

# NAVIGATING BARRIERS THAT FACE TODAY'S STRENGTH & CONDITIONING COACH

JEN JONES MS, MEdCC, CSCC, USAW  
DIRECTOR OF STRENGTH AND CONDITIONING OLYMPIC SPORTS  
PURDUE UNIVERSITY  
JENNIFERJONES@PURDUE.EDU

---

---

---

---

---


---

---

---

## MY JOURNEY

- G.A. AT EAST CAROLINA
- ASSISTANT STRENGTH COACH AT UNIVERSITY OF HOUSTON
- HEAD WOMEN'S STRENGTH COACH UNIVERSITY OF ARKANSAS
- ASSISTANT STRENGTH COACH TEXAS A&M UNIVERSITY
- DIRECTOR OF STRENGTH & CONDITIONING/OLYMPIC SPORTS PURDUE UNIVERSITY



---

---

---

---

---

---

---

---

## COACHING MENTORS



- MY FIRST EXPERIENCE WITH S&C AND EVERYTHING THAT GOES WITH IT
- STARTED TO DEVELOP MY COACHING VOICE
- HARD WORK OPENS A LOT OF DOORS.
- ATTENTION TO DETAIL
- FIRST INTRODUCED TO LOUIE SIMMONS AND WESTSIDE BARBELL

---

---

---

---

---

---

---

---

COACHING MENTORS



- HOW TO CONTROL THE ROOM.
- COACHING STYLE HAD TO CHANGE WITH EACH TEAM AND OR TIME OF SEASON.
- BUILDING RELATIONSHIPS THE YOUR STUDENT-ATHLETES.
- TAKING PRIDE IN YOUR FACILITY.
- WORK LIFE BALANCE

---

---

---

---

---

---

---

---

COACHING MENTORS



- DISCIPLINE AND HARD WORK.
- HOW TO BUILD A CHAMPIONSHIP CULTURE.
- BUILDING A PROGRAM FROM THE GROUND UP.
- TEAMWORK, LOYALTY, SELFLESS SERVICE, INTEGRITY.
- EVERYONE ON STAFF HAS A ROLE AND CONTRIBUTES TO THE SUCCESS OF THE TEAM.

---

---

---

---

---


---

---

---

BARRIERS PREVALENT IN THE STRENGTH AND CONDITIONING FIELD

UNEQUAL ASSUMPTION OF COMPETENCE  
HIGH STRESS BALANCING WORK AND PERSONAL LIFE  
LACK OF FEMALE MENTORS  
LACK OF ASSERTIVENESS (INTERNAL BARRIER)  
STEREOTYPING  
SPORT OR GEOGRAPHICAL LOCATION LIMITS (INTERNAL BARRIER)



---

---

---

---

---

---

---

---

### UNEQUAL ASSUMPTION OF COMPETENCE



- MALE COACHES ARE AUTOMATICALLY ASSUMED TO BE MORE QUALIFIED THAN FEMALE COACHES. (KILTY, 2006)
- AS A RESULT WOMEN ARE FORCED TO PROVE THEIR COMPETENCE: OUT WORK THEIR MALE COUNTER PARTS. (WALKER, 2011)
- HIRING BASED ON SIMILARITY, WHO THEY FEEL COMFORTABLE WORKING WITH. (KILTY, 2006)

---

---

---

---

---

---

---

---

### WORK/LIFE BALANCE

- YOUNG COACHES SOMETIMES STRUGGLE WITH WANTING TO START A FAMILY AND TRYING TO BUILD A CAREER.
- THE COACHING PROFESSION HAS A HIGH STRESS LEVEL. OFTEN DEMANDING EARLY MORNINGS, NIGHTS, AND WEEKEND WHICH COULD CONFLICT WITH HOME LIFE.
- FINDING A DEPARTMENT AND STAFF THAT UNDERSTANDS WORK/LIFE BALANCE IS A DIFFICULT BUT IMPORTANT BARRIER TO BREAKDOWN.

---

---

---

---

---

---

---

---

### LACK OF FEMALE MENTORS

- WHEN I STARTED IN THE PROFESSION THERE WERE APPROXIMATELY 7 FULLTIME FEMALE STRENGTH COACHES IN THE NATION.
- MANY FEMALES GET IN THE PROFESSION BUT LEAVE TO START A FAMILY THUS MAKING IT MORE DIFFICULT TO FIND ESTABLISHED FEMALE MENTORS.
- FEMALE STRENGTH COACHES ARE NEEDED; FEMALE ATHLETES WITH WOMEN COACHES ARE MORE INTERESTED IN JOINING THE COACHING PROFESSION THAN THOSE WITH MALE COACHES. (KILTY, 2006)

---

---

---

---

---

---

---

---

### LACK OF ASSERTIVENESS

- YOUNG COACHES STRUGGLE TO FIND THEIR COACHING VOICE AND BEING ABLE TO COMMAND THE FLOOR.
- THIS CAN IMPACT POTENTIAL JOB INTERVIEWS AS IT CAN BE VIEWED AS A LACK OF CONFIDENCE.
- LACK OF PROFESSIONALISM CAN IMPACT PERCEIVED JOB PERFORMANCE.

---

---

---

---

---

---

---

---

### STEREOTYPING

- ASSUMPTION THAT FEMALE STRENGTH COACHES CAN ONLY WORK WITH FEMALE ATHLETES/TEAMS.
- WOMEN WHO WORK IN A PREDOMINATELY MALE-DOMINATED WORKPLACE ARE OFTEN PERCEIVED AS "NOT REALLY BEING WOMEN" (KILTY, 2004)
- TOP LEVEL FOOTBALL AND BASKETBALL PROGRAMS HAVE LACKED A SINCERE DESIRE TO CONTACT, INTERVIEW, AND HIRE MINORITIES AS HEAD COACHES AND ADMINISTRATORS. (WILLIAMS, 2011)

---

---

---

---

---

---

---

---

### SPORT OR GEOGRAPHICAL LOCATION LIMITS

- ONLY WILLING TO WORK IN CERTAIN GEOGRAPHIC LOCATIONS
- ONLY WANT TO WORK AT BCS SCHOOLS
- ONLY WANT TO WORK REVENUE SPORTS: FOOTBALL OR BASKETBALL

---

---

---

---

---

---

---

---



EFFECTIVELY NAVIGATING THE BARRIERS:

- NETWORKING
- MENTORING
- DEVELOPING PROGRAMS
- PROFESSIONAL DEVELOPMENT
- CONFERENCE ROUND TABLE DISCUSSIONS
- EVALUATE PERSONAL CONSTRAINTS AND BARRIERS
  - (BORLAND, 2011)

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

CITATIONS

- BORLAND, J. F., & BRUENING, J. E. (2010). NAVIGATING BARRIERS: A QUALITATIVE EXAMINATION OF THE UNDER-REPRESENTATION OF BLACK FEMALES AS HEAD COACHES IN COLLEGIATE BASKETBALL. *SPORT MANAGEMENT REVIEW*, 13(4), 407-420. doi:10.1016/j.smr.2010.05.002
- KILTY, K. (2006). WOMEN IN COACHING. *THE SPORT PSYCHOLOGIST*, 20(2), 222-234. doi:10.1123/tsp.20.2.222
- WALKER, N. A., & BOPP, T. (2010). THE UNDERREPRESENTATION OF WOMEN IN THE MALE-DOMINATED SPORT WORKPLACE: PERSPECTIVES OF FEMALE COACHES. *JOURNAL OF WORKPLACE RIGHTS*, 15(1), 47-64. doi:10.2190/wr.15.1.d
- WILLIAMS, V. A. (2011). CHAPTER 2. IN *WOMEN OF COLOR IN HIGHER EDUCATION: CHANGING DIRECTIONS AND NEW PERSPECTIVES*(VOL. 10, PP. 19–37). BINGLEY, UK; EMERALD GROUP PUBLISHING LIMITED. RETRIEVED MARCH 24, 2019. FROM [HTTPS://WWW.EMERALDINSIGHT.COM/DOI/BOOK/10.1108/S1479-3644\(2011\)10#](https://www.emeraldinsight.com/doi/book/10.1108/S1479-3644(2011)10#).

---

---

---

---

---

---

---

---

---

---