Building A Culture Through Strength & Conditioning

Matt Balis

Director of Football Performance Notre Dame

mbalis@nd.edu

574-631-1559



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.



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!



Trained and Learned From The Best





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



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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



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!

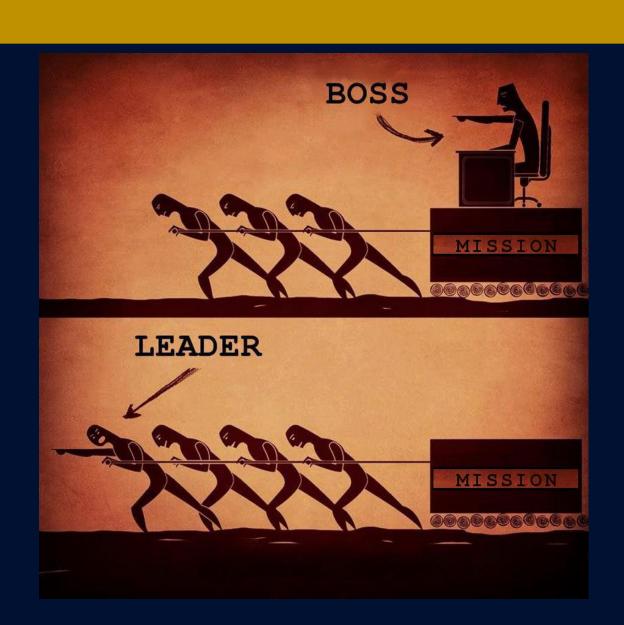
Jesus Calms The Storm

"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



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



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

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

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



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



Organizational Flow and Structure

<u>Calendar – Phases</u>

- 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

	Fields Lottus	NOTRE DAME				在新港區長期 海 1890年						
Phase 2 Winter/Spring Week 5	Attire Blue	NOTINE DAME						Notre Dame Football Winter/Spring 2018		The Next Level C	off-Season Program, It All	Matters:
Monday Speed School/Competitive Agilities	Date 2/12/18 Time 60 m				OTHER SIDE			Monday - Upper Lift Speed School Competitive Agility	Gug Wt Ri	m	NOTRE DAM	E
	Day 1	IR Guys	C		THE SECTION OF MANAGEMENT		G	(Flint/Gooden, Stiner/Bures) Grimes Attendance/Cell	Attire Blue	75 mins		
FSA Dynamic Warm-up	x10 mins	SA SL						Phase 2, Week 5	Date 2/12	Time	IR G	
Lying Straight Leg Cross-Overs Windmills, Lying on Stomach Scorpians	1x5ea							Warm-Up 1a. Bear Crawl w/3 Pushups ea (Fwd/Bwd/Lat Rt/Lt)	x10ea	Jones/Weese/Bure	SA se IC Paisse v Sas	SL/Back Good
On all 4's Hip Mobility (flex/ext, itw/otw, hydrants, sd/sd, u/o	d 1x5ea		10				10	1b. T-Spine Roll and Extension, Lat Roll & Smear, Pec Ro		Lt Turf	Good	Good
Walking IT band Stretch w/flip	x10+10yds	Coaches Responsibilities						Ic. Arm Circles/Shoulder Stretches/Chest Hugs	1x10ea		Good	Good
A-Skips	x10+10yds	Speed School (Effort/Finish)						BWt Abs (HBH Sit-ups, Bicycles, Cross-Over Crunches,	x25ea or Timed 36	Oca Md Turf -Stiner/Grime	s Good	Good
High Knees	x10+10yds	Competitive Agilities.						Suitcases, Flutter Kicks, Apart Together 3a. Band distraction submission/TRX I/Y/T	v:30aa v8a	a Squat Racks-Flint/Goode	- SA or try both	Good
Butt Kicks	x10+10yds	Coaches will travel with the teams	20				20	3b. Arm Circles (Big/Small, Fwd/Bwd)	1x10ea	d Squat Racks-Fint/Goode	SA or try both	Good
Walking Cradle	x10+10yds	Winner/Loser Effort/Finish	TO SERVICE STATE OF THE PARTY O					Lift				
Walking Hamstring (Fwd)	x10/10yds			Alexander/Quinn		Elston/Joseph		BB Power Clean (wup 135x5 Shrug Pull, 135x3,185-225x1 Power Clean	3x3 (73,76,79)		SA DB (70-100)	Seated DB 60-90
Inch Worm w/pushup and explode fwd	x10/10yds			Fighting Irish Drill/Comp 3-Cone		ncrease The Distance/Touch In Ar	ny Order	Elite Form (Power) (QB's No Catch) Band Ext. Rotation Rack Position/Band Distraction/Submission	2x:30ea	Platforms	SA Only	Good
Spiderman Walks	x10/10yds		30	Tillery vs Newsome		Bars vs Mustipher	30	KB Turkish Getups (Rt/Lt) (QB's Scap/Abduction 1x8-12			SA Get up	Try or DB Sit-ups
Backward Run	1x10/10			Grimes, Coeling		Jones, Plantz		Hand Walking on platforms (retract/protract)	x:30ea		SA Pies	Good
Backpedal	1x10/10		100 miles					Standing Burns (5lb) Y, T, A, Field Goal	x10		SA Burns	Good
Static stretch	x:6-10ea	L W. C. M. C. M.L.			Floating Coach			Bench Press (135x5, 185x3, 225x1) LS Stop at 5	3-5 (23 26 208	() C-1	e SA DB (Follow Chart)	Good
Feet together, Feet wide (rt., lt, md), squat stretch/extend legs, World's Greatest Lunge w/Rotate,		Agility Coaching Cues/Rules	40		Coach Kelly, Coach Long	, Coach Polian	40	(x:01 negs All sets) (QB's DB Neutral Grip-60-80) 4x8	383 (73,70,797	Benches	e SA DB (Follow Chart)	Good
Lateral Shuffle	2x10/10	1. All drills start in 3 pt football position.	A SHAPE					Position Specific Plyo's (QB's Scap Pushups 2xMax)				
High Knee Carioca	2x10/10	Coach says ready! and the athlete			Timers and Effort			Lineman - Falling MB Chest Pass	2x5ea		SA DB Tri Ext.	Good
Fwd sprint x 5yds/Bwd 2 steps 75-90%	x2-4 reps	gets into ready position. The competition starts on the cadence Set Hit!					50	BSk - SA Rolling MB Pushups Sk - SA Plyo switch MB Pushups	2x6ea 2x8ea		SA DB Tri Ext. SA DB Tri Ext.	Good Good
Fwd sprint x 5yds w/lateral shuffle 2 steps 75-90%	x2-4 reps	2. Hips low	50		Coach Balis		20	w/Towel Pull-ups		ce 2-3+3 Negs at :08	SA Mach Pulls (2x8-12+	
Change of direction foot placement drill	2x10 and back 2x20 yds	3. Body control / Speed Technique	E STATE OF									
Percentage Sprints 50, 75, 90%	The second secon	4. Finish the drills hard and fast!	200000					DB Shrugs (Standing, Seated SA, Kelso)	3x12	Jones/Bures/Weese	SA DB	Good
Speed School (x8 Groups)	Coaches	5. Compete, be enthusiastic!	10				40	Machine Neck (Hammer S/Sx10-12ea) (Pendulum S/S Rev Ord MR F/B (On bench)	er All 3 levels x6-8) DB Area	Good Good	Good Good
4-6x10yds		6. Coaches coach hard	40			*	-10	DB Incline Press (wupx5) (QB's OH SA Hammer Pulls 2x8-10)			SA DB	Good
Starts - 2pt, 3pt, Pushups, SL		7. Each drill finishes with a break.						Machine Pulls (Hor/Vert)	2x6-9 Force	2-3	SA Machines	Good
Cones (Gooden, Weese, Tracy)		(1-2 Count on me)	200					Bet alleita and the one of the one	1.10.15			
Competitive Agilities (Exercise 2:15) (Teach :30) (Transition :15 1st Half - 12 MINUTES (3:00 EACH)	Business and Control of the Control	8. If they don't do the drill right, it's a loss.	30	Denson/Lea		Rees/Lyght	30	Barbell Upright Row (95-135) (QB's Seated Hor Scap Retraction 2x15) MR Towel	x10-15+	Everyone	SA DB (30-65) SA MR Towel	Good Good
Fighting Irish Drill	Grimes/Coeling	9. If you argue or have a bad attitude it's -1.	30	Obstacle course/Tug of War		Turn Cut Drill/T-Drill Vari		Band Ext/Int Rot.	x15ea	Everyone	SA Band	Good
Increase The Distance Drill		10. If you knock over a cone or use a		Coney vs Watkins		Tranquill vs Weishar/Wimt						
Turn/Cut Drill	Flint/Lemon/Tracy	brace hand, it's a loss.		Stiner, Bignell, Weese		Flint, Lemon, Tracy		DB Bicep Curl/Hammer/Reverse Grip	3x10-15+	Everyone	SA DB	Good
Obstacle course	Stiner/Bignell/Weese	brace nand, it's a ross.	20	Stater, Digiten, Weese			20	DB Tri. Ext/Pull-over Press/Close Grip	3x10-15+		SA DB	Good
2nd Half - 12 MINUTES (3:00 EACH)	Stillet/ Digitell/ Weese							4th Quarter Partner Pushups Competition 4th Quarter Finish (Leaders teach it, 1 More Rep Progra	Points		Sit-ups	Good
Competitive 3 Cone Drill (3 cone V, drop 45, All Sprints)	Grimes/Coeling							van Quarter i mon (ceaucis teach ii, i store Rep Progra)			
Touch In Any Order	Jones/Plantz/Gooden							Recovery/Stretch				
T-Drill variations	Flint/Lemon/Tracy	Notes	10				10	1. 3 Position Lacrosse ball Dwn Scap and spine	x1:00	Jones		
Tug of War		Equipment Mangers needed for speed school and Competitive Agi						Band Ankle Program (flex/ext, inv/ev, clock/counter) Box Hip Flexor, Glute Med, Hamstring	x10ea x:30ea	Grimes Flint		
Finisher		Equipment Mangers will travel with their teams						The state of the s	- Inved			
Team Relay (20 yd shuttles-10yds and back)	Team Questionaire	to record points.	THE REAL PROPERTY.					Announcements	Weekly Gos	al/Motivation		
All Up Secure (Results of Competition)	Training table	Add up points at the end during the finisher.	G		Speed Groups 1-8		(Training Table Questionaire 2pm	Attitude/Effor			
Have team sheet (8 recorders)	Attitude/Effort	Give to Flint/Stiner. He gives them to me.	BEET STATE					Team Run Sp School/Comp Agility 7.45 (Know Speed Groups/Agility Stations)			ove Your Non-Cognitive Skills	s (Fight through the pair
Reminders		Winners/Losers announced at the end of workout	E 100 AL		FSA Warm-up	THE RESERVE		Tuesday Lift Time 7:00, 8:30, 10:00	Attention to			
Tuesday Lift Groups	Attention to Detail	Williams Exists announced at the end of workout				Trainer/Injur	red Reserve Guys/Bur		Appreciate what	we are a Part Of and become	ne a more emotinally mature team	able to handle all situations
7:00, 8:30, 10:00									One Day A	t A Time	nd Respond with even greater	effort (No breaking poin
7.00, 0.50, 10.00	One Day At A Time			ROWI	ING LOFT		ENTRANCE		One Day A	A Time		



Incorporating Science Weight Room

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



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)

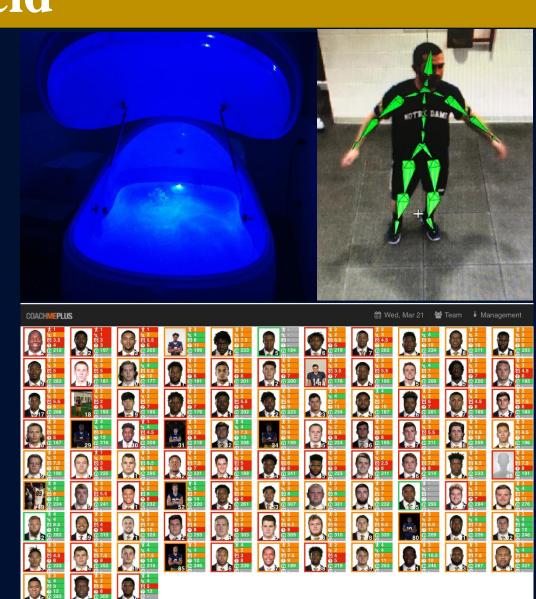
Agility

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



Incorporating Science Off the Field

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



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



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

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

- Houston
- Utah
- Florida
- Virginia
- Mississippi State
- University of Connecticut
- Notre Dame

- 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)

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!



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?

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?



Questions

