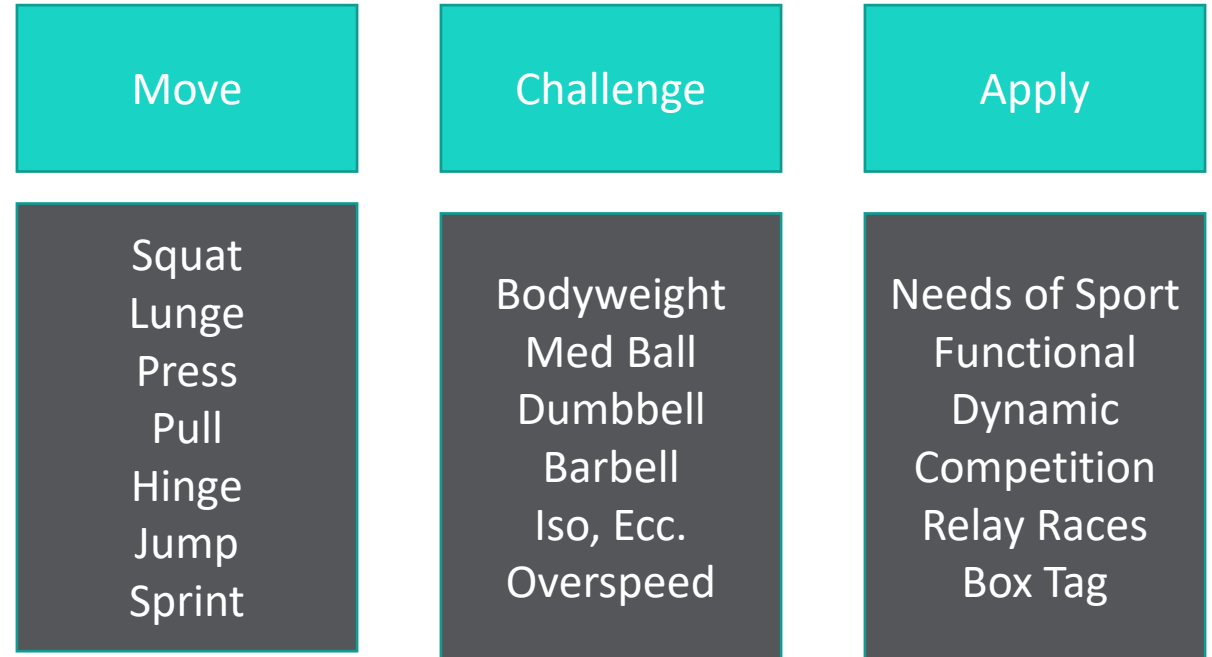
Apply

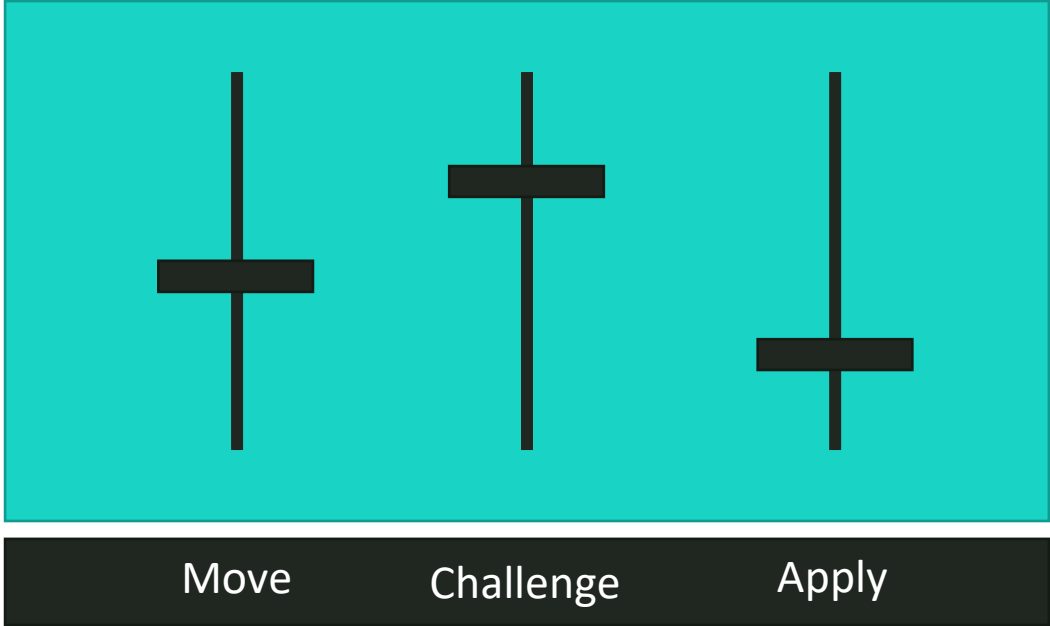
- Sport specific

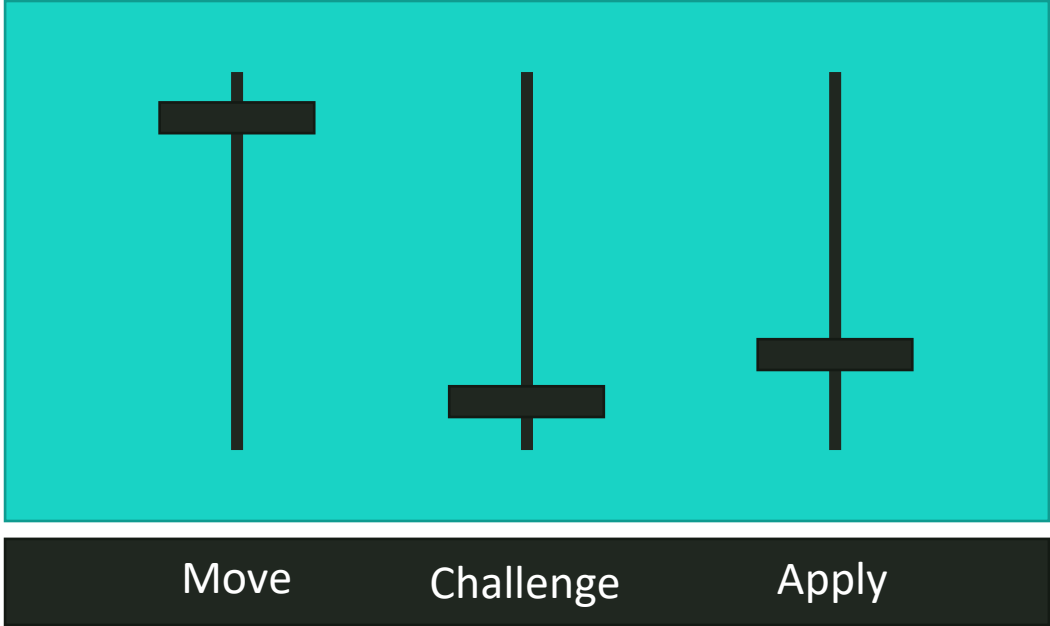
Always... Play



Build a Toolkit







Build a Toolkit for Everything

Safety

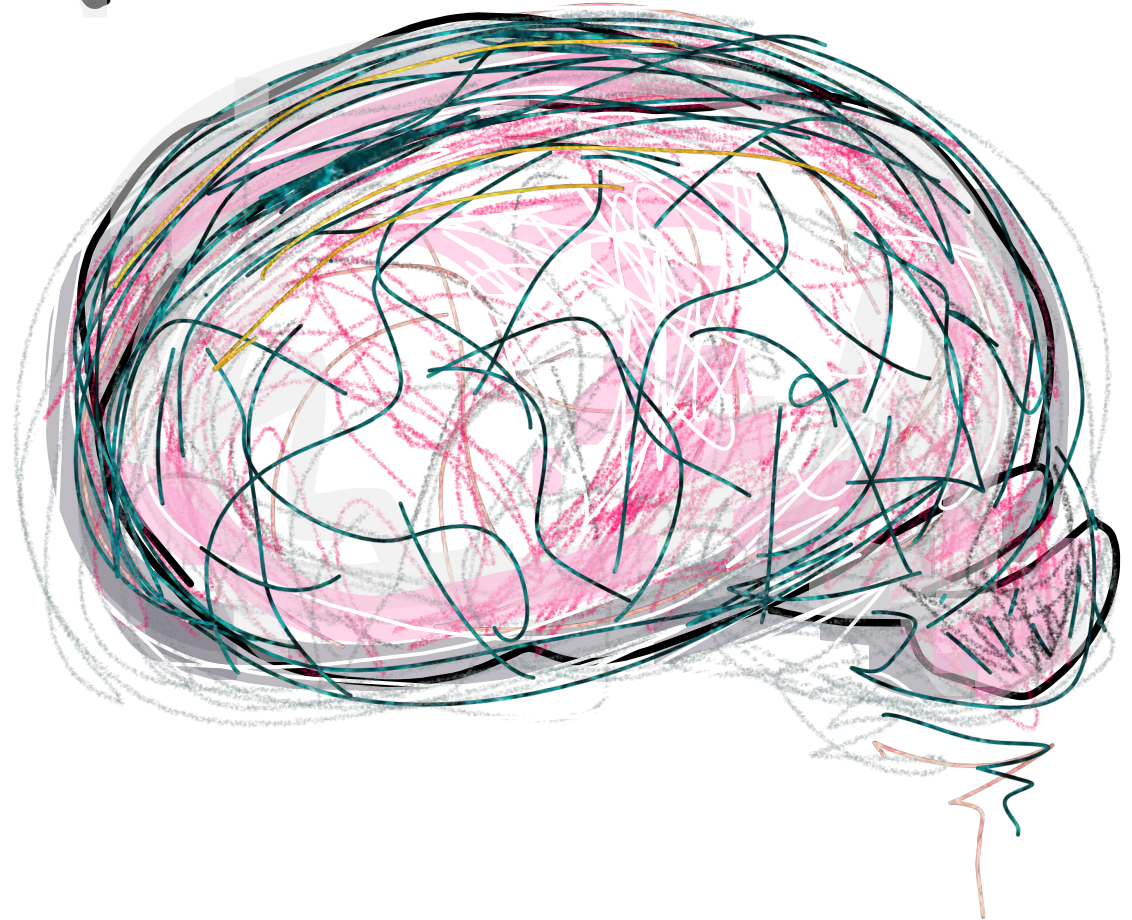
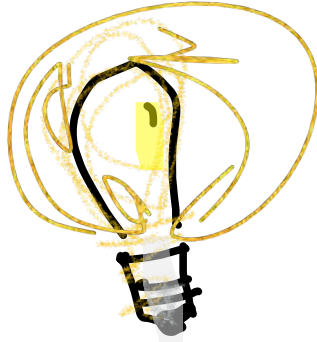
Technique
Spotting
Check-in
Scan for Deltas
Stress Eval.

Character

Iso: Grit
Ecc: Delay of
Gratification
Powerball:
Team
Breakdown:
Highlight

Leadership

Share ideas &
rationale
Stories
Model
Opp. to Lead in
gameplay &
spot



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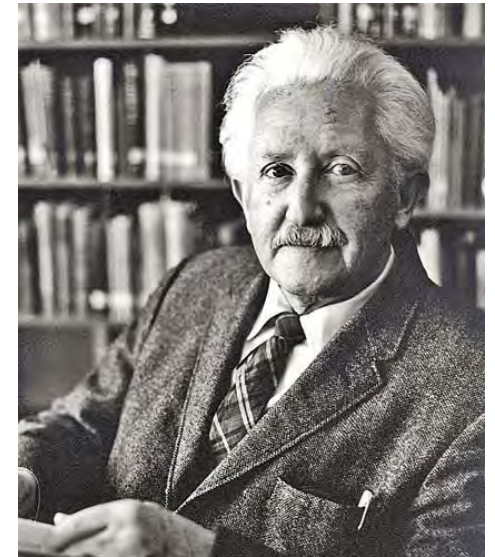
Erik Erikson (1902-1994)

Two of Erikson's Stages define the bulk of a career for most athletes from youth through high school participation.

Stage 4, which he labeled **Industry vs Inferiority**, lasts from the ages of 5-12.

During this time, a young person's primary influencers shift from those inside the home (parents, grandparents) to external sources like teachers and coaches.

In Stage 4, positive reinforcement of an athlete's efforts will promote future industrious behavior, whereas an abundance of negative critique lowers initiative and limits future motivation (Erikson, 1950).

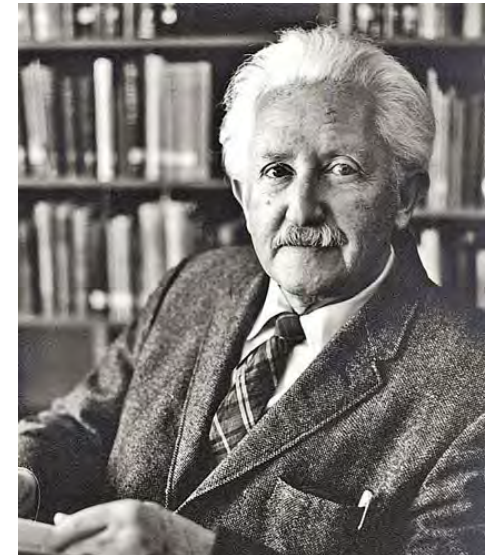


Erik Erikson (1902-1994)

Stage 5, **Identity vs Role Confusion**, spans the ages 13-19.

During Stage 5, a young person is increasingly influenced by peer groups while exploring different social roles, ultimately working through Erikson's famous term, the identity crisis.

In Stage 5, as the intensity of athletic participation picks up, many dedicated athletes will **find their identity through sport**, making the coach – as mentor and designer of team culture – a key contributor to the development of those young people.





Mission:

“Maximize Potential”

Values:

What Matters Most?

Behaviors:

What Does it Look Like?

Skills:

Build the Toolkit.



Results & Relationships

Parents

Peers

Schools

DOES YOUR BEHAVIOR MATCH YOUR GOAL?



Contact with any questions!