



Strength and Conditioning

Bringing Autonomy and Longevity To The Field

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Evolution of the Field

- One Coach
- One Coach and “some help”
- Staff of 3-6
- 5+ Just For Football
- Every Sport Has Own Strength Coach

- More opportunity now for impact and impression

Autonomy Aids In Longevity

(Does Not Guarantee It)

- Run Your Program Like A Business
- Have A Mission Statement
- Have An Operations Manual
- Have Goals For The Program – With Performance Reviews
- Make Sure You Have An Emergency Action Plan (EAP)
- Develop A Sport Performance Board/Committee
- Develop Core Values
- Have Staff Performance Reviews

Global Views and Concepts

- Where Do You Fit In The Athletic Department?
- What Is The Department Perception Of You? (Perception is reality)
- Do Not Pigeonhole Yourself In The Department
- Job Security? Why Do We See This As An Entitlement? Whose Job IS Secure In Athletics?

Perception vs Reality

- How Are You Perceived?
- What Does Your Dress Say About You? Does Your Dress Command Respect?
- How Do You Dress For Staff Meeting? Department Meeting? Presentation?
- How Do You Interact Daily With Those Around You? Administration, Student Athletes, Coaches, Support Staff, Medical Staff...
- How Are Strength Coaches Perceived Globally?

Random Thoughts

- Stability? Unless You Are Self Employed, Who Really Has Job Stability?
- Contract With The Coach Or The Department?
- Certification Does Not Guarantee Professionalism Nor Expertise
- Perception Comes From Action, Not A Governing Body That Mandates A Certification.
- Supervision By Admin Who Does Not Know S&C? Educate Them. Set Up Meetings/Workout Observations. If They Won't Meet, Email Them Weekly
- Develop A Good Relationship With Sports Medicine.
- What Are You Putting On Social Media?

Random Thoughts

- A Well Coached Program Beats A Well Written Program
- Evaluation – Are They Improving? Are They Safe?
- Look Professional When you Speak/Present.

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