


Building A Culture Through Strength & Conditioning

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 **The Culture Built Through Strength and Conditioning**

- The team believes they are the most mentally, physically, and emotionally trained team in America. They are a united team through hard work and brotherhood... They believe they have worked too hard to lose. As the season progresses, when challenges occur, we will revert back to our training.

ND **Thanks and Appreciation**

My Family... Wife and Sons (Jacob and Ricky)
Chuck and Becky Stiggins
Staff at CSCCa

Notre Dame Strength and Conditioning Staff
All former assistants and colleagues
All of my mentors

Notre Dame Football Staff (Coach Kelly)
Culture cannot happen without help!
I would have no chance without all of these people!

ND **Trained and Learned From The Best**



ND **My Journey**

- High School Strength Coach, Football Coach and Elementary School Teacher
- University of Houston
- University of Utah
- University of Florida
- University of Virginia
- Mississippi State University
- University of Connecticut
- Notre Dame



INP **The First Step to Building The Culture Building Myself!**

- The Lord has to be #1
- Strong family and adaptable
- Resiliency
- Continue growing and learning (incorporating the science)
- Learned by training myself and always trying the program of the Head Strength Coach I was working for
- Condition yourself to bring energy in your job
- Search for new information (dig)
- Research
- Be creative with workouts
- Love people (staff and players)
- Be a servant leader

Let me tell you something you already know. The world ain't all sunshine and rainbows. It's a very mean and nasty place and I don't care how tough you are it will beat you to your knees and keep you there permanently if you let it. You, me, or nobody is gonna hit as hard as life. But it ain't about how hard ya hit. It's about how hard you can get hit and keep moving forward. How much you can take and keep moving forward. That's how winning is done!"

– Rocky Balboa

INP **Faith During Adversity**

- Embrace adversity...It's God's plan
- All challenges help you mold yourself for the job
- Consider adversity strength and conditioning for life
- Humble beginnings
- The Bible says to embrace the good and bad
- Don't get discouraged by hard times
- You have to have faith in this business and you have to work very hard!
- The hardest workers with the most passion stick out!

Jesus Calms The Storm

"A furious squall came up, and the waves broke over the boat, so that it was nearly swamped. Jesus was in the stern, sleeping on a cushion. The disciples woke him and said to him, "Teacher don't you care if we drown?" He got up, rebuked the wind and said to the waves, Quiet! Be still! Then the wind died down and it was completely calm. He said to his disciples, "Why are you so afraid? Do you still have no faith? They were terrified and asked each other, "Who is this? Even the wind and waves obey him!" Mark 4: 37-41

INP **What It Takes To Build A Culture**

- Man of Faith
- Leave your ego at the door
- It is about the players
- Must be able to get up after being knocked down
- Sacrifice
- Get to work early and stay late
- Humble yourself
- Be the Example
- Build and maintain relationships (players, coaches, & administration)
- Go the extra mile

ND Core Philosophy of Building A Culture

Culture-The habits, traditions, attitudes, and behaviors of people and groups that appear everyday in an organization.

- Effort
- Intensity
- Energy
- Accountability
- Attention To Detail
- Competition
- Demanding Not Demeaning



ND The Building Blocks To My Culture

- Detailed preparation
- Everyone in the organization is on the same page
- Organizational flow and structure
- Incorporating science
- Player and staff buy in/motivation
- Keep everyone accountable, players, staff, yourself
- Motivational tools for the student athlete
- Leadership training for the student athlete
- Stay the course

IN **Detailed Preparation**

- Player profile and goals, determine individual needs based off training results
- Lift/Run schedule/Gear-loop system/Training Table
- SWAT competition team selection – Leadership training – Accountability & Discipline Plan
- Calendar – day by day, including IR workouts, coaches responsibilities, and areas of training
- Special Lifts – Motivational Theme Lifts
- Off Days – Recovery Weeks
- Plan for 4 day vs 3 day lift schedule

IN **Everyone in the Organization on the Same Page**

- The head coaches’ vision and plan
- Strength coach responsibilities
- Assistant football coach responsibilities
- Operations, Equipment staff, Athletic trainers, Nutrition staff, Sports science, Mental performance
- Academic Department and Player Development
- Compliance
- Facilities



IN **Organizational Flow and Structure**

Calendar – Phases

- Phase 1- Jan-March
- Phase 2- Spring Ball
- Phase 3- Combine Training/May Packet
- Phase 4- Summer 1
- Phase 5- Summer 2
- Phase 6- Training Camp-1st Game
- Phase 7- In-Season Training
- Bi-Weekly (Main lifts stay the same, auxiliary movements change every 2 weeks)
- Day to Day (Detailed Out Script)
- Organizing the workout itself (i.e. warm-up, exercise selection, auxiliary movements, pairing exercises, correctives, finishers)
- Timing, movement around the room, pairing of the workout partners

Organizational Flow and Structure

Incorporating Science Weight Room

- High Intensity Training
 - Machines and free weights
- Progressive Overload
- Powerlifting/Olympic Training
 - Multi-Joint Movements
- Velocity Based Training
 - Elite Form

IN **Incorporating Science On the Field**

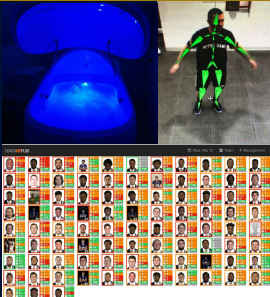
Conditioning
 Anaerobic (1/2 gassers, Full gassers, Get The Yards, 300's, Zone Running)
 Speed Endurance (53's, 40's/50's/60's, Game day sprints)
 High Intensity Interval – (partner sled push/pull, farmers walk, partner carry/drag, tire flips, tug of war, tire tugs, mat drills)

Speed Training
 Linear – resistance sprints (sleds), assisted sprints (bungees), speed school (competitive 10's), technique drills (acceleration ladder), stride frequency (quick pace), stride length (4 step progression hurdle drill)

Agility
 General, competitive, Football specific, reactionary can be added to any of these

IN **Incorporating Science Off the Field**

- Correctives
 - Dari
- Off the field habits
 - Questionnaires
- HRV
 - Omega Wave
- Float tank
- Training Table



IN **Player and Staff Buy In and Motivation**

- It's a sacrifice of energy
- You have to want to see people reach their dreams
- Must be able to work with a lot of people
- Must be able to know how to motivate different types of people
- Must be able to be creative and make it fun
- The players must know you love them and always have their best interests
- You have to push them hard, past their limits
- The players are here to be pushed. They want us to be invested in them
- Remember the Golden Rule – Treat people fairly and always be genuine

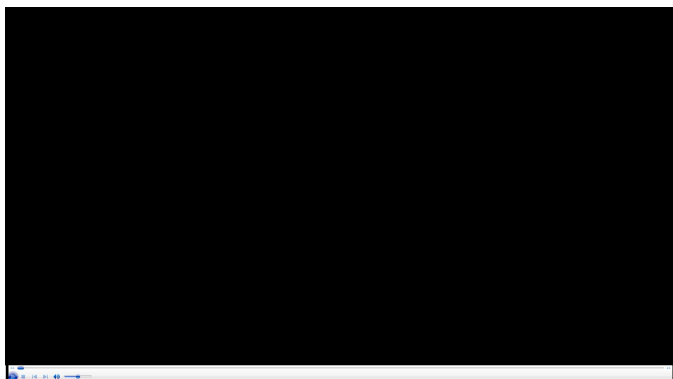



ND **Keep Everyone Accountable
Players, Staff, & Yourself**

- Staff meetings, staff responsibilities
- Players goals, player meetings with expectations for the weight room
- Keep the expectations high with everyone in the organization
- Anticipate issues and attack them head on
- Hold players accountable and have a plan when they are not compliant
- Meet with your leaders regularly and make sure they know your expectations
- Keep yourself accountable by being organized and prepared for everything

ND **Motivational Tools and Team Building for
The Student Athletes**


- Relationships
- Love and care
- SWAT Teams
- Hunger Effort Board
- Leadership training during difficult conditioning workouts
- Special lifts
- Before/After Pictures
- SWAT Last Place workouts
- Rewards – gear, freak of the week, warrior of the week



 **Leadership Training
for the Student Athletes**


- Identify the leaders on your team
- Empower your leaders (Have them lead during workouts. Have them address their SWAT teams when they have to come in for a last place workout)
- Choose their workout partners
- Meet with the leaders separately (Coach Kelly, Coach Balis)
- Meet with the Mental Performance Coach
- Year 1 we chose the teams, Year 2 we had a draft
- They cannot allow slack.
- They hold each other accountable to the highest level
- It is a brotherhood
- Get comfortable being uncomfortable (Being comfortable is the wrong decision and it leads to failure)
- Stay humble
- Complacency kills






Stay The Course

- Maintain consistency
- Discipline plan
- Accountability plan
- Team building/team chemistry plan
- You get what you emphasize
- Do what you believe in...add in new ideas without losing what you do
- Keep trying to learn and access new information



Every Place Is Different Understanding the Culture of the School

<ul style="list-style-type: none"> • Houston • Utah • Florida • Virginia • Mississippi State • University of Connecticut • Notre Dame 	<ul style="list-style-type: none"> • Regional (different ways of life) • Academic (demands and requirements) • Budget (equipment, science, resources) • Conferences (tradition, history, rivalries) • Staff (size, experience, money) • Expectations of Student athletes (hunger and motivation)
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Understanding The Student Athlete

- Treat them like your kids
- Honor them
- Let them be who they are
- Appreciate them
- Remember what it is like to be their age
- Communicate regularly
- Demand the best from them
- Train them to know how to react when they get knocked down
- Train them to be confident
- Difficult training teaches how to win!

ND **Putting It All Together**

- What does day 1 entail?
- How do you set the culture in motion with your staff?
- How do you stay consistent with your players?
- What is the biggest challenge when trying to put in a new culture?

ND **Common Challenges and Obstacles**

- How to deal with an unmotivated athlete
- How to deal with an athlete who lashes back
- Mistakes I have made as Strength Coach and Director
- How do you keep balance in our profession?

ND **Questions**