

Mash Elite Clinic Super Series

Producing Champion Athletes

Learning Outcomes for Clinic #5

- Define your mission
- Recruiting Athletes that fit your mission
- How to define a team's set of values
- Goal setting with individuals and the team
- Establishing expectations
- How to hold athletes accountable
- Master the Mundane

Learning Outcomes Continued

- Developing a Champion Culture or the one you want
- Getting Athlete Buy-In
- Understanding the Individual
- Nurturing a Trusting Relationship
- How the Coach/Athlete Relationship Changes Over Time
- It's never too late to drop back and punt

Define your mission

- This one is about you, and it's a very important part of starting a successful gym
- Question #1- What type of gym/business?
- Question #2- What type of athlete do I want to coach?
- Question #3- What are my non-negotiables?
- Question #4- Define your perfect situation

Example

- I wanted a high performance center with the best weightlifters, powerlifters, and athletes in the country (FYI probably not the most economical)
- My non-negotiables have become: must be positive influence on teammates, must be encouraging, actions must match goals, can't suck my attention from the room, and can't be a distraction for the team.

My Perfect Situation

- Environment worthy of champions
- Everything that an athlete needs to succeed
- A legacy to leave weightlifting better than I found it.
- Zero distractions
- Completely supportive of athletes training and living needs

Recruiting Athletes that Fit Your Mission

- Gotta get that first one (consider doing it free)
- Then you need to show them some results
- “Birds of the Same Feather Flock Together”
- Ask for referrals or simply get your athletes to invite their friends or get involved with community if Gen Pop
- Go to sporting events, get involved in your community, and most importantly ‘be nice’

Defining Values

- Define your own set of values first
 1. Actions must reflect goals
 2. Be on time
 3. Always encouraging words
 4. Always positive words
- Then Define the Team Values

Defining Team Values

- Have every individual on the team define his or her values
- Help them understand values first:
- “a person's principles or standards of behavior; one's judgment of what is important in life”
- Go through each athlete's set of values to flesh them out

Goal Setting

- Dream It
- Say it/them and write it/them down
- Formulate a plan; a very specific plan
- Have quantifiable markers with short term points to reach along the way
- Commit to that plan
- Execute said plan on the daily
- Review goal on a regular basis making any alterations

Flesh out goals with each athlete

- Sit down one on one with each athlete and flesh out their individual goals
- Help clearly define each goal
- Ex. I want to go to the Olympics
- Really? Here's what it takes:
 1. 8-10 hours sleep every night
 2. Nutrition has to be perfect everyday
 3. Lifestyle has to match goals everyday

I want to go to the Olympics cont.

- Recovery must be specific and regular
- Warm ups must be specific and regular
- Cool downs specific and regular
- Mobility and stability work must be specific and regular ex. Hips need work, ankles are optimal, and low back needs stabilization
- Personal lives must be stable
- This is where I talk about becoming a “Master of the Mundane”

Building a Living Document

- Once you have all the values and goals in place, build a team document
- Must be able to merge values
- If someone is way off base, consider revising values or parting ways
- Bridge the values into one big document along with your own
- Share with the entire team

Expectations and Accountability

- The values and goal setting are both documents that hold the athletes accountable
- The hard part is setting consequences and sticking to it.
- Clearly defined rules!
- Clearly defined consequences!
- I recommend a team retreat with the entire team defining both
- Goes both ways: your expectations of the team and the team's expectations of you

Developing a Champion Culture

- The Culture tends to match the coach!
Constantly look yourself in the mirror.
- In this small gym in Lewisville, NC, we have:
 1. 6 of the best weightlifters in the world not including our offsite folks
 2. 3 of the best powerlifters in the world
 3. Soon to be world record holding powerlifter, JC

Champion Culture Cont.

- Two youth weightlifters that are all over the World Records
- Three youth and junior weightlifters that either have or are looking to medal Internationally
- 4th best shot putter in the country
- Multiple D1 athletes
- Multiple Professional Athletes
- Not including Remote studs and studettes

Morgan 190kg Clean & J Amer. Rec



Hannah 95kg Am Rec



JC Unofficial World Rec



Ryan 290kg Total



Mason State Rec 4th in U.S.



Tate 301lb Clean Sophomore Football Player



But how does one build this culture?

- My paradigm is very different than most.
- Your paradigm can be different too.
- One's paradigm can slowly be shifted.
- I did this slowly as an athlete from Mountain Boy to App State, to Olympic Training Center to being a World Champion, to breaking world records
- I use this process with my athletes

What the coach believes can happen will likely never be reached!

- Therefore:
 1. Do you believe your athletes can start varsity in high school?
 2. Do you believe they can play D1 or NFL?
 3. Are 300 pound cleans massive?
 4. What is normal becomes minimums!

What if someone isn't matching the Culture?

- This is the hardest part of the equation, and one that I am terrible at, but:
 1. Explain the situation to the individual and give them a chance.
 2. Warn them and give them probation with clear expectations, and with clear consequences.
 3. Ask them to leave with suggestions of a better place for them.

Last Thoughts on Culture

- It can't all be about performance.
- Me v. Louie
- Planned hangouts
- Goals for LRU
- Must be cultivated and nurtured
- This is a constant!

Getting Athlete Buy-In

- Brett Bartholameaw “Conscious Coaching”
- Talk with your athletes daily with questions and then listen!
- Weekly 5 minute individual meetings
- Monthly longer meetings for goal reviews
- Biggest key is truly caring and truly loving (this is the part that can rip a coach’s heart out but it is absolutely necessary).

Archetypes

- Definition: “A very typical example of a certain person”
- How does one classify an athlete:
 1. “By observing athletes’ drives, desires and personality traits”
 2. Talking to and asking questions
 3. More importantly, you must listen and make notes
 4. Do life with your athletes

A Different Take on Archetypes:

- After talking this over with Gabriel Villareal, Licensed Therapist, I have changed my stance.
- It's best to interact, ask questions, and more importantly listen on a day to day basis.
- Classifying a person as a certain archetype is a form of labeling that will lead you down an incorrect pathway.
- But Gabriel knows best!

Technician (strategy: expose them to new situations and be patient)

Strengths

1. Proficient in mvmts and takes pride
2. Likes to excel in front of others
3. Stays late to perfect things
4. Hard Worker

Weaknesses

1. Thrives in areas they can control but struggles to bridge performance to competition
2. Stubborn, lack trust, takes a long time to gain trust
3. Ask a lot of leading questions to confirm their thoughts v finding truth

The Royal “strategy: time, patience & finesse. Praise strengths & slowly encourage them to work on weakness

Strengths

- Very confident
- Great in competition due to this confidence
- Probably has a lot of skills with a lot of untapped potential

Weaknesses

- Insecure
- Poor work ethic
- Don't like getting out of their comfort zone because they don't like to be embarrassed.

Soldier

Strengths & Weaknesses:

- Strengths: hard worker, overcomes adversity, leads by example, best work ethic
- Weaknesses: they think everyone is weak or lazy, more is better, so they are subject to overtraining

Strategy:

- We have to kick the royal in the butt to work harder, but we have to pull the reigns back on the soldier.
- Explain to them work load, stress, and adaptation.
- Teach them to enjoy the process

The Specialist

Strengths and Weaknesses

- Strength: Intense love for their game. Live & breathe for it; Very technically sound in their sport and flow within it ;They will do whatever they are convinced is good for their sport
- Weaknesses: don't like doing things outside their sport, neglect school, family, & friends, lost without their sport

Strategy:

- Must show them how everything they are doing leads to improvement within their sport
- Show them how a balanced life is better for them and their sport in the long run.
- Athletic Performance athletes: reference their favorite athlete & what he or she does in training

Politician

Strengths and Weaknesses

- Strengths: charismatic, don't like to hurt feelings, encourages others, doesn't mind hard work just wants a little say in the matter
- Weaknesses: don't like to be bossed around, by refusing to embrace displeasure they risk not reaching potential, cancer on an team searching for identity and values

Strategy:

- Let them see the human side of you, give them some say in the program, never chastise them in front of their peers

The Novice

Strengths and Weaknesses

- Strength: plant waiting to be watered, no preconceived notions, whatever is done at first will be hard to break so be careful
- Weaknesses: requires lots of time, patience, and you must embody your values

Strategy

- A well rounded and patient approach with regards technique, values in the gym, and to them as a growing man or woman.
- Remember we are shaping these athletes to be better humans

The Leader

Strengths and Weaknesses

- Strengths: integral part of creating a winning culture, embodies the values of the organization, second line of communication, builds their teammates up and holds accountable
- Weaknesses: they will drive themselves crazy, put too much pressure on themselves, must be molded

Strategy:

- If you embody the values and work ethic that you are preaching to the team, you will gain an ally. They must see a true dedication to the team and success of the individual athletes. The coach must nurture the skills of being a leader. They will respect you for giving them the power to lead.

The Self Sabotager

Strengths

- Strengths-normally has great talents just no direction, they want to succeed (even though most coaches don't think they want it), insecurities holding them back, might have amazing talents if tapped you have a champion

Weaknesses

- Paralysis by analysis, one bad leads to multiple bads
- Probably something going on that you are unaware of: bad home life, traumatic event, etc. ("Be Kind")
- Similar to technician: can put it together in practice but have trouble competing due to no confidence

Strategy for Self Sabotager

- “Great coaches understand the self-sabotager will only get better by dealing with the situations that bring about the most anxiety.”
- Get to know them personally to identify the problem
- Put them in competition situations as often as possible
- Love them! Yelling at them or calling them names will never work

The Mouthpiece

Strengths & Weaknesses

- Strengths- Can heighten the natural energy of the room,
- hard worker (even though the mouth alludes to something different),
- Communication,
- charismatic,
- awesome game day

Weaknesses

- Weaknesses- mouthpiece is a crutch, what makes them an asset makes them a detriment
- Asset when in a good mood, and a distraction when in a bad mood

Strategy for Mouthpiece

- Need to find a way together as to when their energy is a distraction v a positive.
- Need to let them know in a way that doesn't embarrass them
- Let them know you care, and then they will care about what you know

The Wolverine

Strengths

- Fiery Rage: great for football, MMA, wrestling, etc
- Probably the way they are due to their past, so they need authenticity
- Probably a natural introvert, and you will only hear from them during rage time

Weaknesses

- Can end up disastrous making bad decisions with lifetime consequences
- They will need more of your time than most. Probably a terrible past, and they need lots of positivity
- Insecure with lots of self-doubt

Strategies

- Abuse, divorced parents, neglect at home, etc...
- What the wolverine wants is for you to be authentic, caring and disciplined, but not too heavy on the unnecessary punishment – they've likely experienced plenty of it before.

Free Spirit

Strength

- Fun to be around, reminds us that life isn't as serious as we think
- Positive Vibes
- Don't compare themselves to others

Weaknesses

- Not good at long term planning or sticking with things
- Absent minded
- Don't respond well to the same type of stimulus on a regular basis

Strategy

- They need to be able to express themselves and they need a positive environment
- Establish a middle ground allowing them to be who they are without running wild
- Let them know the deep things that you love
- Constant variance of their program

The Manipulator

Strengths

- Great at reading people
- Easily gain the trust of others
- Charismatic, outgoing, creative
- Much like the leader but uses their abilities for bad

Weaknesses

- Lead people in the wrong direction
- Believe they are better than they are, example Hitler
- Left unsupervised can wreak havoc on a team leading athletes in the wrong direction

Strategy

- Get to know that and understand the why
- Let other coaches know so they don't allow a manipulator to turn coaches against coaches, or players against players
- Get to the bottom of the why, change them, or let them go

Final Words

- You have to get to know the athletes outside of the gym. You probably noticed that.
- You need to care about your athletes inside and outside of the gym.
- Be ready for athletes to evolve into different archetypes, or to take partial characteristics of other archetypes
- Be ready to drop back and punt sometimes